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15 PAGES to INTERNET MARKETING
SUCCESS



Table of Contents

Internet Marketing Newbie Guide First Read before You Start Internet Marketing.....	3
Internet Marketing Newbie Guide Know This Before You Start an Online Business.....	5
Internet Marketing Newbie Guide Internet Marketer Basic Principles	7
Internet Marketing Newbie Guide 5 Programs to Guarantee Newbie Online Success	9
Internet Marketing Newbie Guide Earn Money the Easiest Way with Affiliate	10
Domain Management Secrets How To Choose A Good Domain Name?	11
Domain Management Secrets How To Boost Your Traffic Using Expired Domains?	12
Affiliate Secrets 5 Success Factors in Affiliate Program.....	13
Create Online Product Easily 5 Major Types for Your Online Information Products Contents	14
Create Online Product Easily 4 Fastest Ways to Get Profit from Your Ideas.....	15

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Internet Marketing Newbie Guide

First Read before You Start Internet Marketing

Before you start an internet marketing business, there are few things that you need to know. These things are very important to know before you get doing the internet marketing business. As you may know, very little marketer can continue their internet business while the others stop to continue.

Even you get the exact methods to make money from the internet, but if you expecting results from zero effort, it is useless. A lot of people learn the exact same methods but only a few of them can succeed in their online business. Do you know why? Because some of them take action and get results, and the others cannot even bothered to try it out.

Keep these things in your mind; you are responsible for your own success, not anyone else! Some people keep blaming things around them and they give up to keep trying. We can see that the problem is in them. The key to success in Internet Marketing is hard work and never give up. There is no magic pill to become rich in internet marketing. While you're gambling with your money, you can get a lot instantly, but you can lose a lot at the same time too. Internet marketing is different. It started with building your branding, people's mind about your product, and your popularity will increase. When you become the true expert on your market, you will never lose your money.

The inability to focus, take responsibility and act is a serious problem. It can cause the downfall of many well meaning entrepreneurs. It can lead many on an endless wild goose chase with no positive destination. Don't ever let this thing happen to you.

Ewen Chia, internet marketing guru, said that to become success, you must see the big picture of internet marketing, and use a proven system while doing this. Why must proven system? Because it's useless to know the big picture if you've nothing to move forward with.

Any business relies on market, business serve their market by making offers of products and services. The customers come thought advertising and promotion. They bring in additional profit by providing back end or post sale products. Finally the business owner duplicates his model by either starting another business in a different market, or duplicating his business in the new one.

The most important things to remember is using the correct system, taking action, being committed and taking responsibility for your own success. There are no big secrets in Internet marketing. Start your business in internet marketing using some proven methods and choose your product carefully. The key is to focus and take action. These 5 steps in the big system have to be undertaken systematically and consistently. Don't start worrying about generating traffic before you have even decided on your market or offer. Everything has to be performed accordingly and be consistent on a step-by-step basis.

Internet Marketing Newbie Guide

Know This Before You Start an Online Business

This is the first guide for you to start your internet marketing business. I will explain anything that you must know and give you an overview step by step to start.

The principle number one is to start the right way. You must have a strong foundation regarding the information for your business. You must know by yourself how to set up your business and how much does it cost. Don't give another people to make a website for you without knowing the exact price of many things needed because there are a lot of scams out there. They can say to you, "give me money to create a business website for you, it will cost \$200/month". No, it's not that expensive. I will tell you what is needed to begin your internet business and how much does it cost.

What you need first is domain name. Domain name is your home address in the internet. For example, I have a website to teach you how to generate massive traffic. How do you get in my website? I would say to you that my website name is www.MagicOfWealth.com. Then that's mean my domain is MagicOfWealth. I hope you do understand what I mean. How can you get your domain name? You can buy domain names at DomainSite dot com, or yahoo dot com, or NameCheap dot com. It costs around \$8 - \$9 to buy 1 domain name.

Next you will need a web hosting to host your website. If domain name is your home address, then web hosting is your house. Web hosting is where you put all the files of your website, so people can look inside your store, what do you sale and what you provide for them. You can buy a web hosting in GoDaddy dot com, LunarPages dot com, HostGator dot com and many other places. There is a lot of package in the hosting provider, which one should you choose? Well the answer is depending on what type of business you will do. If you want to create complex businesses which need a big databases and bandwidth, you should choose an average package. But if you just a starter and want to try the easiest way in internet marketing, affiliate marketing. Affiliate marketing just need 2 - 3 page of html pages. And it will not need a lot of spaces for that.

My affiliate website takes space only 500kb and it can packaged in one diskette. If you want to start the affiliate business for your first internet marketing business then I recommend you to choose the smallest hosting package. But it must include e-mail account and available to use php script. These things are very important. One hosting could take around \$7 per month for average hosting.

The other thing you need is a website builder. Website builder is the contractor which builds your store. Its software for you to type what do you want to put in your website. You can get the free one like [MyFreeWebsiteBuilder](#). It is a good website builder and created by an expert internet marketer named Ewen Chia.

The last thing you need is a payment processor. Payment processor is the place where people pay for your products. They choose your product, they pay to the payment processor, then they get your product. It's that simple. Before knowing this thing, I always wondered, how can I make people give use credit card to pay for my account bank? Well, there is another person who has done the work for you. So all you need is register to them and use their services. It's easier and more secure. The payment processor I recommend is Clickbank dot com, 2checkout dot com, Paypal dot com, and authorize dot net. Some of them cost every month. But some just need once pay for lifetime. It's around \$49 to register in 2checkout by now. But it costs free to register in clickbank.

These are the things you should know to start any type of internet marketing business. There is many things needed beside these things but it's regarding on what type of business that you have. For the first time I recommend you to start an affiliate marketing. It's the easiest and the simplest way to get a lot of money.

Internet Marketing Newbie Guide

Internet Marketer Basic Principles

There are some reasons why you must start your Information Product Business online. It's very easy and affordable to start with no overhead costs and no inventory needed. You need no employees, zero delivery cost (instant download), 100% profit margin, and a completely automated business.

If you're a newbie internet marketer, I congratulate you for taking action starting an online business. You will have a wonderful future with internet business if you have a commitment to build your business seriously. The internet is a way to generate massive autopilot income with the easiest system.

The most important thing to remember is you must use a solid proven system that you can learn from other internet marketer who started before you. Just keep things simple and make use of the system. After you success in one market then you can duplicate and replicate your business with another market. After doing all of that, start focus on the marketing. Business without marketing is not business. This is the key to be success in business whether in online or offline business. But you can't advertise your business if it doesn't have a solid system so these things must work together.

The next principle is sell what people want. Start to find a hot market first and then decide what you want to offer to them. Find their needs and give them your products that fulfill their needs. Most gurus recommend you to create your product then find a market. But it's better if you reverse the process. Find a hot market first, and then give them your product that they need. This way will make it easier to advertise them. Make sure that you give what they want instantly. Give them something to download to solve their problems.

For the internet business model that you take, I will recommend you to choose affiliate marketing for the first start. Affiliate marketing is selling other people products and make commission for each selling. You don't need to create any product. Just give people the vendor's link and you will earn commission every time they buy the product. It is very easy to start and maintain.

The most important tip to start an affiliate programs is choose a good product to offer. Search on the market which product has the most market and less competitive. After you find it, create your own website and collect the visitors email. Then, make it linked to the vendor's website so visitors will get the product through your website. Keep

promoting your site everyday and you will earn a lot. Remember to keep focus on one product first and never give up. It's normal to not having sale in your 1st or 2nd month. Just keep promoting and build the list.

Internet Marketing Newbie Guide

5 Programs to Guarantee Newbie Online Success

There are 5 programs that every internet marketers started with. Yes, you can delegate some things to another person, but it's important for you to know the basic, so you can do it by yourself without delegate it to anyone.

First, is a word editing program. You will need a document editor program. You can use Microsoft Word, or if you want to get free software, you can try OpenOffice.org. It is like a free version of Microsoft Word. There's no other software better than those two. So, find one of them and use it.

Second, search for a PDF converter program. Once you have finished creating your own information product, you will need to convert it to a PDF format. Using a PDF format will make your customer easier to read your book.

Using the PDF format, your customer can't change the content so it's also safer to give them the PDF format. Your product can't be altered, add, removed, or edited and its contents remain the same just like you created it.

If you're using Microsoft Word, you will need to find third party program to convert the document to PDF. But, if you're using OpenOffice.org, you can convert your document to PDF without third party software.

Third, find a paint program. This is optional, but you will need this if you want to create beautiful cover for your product, or maybe you want to make any illustration or design for your product and website. For myself, I'm using Adobe Photoshop to create my website and eBook covers.

Fourth, find an affiliate programs. To boost your sales, you should join a few affiliate programs and try to find many affiliates to sell your products. This way, you can gain profit from backend income later.

The last is the most important thing. It is your brain with some confidence to go! Most of newbie don't have this one, so they can't get started right away. You don't need to prepare everything before you start your online business. Try everything you learn and implement it. By doing and failed, you will know what is right and what is wrong.

Internet Marketing Newbie Guide

Earn Money the Easiest Way with Affiliate

Affiliate is very popular word in the internet marketing world. You may hear this word as the fastest and easiest way to make money from the internet. If you get into the internet marketing business and never heard about it, you might be living on another planet.

Affiliate is the person who acts as a referrer to products or services of a company/business and receives commission on every successful sale. For example, John is selling a "Step by Step Guide to Build Wealth" eBook. John has a friend named Christina, Christina sells John's eBook to another friends. Because Christina helped John to make more money, John gives Christina a commission 50% of the eBooks price.

That was easy, right? Just by referring products to someone else, you earn 50% commission. Don't be surprised, there are some products who give more than 75% commission to their affiliates. Using this affiliate system, many gurus said that they can earn money without product, without website, even without ideas! Because all they need to do is find an affiliate product and then referring it to someone else.

Affiliate Program is a program that provides a system to allow affiliates to sign up and selling the products to receive commissions. Without affiliate program, there is no way you can record every sell from the affiliate. To have an affiliate business, you will need a third party script for your website or find a service that provide affiliate system.

There is a place where people meet to offer their affiliate products to sell. It's called affiliate directory. Usually people go to affiliate directory to find an affiliate products. Some affiliate directory even pay the affiliates using check and bank transfer directly.

Domain Management Secrets

How To Choose A Good Domain Name?

In the internet marketing, your domain name is the only clue for the users to know what your online business is. You do not have visual clues, no location, no look, and no store design. Users have to type your domain name to come to your site. People won't know that Amazon.com is selling books if they heard just from the domain name.

Your domain name can boost your road to success on the internet. It is the best asset you can ever have. Once you have a good domain name, nobody can change it. It's better to use generic names for your domain. Generic names instantly provide the user with an idea of what business is all about, what to expect and what to look in a site. For example, etoys.com is a toy store.

Generic names are so powerful; some companies even paid ridiculously high prices to get the name they want. The domains loans.com and wines.com were both bought for \$3 million each. Telephone.com was acquired for \$1.75 million, and bingo.com sold for \$1.1 million. However, generic names are not always creating the buzz. Branding is more important for popularity. McDonald's did not name their store hamburger, Fuji is not photographs, and Microsoft is not Computer Software.

Your domain name should be easy to remember and memorable. These are some tips while you creating a domain name: The domain name should be short and simple. It should be suggestive of your business category, it should be unique, easy to interpret and pronounce, should be personalized, and not difficult to spell.

Domain names can be registered to many different companies; it's all listed at ICANN. Prices can vary \$6 to \$20 per year. Most web hosting company will handle the registration process for you. Make sure your name is registered as the owner of the domain name and don't forget to renew it in time.

Domain Management Secrets

How To Boost Your Traffic Using Expired Domains?

If you want to have a website, then you will need to buy a domain name. This is the address for your site. Users will need to type it to enter your website. Domain name is very important to let people know what type of business you have just by hearing your domain name. Choose a wrong domain name, and nobody will come to see you.

Buying domain name using domain name service is cheap. It takes about \$6 to \$20 per year. But, domain names are also a golden opportunity to make easy money. You may be heard that some people run internet real estate business. They buy a domain name, and sell them on high price. For example, the domains loans.com and wines.com were both bought for \$3 million each. But, that's not what I'm talking about. I'm talking about expiring domains.

Many webmasters invest their time, effort and money to promote their site and have a good traffic. Many of them lose interest and leaving their site active. That means, although they still own the domain, they're not promoted it anymore. Their website is keep bringing traffic by itself. Realize something? If you can have those domains when they expired, you will have a pre-build stream of customers. You can rebuild the site, or you can redirect the traffic to your domain. It is very easy, right?

Try to find expired domains that related to your business. There are lots of ways to earn easy money with very little effort. There are services that giving you an expired domain like www.expiredtraffic.com or www.deleteddomains.com. You can buy an expired domain names there and then build up your site using that domain name. This way, you can get a lot of traffic easily.

Affiliate Secrets

5 Success Factors in Affiliate Program

Not every affiliate program is good to joined with. There are some factors that determine whether the affiliate program is good or not.

First factor is demand. Find a profitable market before you take any affiliate program. With a bigger market size, it will be easier to promote your affiliate products. Go to freekeywords.wordtracker.com and try to find a product that has a lot of searchers in the net.

Second is a commission incentive. Don't take any affiliate program that pays you 5% to 20% for digital products. You will earn more if you promote an affiliate program that gives 50% or more commission for each product sold. There are a lot of affiliate program who give more than 50% for commission.

Third is sales letter. All you need to do to promote an affiliate product is by referring people to the publisher's site. Then you just hope that the customer get convinced by the sales letter and then buy the product. So you need to choose an affiliate product that has a good sales letter. One of the best ways to tell if a sales letter is good or not is to read it by yourself and see how you feel. If you don't feel persuaded to buy, then it is likely that many others will not, either. Your referral efforts can be waste if the sales letter doesn't convert well.

Fourth is the promotion material. The purpose to become an affiliate is to do less work and make more money. An affiliate program is already saved you some time and effort, but you would also want to do less work where ad-writing is concerned. Some affiliate program provide necessary promotion materials such as solo ads, PPC ads, sales letter, and even follow-up email.

Fifth is quality. This one is self explanatory. You may promote the product better if you really know that the quality of the products is good and you have tested it by yourself.

Another tip is cloaking your affiliate ID so nobody can steal your commission. You can go to TinyUrl.com to convert a long URL with your affiliate ID to a short one and you can hide that your link is an affiliate link.

Create Online Product Easily

5 Major Types for Your Online Information Products Contents

If you're trying to sell an online product, especially an information product, there are 5 types of content that usually used by many expert marketers on the net.

1. "How to Guide/Manual". This is the most popular types of information product. This is also usually the most popular types in your local bookstore. Begin your product's title with "How to ...". Try to make people think that your product is for newbie, and they will love that.
2. "Stories" type. You can present your eBook contents in story format. You can try to compile a collection of short stories or articles to form an eBook. If you have a good skill in storyteller writing, this type is recommended for you.
3. "Tips" type. Use a number on your title, for example: "100 Tips to Sell Your Products", "7 Tips to Lose Weight", "5 Tips To Attract Women", and so on. Remember that your reader should have at least minimal understanding on the topic.
4. "Reference" type. You can list all directories in your topic needs. For example: "Complete List of Cheap Hosting Provider", "Complete Directory of Best Article Directory". This will give a lot of convenience for your readers because they didn't need to search that place by themselves. You have done the hard work for them.
5. "Interview" type. This type is for you who don't have any idea how to give content to your readers. Find out an expert in your niche, and try to interview them. You can record your interview with him/her and create the transcript and the audio packages. Give them a win-win offer so they are willing to be interviewed by you.

Create Online Product Easily

4 Fastest Ways to Get Profit from Your Ideas

You should know that there are a lot of ways to generate your income through an online business. Some of them are scams, and some of them are the secrets that every expert internet marketers hide.

From the entire path to get success in online business, I will pick the best 4 of them and explain it one by one.

First, is an upfront sale. Upfront sale is the usual type of selling. You simply make money by selling it to your customers and try to sell your product to another customer. Everyone knows that and it's applicable to every business.

Second, is tried to get money through the backend door. The backend means every sale that happen with the same customer after the first sale. Many expert marketers get a lot of income from the backend sales rather the upfront sale.

You can usually try to promote an affiliate link to your customers from their contact email. Another way to promote your affiliate link is through your eBook. Beside affiliate link, membership or service site is also generating some income backend for you.

Third way to get your internet income is by selling a resell rights from your products. You can sell your product at a higher price with the resell rights package, to your customer. For example, if you have a product priced at \$87, you can sell the resell rights at \$387. They will keep buying your product by knowing that it will takes only after 4 sales to profit from the sales of your product.

The fourth way is to selling your product's source format. This way, your customer can change the content or even the author of your product. You may give them the source in editable word document, or Photoshop format for the design, so your customer can edit it easily. Because of many internet marketers don't have so much time to create their own product, they may want to get your private label package at 5 or 10 times the price, and maybe more.

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