

# **Internet Marketing Manual**

**Step By Step Ways To Making Money Online.**

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## Overview...

The Purpose of this marketing manual is to share with you a personal experience and to show you how to make money online.

This is a manual and not a literature book so I am going to skip the hype and get down to business.

This manual will take you by the hand and show you some of the most lucrative internet business that will make you money the amount of money you'll make will be directly proportional to the amount of work and effort that you put in. Bear in mind that there is nothing like money making machine that will be making money for you while you are sleeping from day one.

Know also that with the proper mind set, achievable goal, right tools to remain

focus and dedication the sky will be your limit in getting to where you want to go.

Finally, this book is your step by step marketing tool, follow it closely and act on the suggestions. And see yourself prosper like you can never have imagined.

My number one purpose of writing this manual is to help put money in your pocket and smile on your face. I use every single method that I put down on this manual to earn money there is nothing better than having more than one source of income.

Please lend a helping hand to others as you climb up on your financial freedom. Together we can make this world a better place for all.

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# Introduction

In the next 12 hours, approximately 110,000 new Web pages will be built and will be publicly accessible to all. Because of the enormous number of people using the Internet, it has become a major play ground for people with legitimate business and scammers.

Through personal experience I have uncovered that it is absolutely possible to make incredible amount of money online but I also uncovered the fact that more than 99.2% of the get rich quick online business are scams. There are profitable online businesses and every single one of them requires some kind of effort from you, those are the ones that I do and those are the ones that I am going to discuss here.

If you are looking for a quick fix and you want to make a lot of money this book might not be for you. Most people are lured into buying programs that will make them money while they are sleeping because they do not want to work. They keep looking for that quick fix and kept on wasting their hard earned money. Remember you can only reap what you sow, or somebody else sowed it and handed it over to you. In America they say there is no free lunch, and it is true because somebody did pay for it may not be you.

## **Chapter 1: You need a Website**

Generally speaking you can make money online without a Website. It all depends on how much money you want to make. For a steady stream of income that will generate residual income yes you will need a Website.

There are tons of other ways to make money online without a Website but the income is mostly a one time income and they do not have any way of generating residual. I will touch on those at later chapter for those people that need quick and easy money I call it small spending cash no big deal.

For those of you that need to make a residual income and a lot of money having a website is a must have. The reason for this is that 1 in 3 retail dollars are spent online and that figure is constantly growing.

With your own Website you will be maintaining a permanent place where billions of people spend their money everyday. Yes, you want to be there and your own Website will let you do that.

Good news is that any one can build and maintain a website, it is really that simple.. I will show you how.

## Why You Need To Own a Website..

There are tons of reasons to have a website ranging from Building a community with people that you share your ideas and ideologies with to selling your products globally. It is a matter of how big you want to grow yourself or your business. I can easily come up with more than sixty reasons why you need to own a website but because of time and going straight to how you can start making money today I will only go through few reasons:

1. Take yourself and your business global.
2. Communicate with millions of people 24/7.
3. Sell your products, services, organization, events 24/7.
4. Promote anything from yourself to your organization.
5. Save money on rent, transportation, files, and inventory.
6. Work from your bedroom wearing your pajamas.
7. Reach a local, regional, National, and global market.
8. Reach and Sell to a specialized niche market 365 days.
9. Educate millions of people about products and ideas.
10. Spread knowledge.

The list could go on and on, but I think you get the idea. Simply put if you want to make serious money, get to be known or spread an idea you have to go where there is an audience and there is no better place than online.

## Your Website Design...

You are now thinking my website? Yes, your website, it is far much easier than you think. You don't need to know any HTML or programming language to be able to build a website that looks great, easy to find and user friendly. In fact if you know how to log on to the internet and how to hold a mouse you can build a website in no time.

For those that do not feel comfortable pointing and clicking your way through a set of templates there is another way to have you online in no time.

There are three commonly used options to build a website.

1. You can build it your self.
2. You can hire a professional programmer to build it.
3. You can use a third party's design studio and their help.

Most people that do not have a website today are because of a common myth that you have to know HTML or other programming language to be able to build a website. Well there are softwares today that will work you through pointing and clicking your way to a well professionally looking website, with these softwares anybody can build a website, regardless of experience.

An example of such software is XSitePro.

I have used XSitePro to build all my websites it is designed for people that do not have web technical knowledge. If you know how to use a word processor then you will have no problem using XSitePro. With XSitePro you will be able to see your design as you go, because of the “what you see is what you get” capability. It is really possible to do things that you thought can only be done by university trained techy folks. You can learn more about the software here [XSitePro.com](http://XSitePro.com)

You can hire a professional programmer to build your website for you. Professional designers have a lot to bring to the table from in-depth knowledge of products, materials and finishes they have the expertise and training to plan, manage and execute your project from start to finish. You can't overlook their importance in the web world. The price to hire a professional web designer ranges from couple of hundred dollars to several thousand dollars, depending on your specifications. Apart from the money you will lose the ability to modify the Website you will have to pay for most modifications. If you choose to go this way you can hire a free lance programmer at [www.elance.com](http://www.elance.com). When hiring a professional, asking some of these questions will help you determine who to hire.

1. How many years of experience do they have?
2. Have they built a website like the one you have in mind?
3. Can they handle future updates and for how much?
4. Do they answer question on a timely manner and how?
5. How much will it cost you overall?

Basically try and find the lowest price for your project and it won't hurt to get or ask for reference.

You can use a third party's design studio and their help to build your website. In most instances this option would be like the first option except that the designing company will host your website as well. Most of them over promise and under deliver so watch out. With this option you will get considerable technical support but you will be giving up decision on who you want to host your website and some other minor decisions.

Some of them have an almost already made website and can get you up and running in no time. If you decide to go this route Site Build It does not only help you build the website they help you manage it and funnel thousands of free, warm and targeted traffic to it. They also have the "what you see is what you get" capability. There is no prior experience needed to use this option. You can learn more about [SiteBuildIt.com](http://SiteBuildIt.com) here.

## Choosing a Domain Name...

Now all you need is a perfect domain name (your internet name and address) to get your business up and running. Choosing a perfect domain name is one of the most important aspects of your website design. You need to keep it short and crisp, easy to remember and spell. One or two words combinations are the best domain names. But wait a minute all the one word, and possible combination of words you had in mind is already taken. Now what?

The problem is that you are getting into the business later. The fact of the matter is as more and more business are going online it is harder to find a simple name with your business key word to go as your domain name. However it is still possible to get a great domain name, you will need to be very creative in making one up.

Below are some tips that will help:

- Use easy to remember keywords that describe your business.
- Think of what your business is for. If you are searching On-line for this kind of business what key word would you use.
- Don't use symbols that are typically hard to remember.
- Use a name that visitors can spell without confusion.
- Avoid names that will violate anyone else's trademarks.

- Reveal a value, example MegaDealsUSA tells you right away that you might find a deal there.
- Advertise your purpose.
- Brand yourself and leave room for expansion.

The most popular domain name extension is the “.com” Most people will first search for .com whenever they are searching for a website. If you do not have a special purpose to use any of the other extension then do not use them.

A good and meaningful domain name will also help your search engine ranking, meaning if your key word, meta tags and content are highly relevant the search engine will favor you when someone type in your key word on the search engine.

[NameCheap](#) is a good place to purchase your domain name. They have a little bit of extras at no cost. They are very reliable, cheap and most of all have excellent customer service should you need it.

If you can't make up a good domain name you might want to purchase one. A good place to do that if you have money to spend is [sedo.com](#) or [sitepoint.com](#).

## Choosing Website Host...

There are thousands of web hosting services it really can be confusing sometimes. When comparing web hosts price is not the most important thing to consider. Most of them will be within a dollar or two of each other anyways.

Some other aspects to consider are:

- Data transfer and storage resources. You need one that has a simple to use FTP (File Transfer Protocol).
- Reliability, you do not want a hosting company that goes down more than it is up. You could be loosing a significant amount of money when the hosting is down.
- Customer service with 24/7 email and instant message support is a must have for those that are new to this even the advanced users can sometime get stock. Directions are better typed than talked.
- It should all be about making sure your website and email remain online and you are happy.

If you choose to build your own website using XSitePro or any other web building software, hosting is something that you will have to deal with. If you choose to use a third party's design studio like Site Build It, you do not have to worry about hosting, they will host and manage your site for you for a fee.

Because of the above mentioned reasons one can not overlook the importance of a reliable web hosting in keeping your business and helping you make as much money as you possibly can. I personally use Host Gator for all my hosting, but at the same time I highly recommend IX Web Hosting.

To learn more about these companies click on [www.HostGator.com](http://www.HostGator.com) or [IX Web Hosting](#) to visit them.

### Creating Your Website...

Creating your website could be fun or frustration depending on how you researched your niche, analyzed your competition and did your home work before you get started.

I will suggest looking at least between five to seven websites that are in your niche. For example if you will be selling shoes online do a search on Google or Yahoo to find shoes stores or sources and see the format that they used, let this serve as a research you do not want to copy anybody but learn and develop your idea based on theirs.

Use [Alexa.com](http://Alexa.com) to see which website that is top in popularity. Those are typically those you want to concentrate your research on, professionally looking website will always outperform the rest. You want your website to look as professional as possible.

## Publishing and Maintaining...

With XSitePro publishing and maintaining your website is a breeze. They have great step by step tutorial and so much tools to take you by the hand and show you exactly how to get it done.

Need an immediate help instant-message HostGator and they too will work you through your difficulty and frustration. You really do not need to be frustrated and I know you won't be. Use all the resource that is available to you.

If you choose to use a third party's design studio like Site Build It, they will do all the publishing and maintenance that your site needs.

If you hire a professional developer make sure you are in agreement with them as to how the website will be maintained and for how much if you will be paying for the maintenance. Some of them have a tutorial that they lend their customer to help them make changes and maintain the site. You have to ask and be in agreement before they even start to build your website. The last thing you want is to loose money and time because you did not do your home work which is what I am telling you here.

## **Chapter 2: Ways to Make Money Online**

### **Overview...**

This chapter will focus on the most lucrative ways of making money online. You don't have to limit yourself on just a method. There are ways that can still make you money even if you don't have a website build already you start making money as early as tomorrow, but without a website you will not be able to make residual income and you will be limiting yourself on the amount of money that you will be making.

With a website you can employ more than one method per site or just build few mini sites each one focusing on a particular niche. If you are using XSitePro building mini sites are easier than counting 123...and the two mentioned hosting companies HostGator and IXWebHosting will let you host as many mini sites as you can. You will only be paying for the domain names registration.

### **Using Affiliate Programs...**

Affiliate programs is simply a program where you associate yourself with someone else or a company and act as an independent contractor promoting their goods and services for a paid percentage of their profit.

You can become affiliate to companies ranging from Walmart to Bowflex the big and well established companies pay anywhere from 3% to 7% commission, but the most lucrative affiliate will be companies or individuals that sell [digital products](#) these sector pays as much as 75% of their profits to their affiliates.

As an affiliate you will be given a special tracking link to place on your website or your ad, when your visitor click on your affiliate link and buy the product you get paid, it is that simple. Don't worry about selling, storing products, or shipping. You won't even talk to the customers nor do anything like that, the web page does all the selling for you.

All you will have to do is to place ads with your link to hundreds or even thousands of places all over the internet. Places like Craigslist, Kijiji, Myspace, Backpage and thousands more. I suggest starting with free ad sites and go to paid sites like Google and Yahoo when you start making the kind of money that you want.

There are hundreds of thousands of companies that offer affiliate programs. To find these companies go to these sites:

1. [ClickBank](#)
2. [Commission Junction](#)
3. [TradeDoubler](#)

4. [LinkShare](#)
5. [PayDotCom](#)

While it is tempting to go for the highest paying affiliate, if the product they are selling is not what your visitors like you won't make a penny, remember you only get paid after your visitors buy the product or service.

Here are some tips that will help you in selecting an affiliate program that is lucrative and right for you:"

- Don't accept less than 40% commission.
- Select program that has a lot of promotional tools and ads to put on your website.
- Select program that has and will help you with good marketing method including articles.
- Very good support is essential to your development.
- Select program that you have had a personal experience with. Maybe you have used their product or so.
- Program that solve people's problem or fulfill a need sells better.

There are no fees, no monthly or annual payment and absolutely no experience for joining these programs.

I suggest reading [Profit Lance](#) for more training and knowledge for a quicker success.

## Drop Shipping...

Drop shipping is a merchandising management technique where the retailer accepts order and payment first then orders from the wholesaler who ships the goods directly to the customer. The retailers make their profit on the difference between the retail price and the wholesale.

The biggest benefit of drop shipping is no upfront retailer's inventory, followed by consistent positive cash flow. The retailer sells the goods before purchasing from the wholesaler and the retailer doesn't deal with shipping.

Couple of drawbacks are: Minimal profit margin because of the fees associated with drop shipping, the risk of back ordering when the retailer places an order on a sold out goods.

I use and recommend [Doba](#), [DropShippingWholesalers](#) and [Salehoo](#). I am mostly a bargain hunter that's why I use more than these three, but these three will get you started. Once you are established and want more leads just email me and I'll provide them for you.

Drop shipping let's you access a vast amount of goods without a large upfront investment for inventory, storing, managing and shipping of the goods.

## Blogs...

A blog or a web log technically is a frequent and chronological online publication of personal thoughts and deeds, more like an online diary that is updated daily or at a certain regular intervals.

Because most blogs tell some kind of personal stories and are updated regularly people like to read them and search engine loves them and ranks them high. They are connected to each other and can be read all over the world.

Majority of the blog sites are free and easy to register. Most of the sites offer tutorial and step by step instructions on how to use the site and the software. It is so basic that any body can do it. Popular free blog sites include [Blogger.com](http://Blogger.com) and [WordPress](http://WordPress). After creating or updating your blog you will need to ping it, that is telling the search engines that you have updated your blog, use [PingoMatic.com](http://PingoMatic.com) to ping your blog.

The two most common ways to make money with your blog is to add Google AdSense to it or to promote your affiliate products there. Because of the amount of people that read blogs one can make a handsome amount of money with google adsense placed on them. You can register with [google adsense here](#) and it's free.

Another way is to put your affiliate link on your blog then use articles to direct thousands of traffic to them.

Make sure the article is related to the blog posted. There are several sites to post your article for free, including [Articleuser](#), [EzineArticles](#), [Articlecity](#), [Goarticles](#), you can manually submit your articles to these sites or use [Article Submitter](#) to submit to thousands in a few seconds.

Recommended Manual [Blogging To The Bank](#).

## Google Adsense...

AdSense is a program run by Google that places text, video and image ads on your website. When your visitor clicks on these ads you get paid by Google. The amount of money you are paid depends on the popularity of the ad which is determined by your website content. The content is made up of the title, the page description and the meta tags (essentially the keywords).

Making money with Google adsense is the closest you will get to easy money online. You will need to register with [Google](#) to take advantage of this program. The content of your website is the king with this program, if you can not write good articles for your website then make use of sites that offer free contents like [Ezinearticles](#), you can search google.com for more sites.

I used to be afraid of writing for some reason until I got hold of [Instant Article Wizard](#), now I can write tons of articles in minutes. If you want to build your own content using highly paying keywords you will find instant article wizard indispensable. The most important aspect of your content is the keyword because that controls the ads that are being sent to your website by Google. Visit [CyberWyre](#) to find the highest paying keyword ranked from high to low.

The rate you are paid depends on the keywords on your article and website that was used to generate the ads. The advertising program that generates the ad is Google Adwords, advertisers bid secretly to the keywords inside this Adwords. I know it is a bit confusing I am trying to compress it as much as I could.

Recommended Manual for Keyword, Adsense and Adword: [KeyWord Elite](#).

KeyWord Elite helps you identify highly paying keywords and thousands of low paying variations. You will bid on and use these low paying variations to attract customers to your site where you have the highly paying ads for them to click on. It is like spending \$0.05 to get customer to your site where they will click on your \$10 or higher paying ads.

Training manual: [Beating AdWords](#) and [Google Money Pro](#).

## Digital Photos...

If you have a talent for photos you could be making a decent income online using your digital camera, it is very easy and simple all you need is a decent digital camera you don't need to buy the expensive ones for now.

To start making money first take a crisp, clear and sharp photos.

Submit your photos to online stock agency such as:

[Istockphoto.com](http://Istockphoto.com)

[Foliolink.com](http://Foliolink.com)

[Morephotos.com](http://Morephotos.com)

[Ktools.net](http://Ktools.net)

[Stockandprints.com](http://Stockandprints.com) and many more. They pay you a percentage whenever your photo is sold. The good positive of these agencies are you do not have to go looking for your clients, the agencies have them already. The downside is that your price is pre-set you don't have control over how much you can sell.

On the other hand with your website you can do your own marketing and set your own price use your website to direct customers to the stock agencies such as [Lulu.com](http://Lulu.com) and [Constant-Content.com](http://Constant-Content.com).

If you have a merchant account you can sell your photos on your website directly to your customers.

Recommended Training Manual: [Camera Dollars](#)

## Ad Space...

This is the same method and idea news paper and magazines make millions of dollars, they do not make their money from the sell of the paper but mostly from advertising. The same way you can sell a portion of your website space to advertisers and make lots of money.

To do this effectively you must have a good amount of traffic to your website. There are several ways to get traffic to your website, writing articles, blogs, reviews, comments, testimonials, networking, free and paid ads, reports and signature ads on your email. It is a good idea to use several of them, I keep track of my best source using [AdTrackZ](#) that way I can maximize my yield.

Once you start pulling in traffic the normal charge for small ad space is about \$15-\$25 per month depend on how large your traffic is, but it is entirely up to you what you charge.

To get started you will need to prepare a page on your website about the availability of ad space.

Have a contact-us form and make sure you actively contact and reply to all interested advertisers. Promote your website using the above mentioned methods.

## Incentive Programs...

Incentive Programs or Freebies are one of the ways to make huge money online that is not yet known to a lot of people. Companies are always looking for ways to increase market share or dominate the market by offering their product and service to potential customers. These companies will set aside a huge amount of their products or special trial period for new customer with the hope that these customers will like their products or service and become regular customers.

To capture these new customers companies will pay freebies or incentive sites, affiliate networks as well as other outlets that would get a lot of traffic so people can try out their products. The freebie sites in turn give some of the products from those companies to a potential customer for trial.

There are three ways you can make money with these freebie products.

1. Participate in these trial offers, contact as many big corporations as you can and ask about their current promotions. Or if they have any promotional products that you can advertise on your website.

2. Refer other potential customer to the companies and get paid.
3. You give away freebies to attract more potential customers but you don't have to. You can sell these item on auction sites like eBay, Amazon, Craigslist, Kijiji and much more.

Recommended reading manuals: [Project Pay Day](#) or [Making Smart Money](#).

## **Chapter 3: Your Own Product**

### **Overview...**

You can make decent income from any of the ways that we have talked about here. Pulling one or two together will however give you a better potential to make even more money.

With the affiliate program you are working and promoting products for other people, just like you hundreds maybe even thousands of people are promoting the same product. Let's see how you can develop and market your very own product. So people can start working for you as well.

## Why You Need Your Own Product...

Very simple “to make more money”, isn’t that what we all want? I have worked and made good money as an affiliate but having various products of mine own enable me to make extremely good living.

With your own product you will have a different level of control over it. You can reproduce it as much as you want to have unlimited supply. If you make it as unique as you are you will have very little competition and you can cross sell and up sell as much as you like. You can sell it as much as you want but be careful not to over price. Most products you can deliver online without posting cutting your shipment cost. Best of all you can recruit hundreds of affiliates to sell for you. If you are able to recruit 500 affiliates to promote your product, making \$15 per sale and selling 100 pieces a day will yield \$1500 daily income, not bad at all.

## Digital or Tangible Product...

Whether your product is digital or tangible (physical) does not make huge difference. With digital products customers will be able to instantly download the product. I have had very good feedback because of this at-the-moment downloadable ability, how impatient we are.

Physical goods will have to be shipped to the customer. Typically you will include the shipment cost making the product a bit more expensive. Depending on the selected type of shipping arrival to destination may take up to 10 days.

Whether your product is eBook, Software, Video or Audio you can have them in both digital downloadable format and physical format this way your customers will have a choice on how they want the product delivered to them. Information products are the most sought after commodity online today. If you have a specialized knowledge or know someone that has this knowledge in an area of high demand that could be a gold mine that you can set up on eBay and sell without seizing.

### Designing Your Product...

When designing your product put yourself in your customer's shoes and think about what will motivate you to buy your product or service. There are two or three major needs your product or service can fulfill for your customers and several other minor needs. When designing your product or service start by focusing on your prospective customer's primary needs.

There are several website that will help you do a market analysis to find out what customers are looking for. Let the wishes of your prospective customers guide your product development decisions. When this happens the customers will realize that you did take their interest into consideration and the pay off is enormous.

Another method is to use common motivational factors such as: convenience, comfort, status, security, style, friendship, well-being, health, love. These are known factors that drive a lot of people to buy. You must have heard that people buy what they want not what they need.

### How It Works...

Now that you have your eBook how do you actually make money from it. Well, there a number of ways to make money from your eBook.

Let's say your eBook is about how to organize and make money from garage sale, a very unique way that you know. You can search the web for more supporting idea.

After typing out the eBook in your word processor use a free or paid professional converter to put it in PDF file format so it can be easily distributed online.

You can find some converters here:

[eBookStarter](#)

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[Space Blue](#)

[eBook Gold](#) or [eBookPro](#)

After the conversion use one of these to create an eye catching virtual cover for your eBook or any other product.

[Dynamite Cover](#)

[eBook Cover and Banner Creator](#)

Pricing of your product is based on marketability, distribution intension and purpose it is servicing. Marketability: all eBooks are not equal ask yourself how much you would pay for an eBook like yours. Does it truly address a problem, does it offer help or will it be read for leisure. Distribution: do you intend to mainly sell your product through an affiliate program or from your website or on auction sites. Purpose: is your eBook a stand alone eBook, is it a series, does it sell other eBooks or products. Research to see what eBooks such as yours is selling online.

Offer good incentive 75% – 80% should be good for affiliates and webmasters to help market and distribute your product. You will be surprised how much income that will bring.

## Marketing Your Product...

There are several creative ways to market your product and generate an unstoppable flow of income.

Edit a short but comprehensive version of your eBook to entice the reader to seek for the full version. Give your readers just enough information to arouse their curiosity on how better the full story will be.

You can break up your eBook into short articles carefully choosing popular chapters and modifying them a bit. Post these articles to tons of content websites for distribution adding your website URL to the about the author's section.

Another way is to use the eBook as content for a newsletter and charge a fee for the subscription this is similar to what most magazines do. Make your eBook zero cost for a future upgrade your customers will be happy to know that and it is a great incentive to come back for more.

Nothing goes further than free offer, offer your eBook with one or more free products or sell it as a bundle. Offer master resale rights to affiliates and your customers, let them resale it or give it away, especially if it is an eBook that introduces another product or service. Your main profit will come from backend and in the long run.

Find great help with [Article Marketers](#).

## Sales Page For Your Product...

You can have a killer product or eBook but if nobody finds it or those that find it does not buy it you will not make any money.

A good sales page is like an indispensable employee, though there is no such thing. A good sales page can make you money from \$0 to indefinite. Because sales page is the first page or the only page that your visitors see it must be designed in such a way that your visitors will be captured and compelled to buy. Just like in every written script the first few words are the most important because they determine if your visitor will stay or leave.

It has been proved that longer sales page generate more sales than shorter ones. Nobody knows exactly why but I think it's because humans do not want to work hard short page with links seems harder to navigate and find what you want than one long page that has all the needed information. All you have to do is scroll down and read everything in one page. Even at that your visitors do not read every thing they tend to jump from headline to headline. Your headlines can tell a lot about your page. Then they will look at some testimonial to evaluate past customers experience, this could make or break a sell.

After that they will scan through the few sentences of paragraphs and bullet points. They haven't left yet, now they will check the ordering process to see how secure and simple it is and finally they will check the price.

If you have all these things in place, you will have longer staying visitors and if done right you will be proud of your sales.

Recommended Reading Manual: [Sales Letter Generator](#).

### Collecting Payment...

There are several options to consider for collecting your money depending on your distribution options one could be better than other.

If you are selling your product on eBay PayPal should be given high consideration it is very safe for both parties although they charge a fee for collecting your money.

If you are using affiliate program clickbank should be given top consideration because they will help you set up and list your product in the market place, this exposure could bring in tons of affiliates.

You can actually set up a merchant account and accept credit cards, checks and so on.

There is a lot of work and accountability with this and the credit card charges a fee each time you use their service.

## **Chapter 4: Marketing Tools**

### **Overview...**

With well over 1 Billion internet users around the globe internet has become an enormous market place. Ordinary people are making extraordinary income on a part time and full time basis.

In order to achieve great success in marketing your site and products you need a working knowledge of some high quality and proven marketing tools and software to make your job stress free and much easier. In other words you need some effective marketing tools that will generate thousands of targeted traffic and bring sales, this marketing tools will pay you dividends over and over again. To make it online effective and targeted marketing is the only way to go.

In this section you will find some of these effective marketing tools that will help you grow your business and make as much income as you want. Many of them require an initial set up time. Being organized will be an asset here and will help you cut your time in half.

## SEO Companies...

Optimizing your website so it can be viewed and understood by the major search engines is a sure way to get lots of targeted traffic but it is also one of the most difficult ways of getting traffic. This is because the algorithm used by the major search engines to rank the site is always changing.

SEO (Search Engine Optimization) can greatly improve your visibility and bring lots of targeted prospects and sales than regular marketing alone. The success of any SEO must be built on a solid foundation of researched keywords. If there is one most important aspect of SEO it is keyword selection. You must chose and use keywords that are actually searched for by users.

There is much more to SEO than we can put on this book, SEO is a very vast and interesting topic and you must learn and have a working knowledge of it if you are seriously planning to work and make money online. You don't want to have to pay companies to optimize your sites a good combination of fairly optimized site and other marketing tools for traffic is all you need for a steady stream of income.

Some search engine optimization software and companies

can actually help in providing guidance, monitor search engine algorithm, research keyword, analyze and improve websites, edit keyword, spy on your competition, reveal how successful websites achieve high search engine ranking, monitor reciprocal links on partner sites, regularly update your search engine ranking, submit to top search engines worldwide, track your search engine ranking, guide you step by step on how to achieve top ranking and much more.

[Keyword Elite](#) can get you started in researching and learning more about the importance of keyword to search engines. And actually help you in finding rich keywords.

If you will need someone to take you by the hand and actually show you how to transform your online business, Derek Gehl of Internet Marketing Center will be the one he is well known and respected for helping people grow their own internet business in record time. He works with a team of experts to guarantee your success. You can test drive his [Internet Marketing Club](#) membership for a limited time and have a taste of website transformation.

[Articles...](#)

Writing articles are much easier than you think. You can actually write about things you know nothing about all it

takes is knowing where to research your information and how to put them in your own words or you can use some research and write tools such as [Instant Article Wizard](#).

Make your article brief and straight to the point, people like to read about frequently asked questions, top 10 tips or ways to...types of articles attract lots of readers. You can easily write up to 10 articles in a day with Instant Article Wizard, small articles is a sure way to get thousands of endless visitors to your site. Remember that your site is where you have your products with your affiliate links, so the articles are used to drive people to your site, don't worry I'll show you how to accomplish that.

When writing use simple English and write the same way that you talk, you can write about anything such as "10 ways to easily loose weight", "20 FAQ about dog training". For the resource box write about two sentences in third person and put a link to your website where you have your products or the affiliate products with the affiliate link.

When done right these articles get picked up by Google and other major search engines in as little as 2 days. These articles will pay you month after month. You can manually submit your article to content websites such as [Articleuser](#), [GoArticles](#), [EzineArticles](#), [ArticleCity](#), and [ArticleAlley](#).

Alternatively you can use [Article Submitter](#) to submit your article to thousands of site at once and it is free.

For your article to rank high with the major search engines the title has to be a targeted phrase. For example phrase such as “How to use articles as viral marketing tool” will rank better than “Articles as viral marketing tool”. The most detailed, complete and targeted the title is the better. Do not forget that you should have the title somewhere else in the summary and body of the article for better optimization. Say what you are about to tell in the title.

The summary appears with the title in Google. Summarize the body in two to three sentences in the summary paragraph, because it appears with the title you want to give your readers a peak of what is inside.

Use the body to give the detailed information. Keep it between 500 to 700 words do not write a book unless very few people will read it all. Write the paragraphs in small chunk for readability. Tell all you want to tell here.

Tell them what you have just told them in the conclusion paragraph. This should be about three or four short sentences.

Use the bio box or resource box or about the writer box to link your article to your website or

blog where you have the money making affiliate link. The resource box should be about 2 to 3 short sentences in third person. For example John Do works from home, he has written many article on how to work from home, read more of his articles here. Put a link on “here”.

Or

Did you find this article interesting? You can learn more with related articles here.

Or

John Do has spent a life time helping people with free information. He has now helped more than 10,000 people to successfully make money from home. To read all article by John Do on how to work from home click here. Put your link to your website on “click here”.

### Free Ads and Emails...

Advertising in local news papers and magazines have always been one of the most widely used forms of marketing. These old traditional ways still work but they cost a lot of money.

Today advertising costs much less because of the internet there are several places where you can advertise for free, the only draw back is that it takes time if you want to submit your ads one at a time to these sites.

You can save time and money using a [free program](#) to submit your ads to 1000s of free classifieds in no time.

The classified ad gives your product a maximum exposure because it targets buyers instead of shoppers by posting in a specific category. Your ad will reach those prospects that have an interest in that category, majority of them are qualified prospects and not shoppers.

With free classified ad you will need to test different ads until you find the one that pulls in traffic then keep posting it regularly, that way your ad stays close to the top on that ad site. Your ad result will depend largely on the quality of your ad heading, the ad itself and how often you post it. Free classified ad is all about quantity and testing, a typical of number game the more you post the more traffic you will get.

More recommended sites for your free classified.

[Classifieds for Free](#)

[USA Free ads](#)

[Sales Spider](#)

[Best Mall Classified Ads](#)

[Holton Free Classifieds](#)

[1 America Mall](#)

[Barns Sides Free Classified](#)

[Best Ads.](#)

Email marketing campaign using an opt-in list is another way to reach qualified prospects, if you built your own opt-in list chances are that the prospects have already shown interest in what you have to offer and more importantly have taken the first step.

Advertising through an opt-in email is an excellent and quick way to bring in cash.

For a newbie that does not have their own opt-in list buying a list from a reputable company might be a good and quick way to start. The best thing about this is you will do little or no work. All you have to do is to contact these sites and let them know you want to test a small email ad campaign. They will work you through the entire process do not forget to start small before ramping up your profit. We are seeing more and more people going with this method simply because it delivers effortlessly.

If you are looking for a quick infusion of targeted customers use this and make it a marketing tool to build your own opt-in list. Remember to sell yourself first before selling your product. You should deliver “I thank goodness I signed up for this” with your first email at least. What you do not want is “why did I sign up for this” should that happen you have lost the customer. You can make a lot of money when done right.

My Recommended sites for your E-mail campaign.

[One Dollar Email](#)

[Hits 4 Pay](#)

[Ad Blast The World](#)

There are a lot more E-mail campaign site that offer very good service, you just have to search for them and do your due diligence.

[Pay Per Click Ads...](#)

As the name goes, with this type of advertising you only pay when someone click on your ad. The more you are willing to pay per click the higher up your ad result will be shown.

Pay Per Click (PPC) advertising is one of the best ways to get highly quality targeted traffic to your site. The reason is that you are advertising to audience that is looking for your product because it works with the key word that was typed in the search engine.

Do not use this until you know how it works because you can loose a lot of money doing it. Use my recommended resource to prepare yourself. Once you have a working knowledge it can be the best thing that happened to your online marketing.

If you have done any search on the major search engines there are ads that show up on the side and top of the searched results that mostly say sponsored links or ad by Google those are pay per click ads. Almost every major search engine on the internet offers these types of ads. The leader and easiest one to work with is Google. With Google you will get massive amount of traffic and cheaper than the other search engines.

With Pay Per Click ad campaign your focus should be on the key word and the actual ad. There are lots of books written on this subject, depends on how you look at it sometimes it can be very confusing.

Here is an actual ad that I use, I test and re-test before I settle.

### [Earn Money Online - Easy](#)

Learn how I earn over \$6,000 per day without a website or product.

[www.GoogleMoneyPro](http://www.GoogleMoneyPro)

I think on this one the trick here is being realistic. Making \$6,000 per day without a website is very realizable if you are a highly motivated affiliate.

Testing is a must with Pay Per Click. Be sure to keep your bid low, in most of my ads I start with \$0.10 or so and a bunch of keywords variations.

I include misspelled (Oportunity), abbreviations (TV), hyphens (On-line) joined together (Online) separated (On line). When you are doing this manually think of the keywords or phrases the internet users might type in search engines. It works every time just a bit time consuming.

When I first started that is exactly how I did it but I quickly started using [keyword elite](#) to generate massive variation of keywords and actually spy on my competition to see exactly how theirs work eliminating a lot of test and trial and error time.

There are two ways to reduce or eliminate Pay Per Click cost. The first one is to write a clickable ad if your ad is not getting enough clicks you are actually costing these search engines money and they do not like that so you end up paying more per click than the other guy with a good ad that attracts clicks. Ad writing is a polished art one can learn it and be good at it. The key is to be eye catching, emotive and some times even being direct works better you just have to know when.

To help you get there fast read [Beating Ad Words](#). It reveals all the ins and outs of ad writing and the trick behind getting massive clicks and not getting any at all. When done right you can achieve \$0.01 bid prices on Google. You need to know exactly how Google wants you to set up your account.

Dr Jon Cohen, MD (retired) developed an incredible system that puts a twist on how to use Pay Per Click (PPC) and Paid For Targeted advertising programs at Google and the other search engines. With his system you will get all your Pay Per Click ads at Google and other search engines for Free. [Get Google Ads Free](#) puts you in a position never to worry again on paying for advertising on any major search engines.

### [Auto-Responder...](#)

Auto responder allows you to take control of your website or product ad on auto-pilot. Auto responder system is a must have for every website that want to make a lot of money. Look at it like your best and most hard working employee that is never sick or ask for a raise or a vacation and at the same time works 24/7 effectively without being tired.

As your business grows it become almost impossible to answer to all emails in the course of a day. Auto responder can reply back to the sender's email address. You can also program your auto responder to send emails at scheduled intervals, answer FAQs, send free articles, automatically follow up on customers, and personalize all emails.

You can get a free auto responder with very minimal service or get a professional power at a very small price.

If you decide to get a more powerful auto responder than the free one make sure it has all the features that you need. Although most competing auto responder companies offer similar features but it's always smart to check just to be double sure. Most of the features are unlimited emails, list database, personal messaging, ad tracking, easy unsubscribe features and excellent customer service.

Recommended resource: [Aweber Automatic Responder](#). Checkout the free demo first and see how you like it.

### Buying Traffic...

You have to be very careful on buying traffic there are lots of website that simply will not deliver after collecting your money. Buying traffic is just another way to get customer to your site, it is not my favorite but it certainly works for some people. Look at it, check it out, do your home work before giving anybody your money.

Nevertheless you need traffic somehow to survive on the internet you can not make sales if you do not have customers to your site. Without a steady stream of customers even if you have the most absolutely incredible product there is no way you can succeed online.

I have not personally bought traffic but concluding from my research you can purchase a very unique and targeted traffic to your website. The sellers are able to do this by selling a portion of their web traffic, let's say people that bought electronics from their site and indicated that they would like to get updates and more information on future products. The seller will then redirect that traffic to your site.

This is just one of the ways that they do it there are several other ways to accomplish redirection of traffic to your site. Like I said on the previous page I am not a big fan of this but by all means feel free to give it a try it might work for you, just be careful because some company will promise but won't deliver.

### [Linking To Other Sites...](#)

Most search engines use links to determine reputation and ranking. Google and most other search engines site's ranking results are partly based on analysis of those sites that link to it. That is to say if my site is ranked high and I link to your site your search result ranking will be partly improved because of my site linking to yours. The search engine spiders will analyze each site for value based on the quantity and most importantly the quality of the links count to that site. They use this value to rank each website.

Because the sites that link to your site can influence the quality and popularity of your site some web masters engage in link exchange schemes and build partner pages exclusively for the sake of cross-linking, disregarding the quality, relevance, source and the long term impact on website ranking. This act is in violation of Google's webmaster guidelines and can negatively impact your site's ranking.

Before engaging in any kind of link exchange program ask yourself "How much do I want to earn from my website with #1 ranking?" if the answer is a lot then you need to approach linking and link exchange with extreme caution.

Not all paid links violate Google and other search engines guidelines. Buying and selling links are all part of the website economy especially when done for advertising purposes, and not to manipulate the search results. The search engines, especially Google works hard to ensure that it fully discounts links intended to manipulate search engine results, they have developed very sophisticated methods for detecting excessive link exchange building patterns.

However there are decent paid link exchange program that could help you increase your search engine ranking without violating any page ranking policies.

[Text Link Brokers](#) has one of those programs, all in all you should use a proper and acceptable link building strategy such as article marketing, blog posts, reviews, comments, forums, reciprocal link exchange and press release, these for the most part are free methods they are just time consuming.

### Business Cards...

Business Card is one of the most cost effective and yet powerful marketing tools a business can have. It is one of the oldest methods of advertising and yet most businesses do not take this approach of marketing their business, they do a poor job in their card design.

Especially for new business you do not want to miss an opportunity to make a great impression with a powerful and well designed business card, it is very cost effective and yet properly promotes your business. It should clearly define what your business is all about, looks businesslike and appealing. Let your card leave an impression of a successful business person.

A poor quality card leaves a very bad impression of the business and simply says we are not ready yet or that we have poor quality product or service. Take the time to design your card, if not your card will work against you and turn off customers.

Like everything else there are few things to bear in mind when designing your card.

When someone looks at your card they should be able to tell what you do or at least have a good idea of what you do.

Do not use an oversized card else it will end up in the trash because it can't fit in the wallet.

Say at least one reason a person should do business with you for example "Buy at wholesale price" "Pay what dealers are paying" "100% Money back guarantee".

Make sure everybody can read your card, small fonts should be avoided. If your prospects can not read your card, of what use is it? You guessed right, no use.

Remember this is a card not a novel, few words will actually speak louder this time. Go straight to the point with few words.

After all this make sure you distribute your card, of what use is your card if you do not give it out with a bit of introduction. Do not hand them out like a post card and do not be afraid to hand out more than one, you will be surprised how fast and long your card can travel for you.

## Chapter 5: Conclusion

### Overview...

Now that I have gotten you all confused and you don't know where to start making your fortune. It really does not matter where you start as long as you got started.

Naturally you will tend to forget what you have learned in this book read it again and often, start with what makes you happy or what you like to do the most. Remember good start is half way done, there is a lot more to learn but I am glad that by now you have a good foundation.

Fortunes are made using everything that I talked about in this book, stay with it as long as it takes. At some point you will run across people that want to sell you something to improve your internet business it is very important to know who is out to get your money and who is not.

There are few aspects of the internet business to be extra cautious about they include buying traffic, if you are not very careful you can lose quite a bit of money here, majority of the companies will not deliver or they will deliver untargeted traffic that is as good as useless.

It is often said that the money is on the list. The question is whose list and what kind of list.

Be careful paying for email list, spamming is a big deal, and you might end up not able to send it out unless you have a dedicated mail server or are able to get a static IP address most ISP will not assign you a static IP if you are working from home, check with your ISP before buying any email list. Without a static IP address and a Reverse Domain Name Server (rDNS) setup you will not be able to send out an email campaign.

Coaching is another slippery ground you can lose a lot of money if you are not careful of whom you are paying for coaching. There are just a few good ones the rest are out to get your money. At this point especially if you are starting out new you don't need to pay anybody for mentoring until you get your feet wet and know the direction that is best for you. Few of the guru's that can transform an on-line business is Derek Gehl of the Internet Marketing Center, you can read more about him at the [IMCenter](#) he actually guarantees your success if you put in the work.

You do not need to work very hard if you simply follow the instructions in this ebook you might not make a fortune over night but you will certainly put an end to being broke. It is actually very easy to make a decent living on-line and this ebook will lead you to your wealth if you are willing to move your feet.

## Tips To Make It...

These are general tips that I found to be helpful online. They do not necessarily go in any order:

1. Set up a free email account for all your online business separate from your personal email. An address like [f.james@gmx.com](mailto:f.james@gmx.com) looks professional.
2. Do not get overwhelmed take it one step at a time.
3. Do not seat on your computer for more than 40 minutes without getting up and walking around.
4. Avoid unnecessary distractions. Remain focus both off line or online keep in mind the task ahead and soon it will become no task.
5. Set an achievable goal and work steadily towards it.
6. Create a killer password and username then change it with a digit per site. Almost every site and dealing online requires a username and password.
7. If you are writing article break it up for readability and post to many sites. People like to read about tips.
8. Knowledge is power educate yourself be a professional and authority.

## Learn From Others...

The internet provides a place where one can find the best of the best ideas and knowledge. You can find just about anything on-line. It is up to you to take the best ideas from across the world, from all creeds and race, young and old and put it into a working knowledge for yourself.

I highly recommend joining forums and networking groups to acquire more knowledge. The more you know the better off you are.

## In Conclusion...

I sincerely hope that this book has been and will continue to be helpful in your quest for online business strategies and ideas. What you read is a real life experience and I know with little effort anyone can make decent money online. Do not let it overwhelm you take it one step at a time master one piece before moving to another.

Remember there is no such thing as get rich quick online. What you put in is what you will get out of it. Develop a real work plan think of it in a relaxed manner set the goal and work steadily towards it and it must become reality.

You have taken the first step towards your financial freedom do not stop now.

It is not easy but it is better than working hard for someone else and making them rich while you can do the same for yourself.

The worst thing you can do is to quite in hopes of finding and succeeding with some kind of get rich quick scheme, there is no such thing as get rich quick online and you need to break out of that method of thinking.

Focus on your goal of building a business work steadily toward it and it will soon become a reality. If you have any question please feel free to email me at [Admin@PaysToLiveWell.com](mailto:Admin@PaysToLiveWell.com)

Best of Success,

Fortune Ezeoha.

### Helpful Resources...

[ClickBank Affiliate Signup](#) ClickBank is one of the authorities in affiliate programs.

[Google's Keyword Research Tool](#) Find extremely relevant keyword for your website.

[Google's AdSense Research Tool](#) Find Profitable and Unprofitable Ad campaign.

[Powerful HTML Website Editor](#) Trellian webpage is a freeware application and will remain FREE.

[Free Web and Graphic Design Software](#) Unleash your creativity with this FREE software.

Upload Websites Files Via FTP and SFTP with this programs - [Smart FTP](#) and [SourceForge](#).

[Free Content For Your Website](#) Find FREE and low cost content that any one can use to increase the traffic.

[Accurate Real-Time Website Counter](#) FREE yet reliable invisible web tracker, highly configurable hit counter.

[Automated Reciprocal Linking and Website Directory Generator](#) FREE automated reciprocal linking management and niche web directory generator.

[Unstoppable Popup Windows Without Coding](#) Free trail for wise popup, Be careful with this it is a great tool but search engines do not like popup windows.

[Design Professional Quality Animated Banner Ads](#) FREE powerful and professional banner ad design tool.

[Analyze The Emotional Impact Of Your Headline](#) FREE tool to analyze your headline to determine the emotional marketing value score.

[Check Your Website Link Popularity and More](#) FREE tools to check your search engine saturation, keyword verification and link popularity.

[Protect Your Website From Plagiarism](#) FREE tool to search for copies of your page on the web.

[Ping Your Blog](#) FREE tool to submit and ping your blog.

[Wrap Your AdWord Keywords](#) FREE tool to split your keywords into Broad, Phrase and Exact match.

[Get Your Products Below Wholesale Price](#) Low cost and free products to boost your online store.

[Get Paid To Read Emails](#) Make as much as you want log on Read, Look or just let it sit for few seconds and get paid.

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