
The Secrets To
**STARTING YOUR OWN
INTERNET BUSINESS TODAY**

**A Simple Step By Step
Easy To Follow Guide**



**Produced By
Tony Phelps**

Steps to Dot Com Success.Com

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Chapter 1: Introduction to Internet Marketing



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An Overview on Internet Marketing

Internet marketing is fundamentally the same as business marketing in that you are selling goods and services to people and other businesses through the internet.

When we look closer at the area however, things are not quite that simple as this sector is young and in constant flux and is subject to change all the time. With the constant change in business practices online, comes the opportunity for businesses to add to what they are doing online already.

These advances are also opening up new opportunities for the consumer where they can get better prices so there is an ever increasing amount of people logging on all the time. This in turn has led to the target market group changing for those marketing online with all people now being marketed to in different income brackets.

In the 1990's internet marketing was crazy. Companies at the time exercised no caution and their practices were lost among all the hype at the time. The normal constraints that would apply to other business media advertisements were abandoned and the resultant failure of due diligence led to many dot.com companies going under at the end of 2000. Those who survived looked to time tested strategies that could be applied to internet marketing and the result was massive growth in the sector.

As businesses and internet marketers have adopted a more considered approach to internet marketing there has been a surge in success in this area over the years. It's now possible to break into any market that you want online. Many of these marketing firms simply target whatever the business wants and deliver products accordingly.

One of the major tools that internet marketing companies use are keyword tools but these tools only give a solution as to what the customer is looking for. In

Order to target the customer specifically with the suggestion based ads that you see on radio and TV, a variety of pop up ads and other ads are placed on websites. Increasingly there are more and more people going online, partly because of the internet's convenience and partly because it makes it so easy to complete your tasks on a day today basis. Many different types of business now can be conducted in the click of a mouse and you no longer need to get in your car and go somewhere to do business.

Relationships are thus growing online and with increases in technology and traffic all that time, internet marketing has developed into a trillion dollar business and the sky is the limit for the future.

What Internet Marketing Is

Internet marketing is quite simply the process of buying and selling goods and services online. The business has been increasing steadily over the years with millions of people worldwide making purchases online around the world.

When internet marketing began in the early 1990's it was primarily a forum for companies to provide product descriptions to customers using text but as technology progressed over time these companies were soon using more advanced graphics to promote their products.

After realizing how much potential there was in this type of marketing the virtual doors of business were soon thrown open. This virtual world of on online transactions now became the primary mode of business as opposed to bricks and mortar operations.

There are many ways to market online including things like articles, email and blog marketing, to search engine optimization and pay per click and pop up ads. Some of these methods are more effective than others depending on what type of product you are selling and what goals and strategies you have.

There are some business functions like information management, public relations, and sales that might require other marketing strategies.

Although internet marketing has become a key component of many regular bricks and mortar businesses there are a number of online businesses that are challenging their regular business model counterparts in the sector of retail sales. A few examples of this in action are business to consumer marketing, business to business marketing and peer to peer marketing. Some online businesses though have been more innovative and has come up with things like online auctions where you can bid for products online.

In the midst of all these developments there is a number of affiliate marketing companies that have emerged over the years. These are essentially commission only sales companies. There are also number home based businesses that are flourishing in this environment.

There are many benefits to online marketing for the consumer including being able to purchase anything at anytime from anywhere in the world, provided you have an internet connection. Increasing levels of speed and technology have contributed to the ease with which you can shop online.

There are also a number of disadvantages to working online including slower internet connections and security issues, but the good news is that technology is continually keeping pace with these problems and fixing them for us. This improvement will continue over time with more and more government focus coming to bear on identity theft issues.

What Internet Marketing is not

When we come across anything that is new in life it can be tempting to get carried away with it and the internet is no exception here. It's important to remember that this new technology does have its limitations and for us not to fall into the trap of thinking that this technology can do more for us than it really can. The following are some of the things that internet marketing is not.

First of all it's important to realize that the internet is not a replacement for traditional methods of shopping and marketing. Consider if you will the example of a diamond ring. You may go online and look at various different rings available but you will stop short of buying it because you cannot get the tactile experience that you get when buying a ring in a shop.

Secondly you must remember that the internet is not without its failings in that anyone who is shopping online will tell you about a site that has gone down at some stage or a website that has become unavailable. When this type of thing happens the frustration can build as you can be given no indication as to when normal service will be resumed.

It's also a falsehood to assume that you can get rich quick in internet marketing. While there certainly are overnight successes in the internet marketing game you will find that there are many start-ups that never come to fruition or even got off the ground in the first place. The harsh realities of bricks and mortar businesses apply to the world of internet marketing as well. Hard work will be required to make it in this arena just as it would if you were offline.

There is also the shifting nature of internet marketing to consider in that the internet landscape is constantly morphing to keep pace with what is happening in the advancing worlds of computing and technology. Complete stores in themselves exist online and their number are growing all the time. The laws that govern the areas of internet marketing such as security and taxation laws are always changing as well.

The Pros of Internet Marketing

There are some definite pros built into internet marketing right from the moment that this business began. With the constant updating of technology, speed and graphics online there is a continuing growth of consumers from businesses to end users who are interested in consuming more products and services all the time. With no change in this trend there will be more advances in this field and more consumers logging on all the time.

One of the supreme advantages of internet marketing is the convenience that it offers to the customer. At any time of the day or night you can log on and conduct your business no matter where you are living in the world. With the advent of wireless connection technology you are no longer limited to the places in which you can log on.

When it comes to advertising costs the internet can certainly save companies and individuals a stack of money here. If you consider the cost of mailing customers by traditional means compared to blasting out millions of emails to your customers at once you will get an idea of what I'm talking about here. The other key advantage is the amount of time it will take you to send a broadcast message to your list instead of the processing time that it would take to send out all those letters by hand. As opposed to days with sending physical letters it can take you a matter of minutes when it comes to sending emails.

By way of example here, consider what would happen if a product that your company is selling is being phased out by the supplier to make way for another product coming through. If you decide to go with a sales ad to clear existing stock it will be a couple a days before word reaches your customers and only customers that visit your store would be aware of the changes. If on the other hand your competitors are using an emailing system to keep in touch with their customers they will be able to get their customers quicker and get ahead of you in the market place. You can't ignore the distinct advantage they will have here.

Internet marketing will also offer unrivalled access to a broader market than you will find anywhere else in the world. If you decided to go without internet marketing in your business the most you could hope for would be to reach the people in your city or neighbouring towns without opening more outlets. With internet marketing however, you can have access to anyone online anywhere in the world and with an ever expanding number of new internet users the market potential is in the billions.

The Cons of Internet Marketing

As with anything in life there are upsides as well as downsides to the business of internet marketing. There are a number of disadvantages to being involved in this business but one of the key things to remember is that this is a constantly changing environment and whatever disadvantages are mentioned here may disappear in time and other disadvantages may appear. The key thing to remember so that this only accurate at the time of writing.

Most people will value greatly customer interaction when shopping and the human touch and advice they get when they are shopping. Although you can have live chat facilities and telephone support many internet based companies still work hard to overcome this problem.

It's also important to realize here that internet marketing is not free and that there are costs involved in web design, hardware, software, advertising and maintenance. Although some argue that the costs are nothing compared to an off line business they are mentioned here because some people may see them as a cost.

Running a site 24/7 can also cause problems for both you and the consumer. If for instance your customer has trouble getting into the site he may decide to go

off line to buy his product in a store and if your site is down or crashes it can't make any sales. Any repeated ineptitudes online will lead to you losing face in the eyes of your customer.

This disadvantage is gradually dissipating but it does remain an area to work on at the moment. You may find yourself separated from your potential customers and unable to reach them because they do not have online access. Like having a snowboarding shop in Miami, you may have a great product but are unable to reach the right customers.

How To Win At The Internet Marketing Business

In any business you choose, you are a competitor. No one will start in business with the idea that they are going to struggle or just get by. Winning is what's important here and if you are going to win in this environment you are going to have to have a strong interest in your market and be focused on success.

It's no coincidence that the term "internet marketing war" has been coined to encapsulate the internet environment, and you will not find fiercer competition anywhere else. There is a wealth of information on the net that you will need to rise above to get noticed and you will need to hit the ground running in order to get your market share.

One of the keys to success in this business will be effective marketing to customers in your niche. As we learned from the previous example you will not be very successful marketing snowboards to people in Miami. With the wealth of competition that is out there on the net you must make sure your advertisements are eye catching and appealing or you will simply be passed over and not noticed.

You must get to know your market in detail and get to know your customers. You may even consider going out there and paying for market research.

One of the best ways to capture those customers out there and lead them to your website is by article marketing. It's debatable but the key to success in article marketing is the content you produce. The more information and the greater accuracy, the more chance there is of getting that particular customer to your site. You can go down the road of writing your own articles or you can pay someone to write them. Whichever way you decide to go you will need to make sure the grammar and spelling are correct. If you have great information displayed professionally you will come across as a professional in your field.

Another highly effective and direct way of marketing to your customers is email marketing. After all, the recipient has already expressed enough interest to sign up to your list. There is a great opportunity to build a relationship with the customer here, which can combat one of the biggest problems that we face in internet marketing i.e. the lack of the personal touch.

A lot of what you do personally as an internet marketer will determine whether or not you are successful in the internet marketing war. There are other methods not mentioned here that can yield fantastic results for you. What you achieve will come down largely to how much you know about your product and how much you know about who you are selling to. Basing your campaigns on as much knowledge and accuracy as you can will be your best weapon in the internet marketing war.

Chapter 2: Starting Your Internet Business



The Importance of Planning

You cannot underestimate the importance of planning here. If you think about the dot companies back in 2000, most of them failed at least partly from the lack of planning. Other Issues like not knowing the market, the competition or the business can all be addressed with proper planning. In the world of internet marketing today, it's essential that that you take the right planning steps when getting involved in this business.

Research

This is the first step of the planning process and you will need to assess your product, your competitors, and your target market and how much capacity each one has. In the planning stages here you should be looking at the potential advantages and disadvantages of the product that you are selling. With proper planning at this stage you can avoid problems with the product you are selling and even make up for the deficiency of the product you are selling.

Deciding what kind of campaign you want to run is another really important thing to consider when you are in the planning stage. You need to decide what your budget is, your staffing costs and your time frame for completing the project.

All these questions and others, which will be related to your personal situation, should all be considered at this planning stage. Once you have all this info in front of you it will be a lot easier to see what issues and problems you are going to face during the course of your campaign. It's important here to include all departments in the planning stage at this time. Marketing staff are not the only department that should be involved here as it's crucial the all departments get involved.

Once you have your sales campaign running it's now time to monitor what results you are getting. The two critical pieces of information that you will need to look is the customer feedback and the sales. No matter what type of business you are

running here, these two pieces of information are vital to understand. Once you have these two bits of data you will be able to tweak your campaigns appropriately.

When your campaign has reached its conclusion you can perform a complete review on how it performed over its time. Look for the very best points and any trouble that you encountered and utilize the knowledge for the next marketing drive. Marketing is a learning experience and when you look at the rights and wrongs of your campaigns you will be able to make better decisions next time.

Although this is a very concise view of a marketing campaign, there is one common element that is running throughout the process in that you will always be looking for the strengths and weaknesses of your product, your company, your staff and the market. It is only through this knowledge that you can formulate an effective plan and thus an effective marketing campaign that leads to internet marketing success.

Ways of Making Money Online

It's not necessarily going to be easy to make money online and there is no proven strategy to follow, but there are countless opportunities to go into business online. Whether you are looking to make it online as an individual or if you are you are looking to expand your existing business potential in general the internet offers you a chance to do whatever you want.

If you're a traditional bricks and mortar business the internet can offer you spectacular advancement opportunities. Building a website as an appendage to your business is going to offer your customers something that they can really be grateful for. If it's not convenient for them to go to your business they can do many of the same things online that they would be able to do in person. When you collect email addresses off them you can now use a much faster method to contact them than traditional means.

There are varieties of ways in which businesses can make money on the internet. Whether they are big or small they can come in a variety of guises including clearing houses, affiliate marketers, banks, service firms, publishers, or in the form of retail, wholesale or auction houses. Your imagination is limitless here; as if you can imagine it as a business you can it happen online. The internet has also given birth to a variety previously unseen markets full of rabid buyers. There are also many other options that are offered to the individual in the internet marketing sphere.

Even if you're not looking to start a business you will have an opportunity to market your skills online through a variety of sites that help you to promote your individual skills including web design, writing, and other areas. Many have chosen this way and many have also decided to market their own products, other people's products or web auction sites that have resale rights. As an author you can now publish your book online and keep a lot of the profits that would have been previously been lost to the publisher. No matter what skill you have, you now have an opportunity to showcase it online and if you can find a market for it you can make money.

There are many factors that will determine whether or not you can make money online but the key determining factor will be you. Knowledge of what you do, how you do it, and what problems you will face along the way are all important. Personal attributes like drive, determination and that success attitude will also be an advantage for you online. While the internet will provide you with new paths to success, the values that success is built upon are always the same.

Getting all the Essential Tools You Need

When you are starting online you will need a number of different tools as you

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would with any business. Some of these tools are common to whatever venture you are involved in online and some are specific to what you want to do. Specialized tools will not be discussed here.

A computer is the most obvious thing that you will need when you are online. Because it's going to be a business you will need to make sure that it can handle the workload that you are going to place on it. You should also look at the reliability and warranty that the computer has. You don't want your computer to crash as the loss in revenue would be very damaging. You will also need to find the appropriate word processing software and antivirus software. If these are absent you will need to buy them with the computer.

You will also need an ISP here or an internet service provider. Make sure that you get one that includes an email service and you will also want to do some background research into your ISP as lost time or downtime here can cost you dearly.

There are a couple of other tools that you will need that may not have occurred to you as much, but without which you are not going to get very far. The first of these tools is money, and it's clear what money can do for you, and the second is time, which is a tool you use in any business that you run. If you use your time correctly it will work for you and if you don't it will work poorly for you. The third tool you will need is information which is the life stream of the internet. Gathering this information will require your research, your time and on occasion money.

These are the essential tools to be able to make it online. Without them you won't make it but if you have them you are in store for exiting opportunities.

Choosing Your Internet Business Model

Making the decision as to what model you want to choose to go into for your internet business is something that you can't avoid. You will also need to decide what you want to get into and to what degree when you are working online. There are a number of factors that will influence your decision here and the more effort you put in at this point the better your chances are for a successful outcome.

When you are trying to discover which model of internet business to choose the first thing to do is to look to yourself. How much time and money you want to invest are key components here. You should ask yourself if you can achieve your goals and still have some free time and how much this venture will affect your regular job. It's not a good idea to quit your regular job until your internet business is profitable enough and has proved it capable of replacing your present job.

When you have completed the essential self checks you will need now to start looking at different models that work. If this is your first time in this business you need to look at proven business models that really work. It's best to leave the mending of broken business models to the old hands out there. If you're looking for success it's time to find a model that is tried and tested online.

E-commerce is one system to consider if you are going to sell products or services on the internet. This would encompass retail, wholesale, affiliate programs and many others. Another option you might want to consider is an auction site if you are selling your own or someone else's merchandise at the moment.

If selling an item is not your priority, you could consider developing a content site where you provide information and inform and entertain your customers and make your money from the advertisements based on your site. If you feel this is not the way that you want to go you can also look at a similar concept like the membership or subscription sites where you make money from the monthly

subscription fees.

There are more intricate models that you can also try. You may want to identify a specific group of people that need a particular type of software to get started in business. You can then set up your site as an information hub for those people to visit. You might also decide to provide a specific application in return for money or you could go with a support services model and charge money for the support. There are plenty of options here but whichever model you go with will ultimately depend on what you want to do and how much money time you have to spare. By conducting research and looking at sites similar to yours, you will be able to get a good idea as to what model you wish to follow.

Why Have Your Own Domain Name?

So you're working away in your own online business and you know that the more unique you are, the more chance you have of being successful and getting your business noticed. If you have not taken this step already it's now time to think about registering your own domain. It's hard not to pay attention to the advantages of doing so.

One of the first advantages will be developing trust online which is a major obstacle for people in this area. With a domain people can learn that it's safe to buy from you. When you choose your own domain name you will start to separate yourself from other sites out there on the market and you will provide a sense of trust to people who are buying from you.

Apart from reassuring the customer and instilling credibility with your domain name you also can establish a sense of accomplishment. In the same way as you would establish your credibility with a well-run clean and tidy store, a unique domain name offers you the same credibility. A unique domain suggests to customers that you are not some start-up operation that cannot even afford your own website address.

If you can manage to foster the trust, respect, and sense of achievement with your customers you will also attract another group of people that are very important to you, namely your advertisers. When advertisers realize that people are visiting your site the advertising revenue will follow.

Providing your customers with a domain name that is easy and convenient to remember is another definite advantage to having a domain name. A case in point would be the example of amazon.com whose name is so is easy to remember and subsequently get more traffic to the site.

Another advantage to having your own domain name is that it's portable and you can move it between different hosting accounts. If you have put in time developing your brand you can then move the domain with you to another hosting account and your customers will more than likely not know and you can continue on like before. Your success then becomes portable as you take your domain with you.

Resources:

www.GoDaddy.com

Securing Your Own Web Host

Getting your webhost is another vital part of getting your online business up and running. If you're wondering what a web host is, another name for it is an ISP, It's the same as you would use for you internet service at home, but the key difference here is that this is business and not for personnel use so get yourself ready for some fundamental differences.

You first decision when deciding on a webhost is looking at what you want from your business and what you want to do long term. If you want your business to run smoothly you will need to make sure you find a host with a good reputation.

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Do your research and see what people are saying about the web host online. The worst thing that could happen is spending your time struggling with an unreliable host. Looking at billing, customer service and other areas will give you an idea if your host is a good place to host your site.

After you've decide who your webhost will be it's time to put in a call out to them and put a plan in place. The first thing you will need to do is to evaluate your budget. When you're talking to the representative and they are listing out plans they may sound very attractive but they may exceed your price range. If you wait you will find a plan that is within your price range, so don't worry.

You can help yourself when talking to the webhost by giving them some information about your needs online. Things that you need to consider are traffic, number of visitors to the site and space required. You can get the web hosting representative to help you with any of these things.

When you have sorted out your requirements and the price involved in the plan you're nearly finished. What you need to discuss now is any additional fees or where your site will be hosted. You will need to find out if you have pop access if the host is not local. The monthly data transfer bandwidth fee is also an important thing to consider before you sign up. Find out what you need and what the prices are if you go over your allowance. When everything is sorted you are ready to sign up.

Well done, you now have a web host of your own.

Resources:

www.hostgator.com

Chapter 3: Selecting Your Niche



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Niche Marketing in a Nutshell

One of the most interesting parts of the internet world is niche marketing. Although there are different meanings of this word what we are talking about here is a specialized market. The world of retail provides us with a good example of what niche marketing is all about. If you look at a large department store that has thousands of different items on sale under the same roof compared to a store like mamas and papas that have a smaller range of specialized or unique products under one roof you get an idea what we are talking about here. Niche marketing online works is the exact same way.

Niche marketing provides an excellent opportunity for a small company that doesn't have what it takes to take on a bigger company. Having enough cash and manpower are two of the things that are a problem when you're trying to compete at a larger company level. When you are involved in niche marketing your financial costs and workload are significantly reduced. If you're starting in business this can be a great advantage.

The process is pretty simple here. The first thing you need to do is some product research, then you look for who is searching for the product, then you find out where those people are hanging out in the internet community. Some examples of where people gather because of their interests are places like forums, newsgroups and mailing lists. All of these methods offer the users a means to share their thoughts in posts and to participate. If you want to find the person that you are looking to market to all you need to do is look for the place online that they are hanging out in. It's as simple as that. All you have to do is casually enter the conversation and slip your product in at the end of the conversation.

Another option is to advertise on a highly targeted site that is relevant to your niche. Just make sure to do your background checks before you place your add. Make sure that the site you are using ties in with your business. It's also important to get sites with good reputations that receive plenty of traffic. The reason niche marketing is great is because you are not spending all your time

Telling millions of people about thousands of your products but you are instead telling a more specific group of people about less products that they are more likely to buy. Less time is also spent on marketing, inventory and merchandising. You are instead, maximizing the potential of a smaller amount of stock that people are more likely to buy. It's really is a win/win opportunity for the smaller business.

How to Identify an Existing Demand

Finding a demand that is already out there for an existing product is crucial to success online. Simply getting a niche market to sell to is not enough.

You may be look and strike a rich vein of gold but the chances of you guessing the market's real potential will not end well. It's much better idea to look in detail at the level of demand for a product or service before you put something up for sale. In order to get the results you want here you will need to do some work. The best thing to do is to have a think first about different niches that you are interested in. Then you can formulate a plan of how you intend to conduct your research. When you do this you can then compare your finding in one niche to another and this will then give you an idea of how one will yield the best results.

One method of research you could start with is looking at forums. When you are in the forums you could check out what people are looking for that they can't seem to find online. This can form an idea to start further research from. There is also tool on the internet where you can look at the amount of times specific keywords are typed into the search engine over period of time. The number of clicks here will give you a good indication just how popular a niche is. The more clicks and hits the better your chances of success.

There is another tool that you can use to assess how many visitors come to a specific website which is best used when you find relatively few sites in the niche that you are investigating. The reasoning behind this idea is that the fewer

amount of sites may be due to a lack of demand. The two things that you want to consider is the amount of people doing a search for that product or service and the amount of visits to the sites in question. If the number of visitors to the sites is low you have not truck on a hot market and it's time to move on.

The chances are that as you conduct your research you will come across a lot of dud sites and some great ideas too for niche market opportunities. You now have the opportunity to make an informed business decision instead of taking a chance on what will sell.

Common Mistakes Made in Researching Your Niche

As you are now ready to begin your research on the niche markets that you have chosen it's now time to make sure that you avoid the pitfalls of many people who are at this stage fall into. Picking the wrong niche because of faulty research methods can really leave a hole in your pocket at this stage. Here are some of the more common research mistakes that are made.

The first mistake a lot of people make is making their chosen niche too broad. If you take the niche of cars for example you will need to dig deeper than that niche of cars to get down to the real niche. Examples of sub niches here would be vintage cars or devoting a site to a particular brand of car. The key to success is to be as specific as possible. If you were to base your research solely on cars you might think that there are thousands of people in your niche but when you look at it further you will find that there is no chance of these people going to your site about say, Yogis!

Another mistake that people make at this stage is not spending enough time collecting data at this point. Spending the time in research now can benefit you later on by not spending that time at a later date wondering where things went wrong. Normally there is a shortfall in the data that is analyzed as the marketer

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has not looked careful enough through all the words and phrases. You can actually miss half this picture of what is going on by making omissions like this. It's important here not get emotional during your research as its very easy for your emotions to affect the data you are collecting.

There is no doubt that it's exciting to be in an online business but you need to avoid getting emotionally involved so you don't end up looking at your data later on and wondering where it all went wrong and why your business isn't working.

It's also advisable to watch out for and avoid hype online as much as you can. For example if you think the dogwood scented candles are a really big thing online and you then see one site that sells them that claims that they are a best seller, this doesn't necessarily mean that they are .Remember that staying impartial online and detached will provide you with your best chance of success.

List of Hot, In-Demand Niches Online

Finding the right niche for your online business and comparing different niches can certainly take up a lot of time but the results will be well worth the effort further down the road with your business. The question still crops up though as to where to start and the answer is a lot more simple than you thing. It's true that pretty much everything has been done online but just because there are sites in the particular market you like online doesn't mean that there is not room for you to do business there too.

The following areas are some of the hot niches online that you can go into.

Personalized gifts

This area can be taken advantage of by those that exhibit a special talent for a specific thing like drawing, art, writing or a range of other talents. There will always be people willing to buy personal gifts.

Demographic niches

There are a massive amount of demographic niches out there on the market whether you are selling products or information for support. You will always be able to stamp your uniqueness on things in order to get a customer base that keeps returning to your website. What you can achieve in demographic niches is without limit and there will always be a demand for you.

Self help

Self-help is another area where you can always excel in. No matter what you're looking to help people with, like whether it's dating, relationships or their appearance you will always find a hungry market out there for what you are selling. It's also one of the areas that are not declining at the moment.

Specialist products

It is also possible to build a business around products that people find harder to come by and you can build a business around these more unusual needs of business.

Finding the correct niche for you will certainly revolve around some of your own likes and dislikes but it's important to remember that having particular hobbies that you love does not mean there will be a market foot it. A compromise may be needed.

Start with the proven areas that make money and then widen your decision to find the one that suits you best. If you pick a profitable market it will more than compensate for any compromise you have had to make when going into that particular niche.

Chapter 4: Selling Products Online



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Selling Products on the Internet

The thought of selling products online is one of the first things that come to mind when you are thinking about selling online. This is something that is not lost on many of the traditional retailers in the world and they have set up stores to do just that in much the same way as they would offline.

The good news is though, that the larger retailer does not have the market all sown up here and there is also an opportunity for others to make it, facilitated by how easy it is to get into ecommerce. You can always specialize in a niche area too, in order to maximize your chances of success.

There are limitless opportunities to sell products online and there are new products arising all the time in response to the needs of the consumer. One important thing to take note of here is that you may also not realize just how many products are considered to be products. The fact is that if there is a market for it, it can be sold and it will more than likely then, be considered a product. In light of this idea you can pretty much tailor your business to anything that you want to sell. A successful outcome here will depend upon how well researched the product is in the market and some degree of luck will also be involved.

The variety of products you can sell on the market is pretty much unlimited as you can market anything from candles to software. Some have even had luck with selling food although perishable items like this are not that suited to the internet. There are a number of advantages when you are selling products online. For a start you will not need the traditional retail space but rather somewhere to simply store your stock. Another advantage which may change in time is that you don't have to charge tax on your items either, which customers obviously like.

There is also the added benefit related to the first point in that you will be able to run an online business for typically a lot less than a business that you would run offline where you would have more people and a higher wage costs.

Whatever products you end up selling online will depend largely on your own

Interests and research. When you are in the middle of the research process remember that with persistence you will eventually come up a hungry market. The thing to remember is not to get disheartened when you come upon products where there is a crowded market. Eventually you will find what you are looking for.

Types of Products You Can Sell Online

Given the growth rate of the internet and how fast things are developing, the internet is certainly an exciting place to sell products. You are pretty much guaranteed to find a market for anything that you wish to sell online. We can now take a look at what most people are actually selling online.

The first thing that comes to mind is the amount of common stuff that you would find in any retail store that you can find online. Products like books, sweets, footwear and clothing are all over the internet.

If there is competition that is making money from selling something online you can do so too, providing there is sufficient demand for the two of you.

You could also consider getting into resale rights products out there where you resell something like an eBook or piece of software that someone else has developed already. You will need to know how all this works before you can get involved here and one of the best pieces of advice is to make sure you are familiar with the rules that original owner had for the resale of the product. You can find these on the product and the provisions must be followed.

Services are also products that that make up a large part of the ecommerce market. This type of work covers everything from writing articles to the writing of specialist programs for a company. There is a Hugh variety of services that you can offer online and it's impossible to list them all in this article.

If you are to provide these services you will most likely need some type of clerical or program skills or at the very least have the skill that is required for the project.

This service provider market is one of the most profitable businesses to start online. The basic fact is that if you can sell it and there is a market for what you are selling, you will be able to start a business based on it. Remember that some things you want to sell will be prohibited by law.

If you have any doubts as to the legality of what you are selling you can check with the appropriate agency. It's better that you find out if there are legal problems with what you selling before you start to sell it.

Digital Products



E-Book: Prime example of a digital product. E-books exists only in digital format thus there is no physical attributes such as that of touch, feel and smell.

Selling products like these provides an exciting opportunity for sales online. Advancing technologies and computers have made these products really easy to handle and transfer online, making them incredibly popular. When we say digital products here we are not referring to things like digital cameras but rather to non physical products that only exist in digital form.

One of the more common forms of digital products is that of software. If you

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think about it every time you use your web Browser there is usually an offer of some kind for software that you can download. A lot of these have a financial benefit from the provider's point of view. Many of these digital products must be paid for though. A good example is anti-virus software where you pay for the product online as opposed to buying it in an actual store. You have just bought a digital product!

Entertainment is another popular form of digital download. You can download things like games and movies from whatever website you wish. This type of thing is growing in popularity.

Another type of product that must be mentioned here is eBooks. These are essentially written products that you download. This type of product is interesting because of the re-sale rights attached. When the eBook is sold, the author stipulates the conditions under which it may be resold. There are boundless opportunities here for both the author and the re-seller.

There are certain restrictions that are attached to what you can and can't sell online. Copyright infringement and intellectual property laws will affect the sale of certain digital products online. These laws however, like with physical products are not so prohibitive as to stop you engaging in business. You will make some money as long as you stick to the guidelines set down.

Physical Products



Shampoo: Example of a physical product. You can touch, feel and smell.

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Physical products account for a vast array of products that are sold online every day. Whether online or offline people always want physical products and are always looking for a better bargain. There are also limitless ways in which these products can be sold enabling you to market them like no one else out there at the moment.

If you want to get your head around the idea of having no limit on the amount of products to choose from in online sales here is what you need to do. First all go to a large city and take out a phone book, and while looking through the business section check out the store where you know physical products will be for sale. Then you need to visit each store where they have the items for sale and look at the different ways in which they are sold. Although there are similar stores with similar products, the brand names will be different and that means it's a different product. Just in case you don't know yet, these visits to different stores will take about a week.

There are a number of things you are going to have to have in place before you get started selling physical products on line. The first thing is to get to know as much as you can about the product and the second thing is to find a place to store them. If you are using a drop shipper or third party they will look after the inventory but if you are not, you will need a warehouse or some kind and storage space. This will all depend on how much stock you are going to carry and how much stock you want to keep on hand.

Shipping is another consideration to take on board when you are involved in this business. Sometimes the added shipping cost will make the product more expensive than it would be in a store. The method of shipping also needs to be considered. You must ask yourself if the product warrants special packaging consideration such as refrigeration, a special shape of package or regular box work. Other products will be effected by temperatures so this is may be important to take this on board too.

Physical products are still great products to sell and you can sell to as wide or narrow and audience as you like. Keep in mind though that not all products will

do well on line and some you may be not allowed to sell by law. For most physical products though, there is a good chance of making them successful online.

Physical products versus digital products

By now you have more than likely considered a number of ways in which you could make money online in your new business and you may have considered a number of series or products that you can offer to customers. We will now discuss the products that you can offer and the advantages and disadvantages of each.

There are a number of advantages to selling products online. You can provide in depth descriptions and provide galleries of pictures to people. Customers love to look around online for physical products and they are attracted to online sales because of the price compared to retail stores. The numbers of customers you are dealing with is also far larger than what you are dealing with in traditional retail. On the other side of things, physical products do have a number of drawbacks.

A product may be cheaper to buy online but depending on the shipping issues involved, it may be cheaper for the customer to buy it in a store . There is also the possibility that the products may need refrigeration if they are perishable and this may drive up costs for you. The product may also need to be stored which can be even more costly.

When it comes to digital products they have the advantage of you being able to store them easily on a hard drive with minimum storage space and you also have the advantage of being able to deliver them to the customer very easily. However digital products are not the nirvana of making money online as you can experience problems with them too. If there are any problems with your computer, server, or ISP, your customers will not be able to receive their products until the systems are up and running again.

This can drive up the costs of your maintenance to keep everything running smoothly. You will also need a higher bandwidth from your service provider which can make things even more expensive for you. Knowing the advantages and disadvantages here can really help you make a

decision as to which way you want to go online. Make sure you know that there could be really strong competition in the area you want to go into and that your own research can provide you with the best info to make a decision on.

Chapter 5: Copywriting

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Salesmanship in Print

It's really important when running an online business that you have a plan in place to sell your services to the world. With the absence of advertising no one will know about your site and its clear what will happen then. You won't make a lot of sales or maybe even none and the business will not work. There are however, tools at your disposal that you can use to market the business effectively and move those sales upwards. There will be many factors determining which tools you use but regardless of what decision you make there is one thing you must have for all advertising campaigns and online business to work.

We call it copywriting

Historical fact here...

In 1905 John E Kennedy referred to copywriting as "salesmanship in print" and the name has stuck ever since. If you are in internet marketing or business advertising you can't do without it. There are a lot of reasons for this that is hard to not pay attention to.

The greatest advantage of copywriting is that it is a cheap way to get repetitive advertising. The repetition element is powerful here as customers will remember your product next time they want to buy. Several articles can be written to describe your product and then reach the customer getting their attention for the product in different ways. Your product however will always be remembered. Using the technology of email you can send your products out to your customers at whatever time interval you choose. You will then be reminding them of the product you are selling over and over again. Some customers will now buy while another customer who was not intending to buy until you persuaded them otherwise will now buy.

Copywriting reminds us that that even though you are not talking to your customer on the phone or in person you are still communicating with them. Things like trust, being reliable; and affordable are the elements that turn a no into a yes.

Why is Copywriting Important?

The most important thing about copywriting is making a good first impression. You will either make contact with them with copy for the first time or they will come across your copy when doing a search on you. The key thing to remember is that it will be your first time and maybe the last time to get their attention and convince them that you are worth their attention. This is also a chance for you to pitch the worthiness of your company and how much an expert you are in the field. An opportunity to earn this type of trust will not come again.

Copywriting will require some skill. You will need to be aware of grammatical mistakes. You will also need to know about how to plan the writing of your copy and what to put where on the page. Because the customer does not know you, you will need to include information about who, what, when, what and why as it relates to your business and the product that you are selling. If the copy has grammatical mistakes or if there are other things that are wrong, the customer may not trust you or will be lead astray by you. Therefore the grammatical elements and effective writing are essential elements of copywriting.

There is something that you also need to be aware of when you are copywriting, and that is to be entertaining and interesting as well as accurate and informative. A little humour can go down really well here and get your message across easier. It will take some time for all your copywriting skills to come together. It is However such an integral part of internet marketing that you will not be able to do without it. When you start to see the money coming in you will be glad that you put the time into learning it.

Copywriting: Writing the Perfect Headline

In many other forms of writing you leave the title until the very end, but with copywriting you will work on the title at the beginning. The headline is created at the beginning and acts as a reminder to you of what message you are trying to convey. The headline will get your readers attention and will also serve to help the search engines to find you.

One of the best ways to come up with the perfect headline is to write down as many ideas as you can while you are thinking about the person that you will be writing the headline for and the type of product you are selling.

When you have a number of headlines you can start to narrow down the ones that are not as good and you may also find some headlines merge well together. After you narrow down your list, ask yourself the following questions.

1) Is the headline attention grabbing

2) Is it stated clearly

3) What words would improve the search engine ranking

Tip: use resources that help you to find words that people are actually typing into the search engines.

Once you have gone through this process you will have a list of headlines that you can draw from to use. If you write an article choose one that matches best what you want to say. It's likely that you will need a number of headlines you can use and the ones that you have can be modified to suit your needs.

Although you could see all this as just few words it's important to realize that the headline will represent you on the internet so it very important. Nothing else you write has the power to get your work noticed as much, and as you know by now, not getting noticed on the internet is the same as going out of business.

Copywriting: Writing the Introduction

If someone is reading your introduction you have done well in getting them interested enough to pass through your headline. You don't want things to end now though. A quality introduction will get the reader to keep reading. You must stay with the reader here and encourage them bit by bit to move further with the copy. If you don't capture the reader's attention they will simply move on to something else and forget about whatever else you wrote.

In the headline you let the reader have an idea about your subject matter. It's now up to you to expand upon that. A good way to accomplish this is to reiterate the headline again in the first or second sentences. No need to copy per word here. What you are trying to do here is prove that the headline was not just to catch the reader's attention as you start to build your credibility.

You can use words like "imagine this" or "picture this" here to capture the reader's attention more and get them involved more in the article. You are increasing the likelihood here that your subject will stay to the end of your piece. When you're at this stage don't forget that you are at the stage of introduction here and are telling the prospect about something that is to come. You can do this in the last sentence of the introduction where you are combining the introduction and the first paragraph.

The last sentence of the introduction should have the points you intend to state later or contain a suggestion that you are about to explore things in greater detail. Make the transition as even as possible so as not to disrupt the flow of your writing.

The introduction is all about giving the reader the first chance to see what you are talking about. Taking some time on this part can pay dividends later by making it easier for you to progress through the rest of the article.

Copywriting: Body and Conclusion

Once the introduction is written you will be progressing nicely through the piece. It may seem like you are only at the beginning but the introduction is the hardest part, and what you have written here will now guide you through the rest of the article. You can now expand on the details of all that you need to cover and the introduction will guide you all the way.

You will need to organize things step by step as you move through the body of the article. If you addressed these steps at the beginning of the piece you are now in a position to just fill in the blanks. Make sure your language is clear and easy to understand. Make sure you do not get engrossed in one point too much. This is only a short piece of a few hundred words so don't over emphasize one point to the detriment of another.

You will be giving each point a separate paragraph as you move through the page. Hoping for one point to the next without using a paragraph change will only confuse the reader, and they may miss the point you are trying to get across. Maintaining an easy flow of writing will make the writing of the work a lot easier. Once the body is done you will now move onto the conclusion where you will have another chance to appeal to the customer. The conclusion will sum up what you have said in the rest of the piece and we know that reminding people is a key component of advertising. You now have the opportunity to pitch to the reader again. Underlining the urgency or importance of your message is crucial here to get the reader to take some action. It's important to keep things concise and on point.

At this point you're at the finish line so well done. There is more to do though. You will need to run a grammatical and spell check to sort out any errors. It's now time to read the article a few times and make sure it sounds the same as when you started. Look for any words that the spelling check would normally miss.

Copywriting: Publishing Your Work

You're now at the stage where you have written the article and you're thinking that it's going to bring in new leads to your site like nothing you have tried before. Before any of this can take place though you are going to need to publish the content you have just completed on the internet.

The first place to publish the content will be on your own website and this goes without saying really. Anyone searching for the content will be sent there by the search engines. This is the best way to get people to your site that has not been there before.

There is another option you can also use to help get the word out there about your product. If you have an opt in list on your website you can send the article out to your subscribers online in an incredibly fast and efficient manner through email. You can reach people quickly and effectively with this method and it can create a nice loyalty element in your customers. This will not only attract customers but will entertain them to, and more so if you did a good job on the copy.

There are also other methods of publishing your work out there on the net which you can research for yourself. Publishing your work out there on the net is probably the most effective way to get your message out there and bring in more leads into your business.

Copywriting: Planning Your Message

No matter what kind of business you are in copywriting is going to be an integral part of that business. This cannot be over emphasized. Copy writing is your first contact with the customer that will make a success of, or lead to the failure of

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your proposition. There is however some things that need to be talked about before you begin your copywriting work.

The first thing you need to give consideration to is before writing an article is learning as much as possible about your product. This will mean learning about all the advantages and disadvantages. This may seem unnecessary at the beginning but when you sit down and examine the product in detail you will learn more about it then by just looking at it.

You will now need to get to know the customer. It's now time to learn the demographics of the market, what makes customers want or need the product? What the best approach to make is? You should work all these things out before sending a communication a message to them. Your customers will have their own ideas and values and it's up to you to build up rapport with them. The other thing that can happen here is that they go to the competition.

You will now need to combine all the info that you have gathered from the supply and demand side of the market to construct your approach in the article you write. You will a clear picture in mind of how the article finishes.

With the planning finished you are ready to write. You will need a title that is catch but is also search engine friendly to get good ranking. The introduction will catch the reader's interest and make them keep reading. Your body and conclusion will need to keep their interest too and persuade them to buy. You now need to publish your articles in order to reach your market.

A Short List of Words that Sell

When you are writing copy it's not enough to just use proper grammar and an effective tone. You will need to do more than making your product sound interesting or describe it in full. There is one more thing that you will need to turn your attention towards in order to get the multitude of customers you are trying to make contact with, and without which you will not be able to get them to buy. You will need to get your hands on "the words that sell". The following are some of those words and explanations as to why they work.

Power words like powerful, durable, unbeatable and unstoppable build trust, value and strength in the product.

Time based words like hurry, urgent, act now, don't wait, won't wait and act now are all words to coax the reader to act quickly. You are more likely to lose a customer when they spend more time in decision making. The sense of urgency can overcome this issue in the sales process.

Using words like secret, interesting and provocative will also catch your subject's attention encouraging them to read on.

If you can make your customers see dollar signs in their minds this is also a good sign. Words like cheap, profitable, lucrative, dollar signs and earnings get people thinking about money and this is a great way to entice them during the sales process.

These are by no means all the words you can use in a sales pitch, as there are hundreds of words that you can use to whet the customer's appetite and bring them along through the sales pitch. Placing these words carefully in your article or copy will give you the advantage you need. These are the type of words that get you placed in the search engines where you need to be if you want to get found for the type of words that encourage your customers to buy.

You will need your customers to find you quickly in order to be noticed, and the words you use to sell have to be at the top of the list or the rest of the words that you write will be redundant.

Attention grabbing headlines of all time

Ok here's an important point that applies to the entire world of the media.

Regardless of whether it's a news paper article or a program on television, it has to have a headline or a title. No matter what type of media you are using the headline will be read first and it must be catchy. This especially applies to the net

where you may have used a particular word to get ranked and the rest of the headline is what gets the reader to continue.

This is vitally important in the online world and I have provided here number of headlines to give you an idea of what you need to sound like.

- Dare to be Rich!
- How \$20 Spent May Save You \$2,000
- How to Rob Banks Legally
- How I Made a Fortune With a Fool Idea
- A \$10,000 Mistake!
- The Secret to Being Wealthy
- Why Wall Street Journal Readers Live Better
- How You Can Get a Quick Loan of \$1,000
- What Your Lawyer Doesn't Want You to Know
- Take This One Minute Test!
- Want to Be a Legal Investigator?
- How to Write a Hit Song and Sell It
- Seven Steps to Financial Freedom
- Who is Making a Bundle and How
- Get Rid of Money Worries for Good
- How to Burn Off Body Fat, Hour-by-Hour
- The Truth About Getting Rich
- How I Improved My Memory in One Evening
- Free Book Tells You 12 Secrets of Better Lawn Care

There are many more than these out there.

You may have noted that a lot of the headlines mention money and this is important here. Money will get people's attention. Consider how you react when you have ever seen money in a parking lot. Don't you reach down to pick it up? The use of money in a headline works the same way.

There are other things that make people take notice as well. It's all about noticing what's out there.

I hope this has given you some ideas as to what you need to put into your headlines.

Chapter 6: Search Engine Optimization

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What is Search Engine Optimization (SEO)?

Have you ever stood in line in a crowd of people looking to meet a star that was about to arrive or have you ever noticed the crowd of reporters waiting for a newsworthy figure to show up? What did you notice about the crowd in these two episodes?

The odds are that there were a lot of people all jostling for position and trying to get noticed. It all came down to competition as to who got to the front, and only the ones that got to the front had a chance of being heard and getting a result. These few people will get rewarded for their efforts.

If you're wondering how all this connects to search engine optimization, the answer is that it's all about competition. It's about a real struggle or a drive to be dominant. Most people want to go beyond average and become their very best selves. This idea is what gave rise to the idea of SEO in the beginning.

SEO is best described as a technical science more than anything else. As you gather information on your market and competitors you gradually adjust things so that you come up more often every time someone searches for a particular keyword. Keywords will be used every time someone is searching and you need to make sure that your site has the best keywords and the most of them in place. When you have the right words you will move to the front line and get noticed and when you don't you will fade to the back and no one will notice you.

The way it works is by search engines going after all the sites that it thinks are relevant to whatever term is typed in. When you get to use these terms to describe what is in your site you can move your rankings up in the search engines. The only problem here is that you will need to stay abreast of the competition that will have the same info by keeping your site changing to keep ahead of the posse.

Why is Search Engine Optimization Important?

There is a lot to concern yourself with when you are starting a new business but perhaps the most concerning is that of being noticed out there in the market. Retail outlets in the physical world have many ways of getting noticed including radio, television and newspaper mediums.

Consider though the example of the traveller moving through a town he has not been in before. The advertisements of this store have not reached him so how does he get noticed out there? The answers are signs and the more you have and the bigger they are the more likely you are to get noticed.

It works the same way with SEO with getting noticed depending on how big your sign is. This is how passing traffic on the net knows that you are there. The use of words then, and more especially how you use words to describe your site is what will get the customers.

This is where SEO comes into its own as you use the best keywords that you can find to describe your site. You then need to use the keywords to describe the content of your site so you get the traffic and not your competitors. Where they will eventually buy is not of any consequence to them but it does mean the world to you. There is no cost to showing up in the search engine results but you can lose everything if you don't show up. The revenues that you are going to make are related to how well you can use this element of internet marketing. If customers don't see you, you might as well throw away your revenue goals.

Traffic on the net is more targeted traffic than what you will find on the roadways. They are looking, finding and making purchases. It helps to see all those online customers as travellers through your town. If they do not see your signs they will not drop in and buy from you.

Steps for Search Engine Optimization (SEO)

SEO, or search engine optimization does involve some time and effort to make sure that you are getting the results you want from your internet business. If you're not seen online you might as well give up and go home. It is essentially a critically part of the process of internet marketing and you must at least have a basic understanding of how it works.

The following are some of the key steps involved in the process.

Be aware of the competition

You will need to learn about everything your competition is doing in the market. Gather information during your searches. Use data search terms to repeat these searches as often as you can. New businesses open regularly and you will not want to miss anyone new starting up.

Gathering keywords

You can gather online, long lists of keywords that people use to search for things online. Gather a list that is most targeted to your own site.

Keyword combinations

Look at developing combinations of keywords on your site. The more combinations of keywords you have the better your site will do.

Modify your site

Adjust the label, headlines, and content to attract more visitors to your site

Refine your keyword list regularly

Keep an eye on your keyword lists and make sure that you are keeping up to date with new searches. Make the necessary changes to make sure you maintain your rankings

Make sure you website address is on top of the search rankings

Get to know which search engines are the most popular and make sure to stay on top of them.

Repeat the process

You will need to replace the steps above continually. Always be looking for ways to improve your results. Don't stay with the same methods all the time. This is a basic idea of what you need to do to make sure that you have a site optimized for the search engines.

Going After the Competition with SEO

No matter what type of business you are in you will always have competition? There are of course monopolies but you will have hard time finding one of those on the internet. It's more likely that you will find anything from very few people to many people all going after the same market. If you belong to this group that's competing you are part of a game with real winnings involved and the key here is to win the game.

SEO is one method that you can use to compete in the market. The only way to compete here though is to know your competition. You even have to get to know the competition better than your own company. The good news is that there are ways in which you can do this.

One thing you will need to do is make a list of sites that are doing what you are and then go and visit them. Pay particular attention to the sites at the top of the search engines and find out what they are doing to be up there. When visiting each site look at keywords, content etc. and things that they may be doing to be ranking higher than you in the search engines.

After checking out these sites it's now time for you to check out your site and enhance it where you can. Consider the content and the keywords and make your

Changes accordingly. It's also important to remember that this needs to be done on a continual basis and not just once. It needs to be done all the time to keep you on top of the game.

It's also important to look at ways in which you can make changes to your site that others are not doing at the moment. Being different here will set you apart for the competition. You can also make some changes and test the markets response.

One final thing to remember is to make sure to test and to assess your results all the time and keep an eye on what your competition are up to. This is a continual thing that you will need to be done on an ongoing basis. This is the best way to compete with the competition.

Building a content rich site

When you are trying to get your site optimized by the search engines it's time to make it as much like a billboard as possible including various keywords where you can. This is the best way to get your site attention online.

The more people who search for what you have the more customers you will have

It's not keywords in themselves that are going to do the trick for you online. If it were you would just have a site with a series of keywords on it that people would visit. But if the content on the site was not there your visitors will simply leave the sites. This is why you have to make a site that gets noticed as well as having good content on it.

The important thing to remember is that the internet is all about information and people are online looking for information about one thing or another. It falls to you then as an internet marketer to make sure that you provide rich content that

will not only get people to the site but will keep them there once they have arrived.

The best way to have a site that is rich in content is to provide lots of articles on your site that will entertain and inform your readers. These articles should be about the subject matter viewers are interested in. It's best to write lots of small articles covering different sides of the topic of your site. It's important to include any news in your site content here as this will enrich it too.

It's also important to keep your content as up to date and recent as you can as information goes out of date very quickly.

You must not forget here about keywords either. As you add more content you have the opportunity to add more keywords as well and it's keyword that will get you noticed. Getting noticed and getting results is all a matter of keywords and content.



Chapter 7: Leveraging on Affiliate Programs

What is an Affiliate Program?

Are you familiar with the saying “there is strength in numbers” or the old suggestion that people team together. There are many saying like this but essentially they are all saying that people in business can achieve more when they combine their efforts. This has been proven over time and in the world of internet marketing where it’s called affiliate marketing.

Another name for affiliate marketing programs is associate programs, associate and referral programs and partnerships between you and the seller where you will advertise their products and get money from the referral. Depending on what kind of program you are working with you will receive payment for a sale or sometimes just the lead information.

If you are the merchant you should take advantage of this opportunity to expose yourself and gain visibility online. This has provided successful for many merchants online as they place their ads successfully on many affiliate sites out there giving them exposure to thousands of affiliates. When you have thousands of affiliates like this the increase in sales is very significant.

If our are involved in an online business and are not selling anything but rather just providing entertaining informative content these affiliate programs can become the backbone of your business as you can place affiliate ads on your site. Be sure to keep the ads in line with what your visitors are looking for as they will then be more likely to click on the ads. The more clicks and referrals you get the more money you will be making.

Finding an edge in the market is going to be key your success in your online business and affiliate marketing in an easy, simple and incredibly effective way to achieve this edge. It is essential for any business.

Why Use Affiliate Programs?

E-commerce is a huge business and with such a variety of opportunities available

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That it can be hard to actually see clearly at times. If you're new it's hard to know what will work and what won't. Some people will actually give up before they get started. I'm referring her to affiliate marketing and I'm going to tell you why I think it's such a good idea.

This part is for those looking to sell a product or service online. No matter how long you're operating your online business you will need traffic to build your sites. Affiliate programs are gathering points for merchants and affiliates alike all looking to get traffic. After you create a product others can then advertise your site on their sites. The advantage here though is the affiliate does not get paid unless they make a sale and they will want as many referrals as possible so they will be working for you and themselves all the time.

For the non merchant there are also benefits to joining an affiliate program. You will first of all get more money for the number of visitors that visit your site as they will be clicking on affiliate links. You will also get paid for the number of leads or sales that you make. You can also increase the traffic when you get other people to promote your site. The cost of doing this will be outweighed by the benefit.

Affiliate programs are simple and easy to look after. They specialize as a business in finding traffic for all parties involved so it is less costly for you to join one of these programs instead of managing your own team of affiliates. These affiliate programs have such a great number of affiliates that you can reach broader elements of the market than by working alone.

How to Set Up an Affiliate Program for Your Products

Marketing your product will demand that you have your own method by which to sell it and joining an affiliate program can provide you with this. You may however want to start your own affiliate program because of your independent

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Spirit or perhaps because you have just started. The following pages explain how you can accomplish this.

The first thing you do is identify what websites out there in the market will be selling what you need to sell. Choose websites based on subjects that are in line with your product. A website for instance discussing construction would be a better match if you had a power tools website then website on pets. You need to create a list of affiliate marketers based on like for like interests online.

When you have a list developed you will need a good sales letter to send to each one. Make sure to put in all your selling points and all commission details that relates to sales made by them. After checking it for mistakes send it out knowing that this is your one chance to impress.

One you have some affiliates you will need software that can track all the sales and start writing checks for their sales. Alternatively you could also get an affiliate tracker to look after all this for you. Either option is good here.

Running it this way will allow you to control where and when the advertisements go and who will direct traffic to your site. You should be aware that all this will involve more work than having an affiliate program do all this for you, but this is how it's done in case you needed to know.

Recommended Affiliate Programs

If you have decided that running your own affiliate programmed is not the way to go you are in luck because there are many programs out there that can do it for you. Not all of them will work in the same way though. You should know what you want so you save time is searching for the right programme.

The following is a good list of affiliate programs that can get you started

- <http://paydotcom.com/>

-
- <http://www.clickbank.com/>
 - <http://www.jvmanager.com/>
 - <http://www.cj.com>

As you check out each site you will notice that some things vary like the minimum payout and the kind of service on offer. You will find pay per click, per lead and per sale. One may be better than another for you depending on your needs.

How to Recruit Affiliates

If you want to run your own online business and also have you own affiliate program you are going to have your work cut out for you. If however you want to make your ecommerce business a success this is one great way to do it.

When recruiting affiliates the first thing you will need to do is to make sure your website is looking good and free from any errors or mistakes. You don't want people to be turned off by simple errors you could have corrected. Your site needs to be top class. Next you'll want to go out there and make a list of all affiliate directory sites that you can. You'll want to be listed in as many places as possible in order to maximize your exposure. Most of the affiliate sites out there will put a link to your site in their directory. Therefore you should know what the other sites in your category are doing so you can be as good as they are.

Next thing you need to do is to create an affiliate information page detailing everything about your program. When you go to submit your site to the affiliate directory you may only be allowed to submit one url. If this is the case submit the url that is your information page.

You will now need to think about what kind of plan you have to offer. The type of plan you choose will affect what type of affiliate that you attract. There are three main types to think about here and there are also tiers to think about. We will start with the plans though.

Pay per click plan

This is one of the most popular plans and you have probably heard of it before. What happens here is that a banner or add appears on a website and the owner gets paid every time someone clicks on the ad on the site. While this can be a great way to go there is concern over people fraudulently clicking on links to get paid?

Pay per sale

Also known as PPS, this type of method can afford you more discretion. With this type of method the merchant will only pay out when a sale is made. A commission is agreed that is based on the price of the product that is sold.

Pay per lead

Also known as PPL, you can make money here as an affiliate only when you purchase a lead. You can do this by getting the customer to your site and getting them to sign up to something or you can use other methods.

It's now time to explain the tier system. The tier system is simple enough to understand. The first tier consists of affiliates who come to you and get paid a commission for any traffic then they send your way plus for the traffic that their referrals send. If another affiliate sends traffic to you this is known as the second tier. Any traffic they send they will receive a commission on and the first affiliate gets some commission too even though they don't have to do any work at this stage.

These are some of your main things to consider when setting up a plan. The key thing to remember is to make sure that the plan is competitive so affiliates will be attracted to it and sign up.

We are now at the last part of the process of recruiting affiliates. It's now time to submit your site to the affiliate directories and begin the recruitment process. You will need to adjust your strategy all the time and make up for weaknesses in the system. We are now going to examine the submission process.

When you arrive at the affiliate directories, bear in mind that each one will have a different set of rules. There are however not many sites that they will not accept you. The main things that will be required at the site are the URL, how you plan to process payment, and for you to describe what your site and service are all about. They will look through the details with care so make sure you provide complete and honest information.

After the submission you will need to start advertising. After all you need to take action in order to start getting noticed. You need to get your advertisement on someone's site and there are a number of ways to get this done. Some of the methods of doing this have been discussed before but you have to remember that this is a business and you will need to start getting people on board by advertising.

As with all things you will need to do more than generate a plan and put it into action. Something might go wrong? And how would you ever know? This is why you need to be continually monitoring the strategy to make sure that things are going well. When you find something that needs improvement do it straight away? The more this happens the more you will streamline things for yourself. As you become more competitive you will take in more money and even more so if you are doing all this in tandem with merchandising adjustments on your site. Even though we have covered everything in these three articles there are always more ways to get this done. The information that is available online will always be outstripping what you can learn. Keep abreast of things by continuous study beyond what is written here and you will continue to get better results from your affiliate recruiting efforts.

Joining Affiliate Programs to Multiply Your Income Streams

Ok, let's take it that you have a successful website up and running and you're get

lots of traffic every week and you feel that there is nothing that you can do to increase business other than spending a lot more money or time. This is where you are wrong though. If you join affiliate programs you can increase the money coming in from your online business without adding on a lot of extra work.

The first thing you will need to think about is the market you are operating in at the moment. You will need to align the affiliate programs in your area to match the customer that are landing on your site. If there are affiliate sites that do no interest them they will not click on them and you will not make any money from these sites. These programs will pay you by your performance so it's important to make sure that you drive as much traffic as you can.

Before placing things like banner ads on your site you should look at how the space on your site can be re-arranged. I would advise you to avoid using intrusive banners like pop over or under ads because these irritate visitors and you may find that they push them off your site. This is what I find anyway.

Get to know the policies of the affiliate program you are involved in like their payment plan and their minimum payout. It's a good idea to check out how reputable they are and what the payment reputation is like for affiliates as this will be very important to you. You don't want to have someone mishandle your funds.

Always be mindful of making the necessary changes to your site to improve your revenue and to improve your revenue as an affiliate. To achieve this you will need a site rich in content that will keep your readers coming back again and again. No matter what your site is about joining an affiliate program is a great way to make easy money and who doesn't want easy money?

Whether you have your own online business and are looking for new income streams or if you are just starting and want to use affiliate marketing to make all your money there is a lot of money to be made here. It's best not to be hasty about the affiliate program that you go into. There are a few things you will need to know first.

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The first thing to look at is the type of market that your affiliate program is gearing itself towards. You will want to go with affiliate programs that cater for the market that is specific to your niche.

You may also want to consider a program that offers a specific payment plans like ppc, ppl. You may want to go with one particular payment plan that ties in with your goals. You should also look at programs where tiers are available. You will be doing well if you can get referrals from programs that offer tiers because you can make money from your referrals as well as your own performance. Check out the different commissions available too. One site might be paying a lot more than another with different percentages.

Get to know what the minimum payout is. You should also find out the payment method like if they pay by check, by wiring money or by pay pal. Make sure that your program does not have any history of payment problems which would be a cause of concern for you.

The best advice I can give you here is to make sure that you use your common sense. Think about what matters to you and ask any questions you want of the people that organize the affiliate programs. They want to work with you and will be more than happy to work with you. Take your time with the process and pay attention to the details. If you take your time with the process you will discover a great affiliate program.

What to Look for in an Affiliate Program before Joining

Affiliate programs offer you a unique and very rewarding opportunity to make money. Whether you are in business online and are just looking for a way to multiply your revenue streams, or whether you are just starting a site and you

plan to use affiliating as your sole means of income, there's a lot of money to be made. However, don't go jumping into the first affiliate program you find. There are some very important things you will want to know about these programs before you decide which one to join.

The first thing to look at in an affiliate program is who it caters to. Some of the affiliate programs are very specific in their clientele, such as gambling, sports, retail, wholesale, business-to-business, and etc. Be sure to choose those who are likely to have affiliates such as yourself.

Another thing to consider is the plan the affiliate uses. Is it PPC, PPL, or PPS? Depending on your goals, you may wish to select an affiliate program with a particular pay plan. Also look for whether the program offers tiers. It will be to your advantage to gain referrals to the program if they offer tiers, because you will make money off of your referrals' results as well as your own performance.

Take note of the commission that is paid. Look around and see if the other programs are similar. If you notice that one program pays 10% and another pays 30%, it would be silly to go with the one that pays less.

On the subject of commissions, make sure you know what the minimum payout is. Find out how they pay. Will they mail you a check, wire the money to you, use PayPal, or what? Also, be sure to check around and see if you find any indication that the program you are considering has a history of problems with commission payouts. This would be a red flag to steer clear of that company.

Beyond these suggestions, the best advice I can give you is to use good judgment. When you are looking at these sites, think about other things that may be important to you, and don't be afraid to submit questions to a representative of the affiliate program. They want your business, and they'll be happy to respond when they can. As with all things in business, be careful not to move too quickly. It may be that you passed over some detail of importance, and if you jump in too soon, you've made a mistake. But if you take a little more time to consider the decision, you'll make the right choice and join a great affiliate program.

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Places to find rewarding affiliate schemes

As opposed to giving you a list of affiliate programs this article is about finding the most rewarding programs. Some of what is mentioned here are affiliate programs themselves and some are affiliate program directories. These directories make it really easy for you to search for the best program available for you.

- <http://www.clickbank.com/>
- <http://paydotcom.com/>
- <http://www.commissionjunction.com/>
- <http://www.associateprograms.com/>
- <http://www.affiliatefirst.com>
- <http://www.abestweb.com/>
- <http://www.affiliatetip.com>
- <http://www.affiliateguide.com/>
- <http://simplythebest.net/affiliates/>

These are simply a selection of some of the affiliate directories available out there. Some of the programs listed will have over 1000 programs. This list will give you a lot of options.

Chapter 8:

Striking Joint Venture Deals

Why Joint Venture is the Best Free Marketing Method

One of the most under-utilized free marketing techniques available to entrepreneurs with online ventures is joint venture marketing. Perhaps the reason why is because of a stigma associated with business partnerships. Business owners are always afraid of deals going wrong, therefore some tend to avoid any type of joint venture. However, the majority of joint venture marketing **doesn't** require the sharing of profits. The only thing that's shared is marketing tools. Allow me to explain the benefits of joint venture marketing and why it's a great free marketing technique.

One of the greatest benefits of joint venture marketing is the fact it **offers endorsements from other online merchants, thus builds trust**. This not only allows you to expand your customer base to include your joint venture's partners' customers, but also provides an endorsement from the ventures' customers. Once your business is deemed trustworthy, you will establish an existing loyal base for years into the future.

The second benefit, as I previously mentioned, focuses on **the expanded customer base that comes with joint ventures**. By entering into a wise partnership, you'll inherit a customer base that otherwise would have taken years to establish. Consider how much effort went into building your current customer base, now think of the amount of time it would take to double or even triple it. I'm certain that you can now see the benefits of joint ventures.

The third advantage of joint venture marketing is **the potential for additional new customers**. Potential customers will appreciate the fact that your business offers more products or services through an attractive joint venture. The more products or services your business offers, the chances increase for you generating

more traffic.

Last but not least, the final benefit of joint venture marketing is the potential to **increase and attract other joint venture partners to further grow your business and add to your customer base.** You can use the same method for further expansion that you utilized when initially starting your joint venture. The most effective element of future joint venture expansion is because an initial joint venture success makes your business a more alluring potential partner for other lucrative merchants.

Now you can see the benefits of joint venture marketing and how they can definitely work in favour of your business. The advantages I've mentioned above are only a few of the many benefits that can work toward building trust and expanding your customer base. The greatest reason of all is that it's totally **free!**

Joint Venture in a Nutshell

Joint ventures are best described as two (or in many instances several) parties forming a partnership to increase sales and profits in their respective business endeavour. Such an alliance provides all parties involved numerous other benefits, making it a desirable option for many business owners.

Simply put: **A joint venture is an effective marketing technique of that involves you entering into a partnership with another business for the sole purpose of each partner in the alliance to increase profits.** It's also referred to as a strategic alliance, in which the partnership leverages the assets and resources of each business involved, ultimately benefiting all. Each company reaps the benefits of the other companies' existing customer base as well as the increased potential customer base created by the partnership.

Joint ventures should not be confused with link or banner exchanging. These marketing methods are not as effective utilizing the valuable assets of loyal

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customer relationships and establishing business integrity, which are in fact the essential success elements of joint venture partnerships.

The concept of a joint venture is ideal for business owners attempting to target a specific niche market, even though various other companies are already established and successfully doing business with them. By creating a joint venture with an established company, it immediately opens up that market to you and yields greater results than if you put forth independent effort to reach a specific market. Joint ventures also grant broad exposure to your market niche without being required to spend a lot of money on advertising.

You will soon discover many other benefits of joint ventures. It's possible for your business to gain immediate credibility through leveraging on your partners' reliable reputation. You're guaranteed an increase in response to your sales' message because your partner's customers will also be viewing it.

Also, there's the benefit of having the ability to offer your existing customers products and services provided by venture partners. Joint ventures allow you to earn money, offer customers a variety of additional products or services, and establish a good reputation for your business.

Obviously, there are numerous ways that joint ventures are in fact a win-win situation. You receive virtually free advertising, acquire an existing customer base, establish credibility from the partners' loyal reputation, offer additional products to your customers, and inherit leverage beneficial to both you and your partner. So as you can see by choosing the right partner, there are a lot of benefits from entering into a joint venture.

Writing Your Joint Venture Proposals

A joint venture hinges on the proposal that you develop when seeking partners. It's essential that you write a powerful proposal, yet not one that's too

overwhelming. You should include in your proposal the key ingredients of what makes you a potentially great partner, but without going overboard. The most important thing to keep in mind when writing a proposal is to make a potential partner want to enter into a joint venture with you. The following is a short list I've compiled of the necessary elements to develop an effective joint venture proposal.

The first factor of an appealing joint venture proposal is to include all of the benefits your business could bring into a partnership. This is very important because as the name implies, it's meant to be a mutually beneficial partnership for both partners. In order to get a potential partner's attention, highlight what your business can do for the partner and explain how it can enhance their business.

The next essential element of a successful joint venture proposal is to offer a free sample of the product or service that you provide your customers. Offer potential partners a free sample or two of your product. Or if you sell services, provide them with examples of your work, or include letters from your satisfied customers. Make it obvious for potential partners to realize why your business would be a wise investment in a joint venture.

If you sell products offer your potential partner a free sample or two. If you sell services, let them take a look at your work, or possibly read letters from satisfied customers. Make it easy for them to see exactly why you'd be a great business to team up with.

Writing is the most important element of your joint venture proposal. Although you may be the best in your industry, however, if you can't communicate that fact when writing your proposal, then your document is likely to get tossed aside. Remember when writing your joint venture proposal sometimes less is best: be clear, concise and brief. Convey your desired interest in forming a partnership with the other business. Enlighten potential partners as to what your company has to offer and what the partner stands to gain. It's important to be concise in your initial proposal, but always include at least two ways in which they can

contact you should they need more information or have questions.

By following the above guidelines, you should have no trouble developing a successful joint venture proposal. Even though you're a novice at writing a proposal of this nature, it's really not that difficult. It may help if you begin by brainstorming and jotting down a couple of your business' strong "selling" points before articulating your thoughts into words. Using your notes, you'll find it easy to begin writing an effective joint venture proposal.

How to Look for Joint Venture Partners

The key to success for joint venture partners is solely dependent on the partner you choose. By choosing the right partner, you're certain to see an increase of profits and sales; however by choosing the wrong partner, failure is eminent.

Before choosing a joint venture partner, do your research. It can't be stressed enough regarding the importance of educating yourself and asking appropriate questions of potential partners. You should not have any trouble selecting a sincere joint venture partner by simply following a few simple guidelines

The first quality you should seek in a potential joint venture partner is credibility. With the objective in mind to reap all possible benefits from a joint venture, it's essential to team up with a partner who has a strong and established relationship with their customers. This objective can be met by choosing a partner with a record of excellent customer service before, during and after sales.

After establishing a standard for potential partners for a joint venture, the next step is to begin the search. Your goal should be to find a partner who's already established in a related industry as yours, however, you don't want a business partner that's a direct competitor. Remember the overall objective of a joint venture is to enhance your partner's business and vice versa. In order to successfully accomplish this purpose, select a partner that offers related products

or services, but don't choose ones that are almost identical.

Finally, choose a venture partner with an expansive customer base to endorse your products or services. It's virtually useless to enter into a joint venture with a company that only has a few existing customers. The problem you'll soon discover is that you'll put forth the same amount of effort to growing your own business while assisting in expanding someone else's customer base. It's imperative that you do your homework to find the best business for you to choose as a partner with a large, established customer base.

It doesn't have to be a complicated process to find a joint venture partner. The most important factors to keep in mind when choosing a venture partner is do your research, ask questions and receive answers before agreeing to partner with anyone. While it's easy to make a seemingly good spontaneous decision, however, the ultimate results are often disastrous and create an unnecessary strain on your business.

Tips on Getting JV Partners

Joint venture partners are relatively easy to find. In fact, there are numerous individuals who would gladly agree to enter into a joint venture partnership. In order to acquire a partner, it's important that you know what a potential partner is seeking and where to locate them.

Tip one: Exhibit the qualities that you would want in a partner. One in specific aspect is whether or not others perceive you as trustworthy. Obviously, potential customers won't do business with someone they feel leery of trusting. A second attractive quality is a partner who takes business matters seriously. No one wants a partner who's not committed to making the joint venture work.

Tip two: Strive to be an attractive potential partner. This means that you should have a business with something appealing to offer in a partnership. Both you and

your business must have a good reputation. Not only should your products or services be of the best quality, but also the quality of your customer service before, during and after transactions. Remember that one of the many benefits of a joint venture partnership is the credibility you garner from your partner's reputation.

Tip three: Always keep your eyes open for new potential partners. You may be amazed by all of the missed opportunities you've lost by not being constantly vigilant. Also, it's probable that numerous opportunities have escaped you in locations that you've simply overlooked such as forums, blogs, and members-only groups dedicated to Internet marketing and/or joint ventures. A caveat: you should not join the first appealing forum or group you find. As with any of your other business related decisions, you should do a little initial research before joining anything.

Once you've established the kind of person you're seeking to enter into a joint venture and prepared with a sense of direction as to where you may have luck locating them, the next step is writing a joint venture proposal. Keep in mind you should always conduct some research, ask relative questions and get answers before finalizing any decisions when choosing the best joint venture partner. Consider it a smart business move to know exactly what you're getting into before you agree to anything.

Chapter 11: Publishing Your Own Mailing List & Newsletter

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Mailing List - Your Personal Gold Mine

Having a mailing list can mean the difference between success and failure online. Although it's potentially scary to ask a customer for their email address for fear of scaring them away it is necessary if you want to get the types of sales and traffic that really successful websites have.

You may be sitting there wondering how a mailing list transmutes to having a goldmine and that is understandable as there is there is little understanding out there as to how this can take place.

The reason a mailing list is so powerful is because it takes 7 visits to website on average for a consumer to make a commitment to a purchase. During the course of the seven visits it is easy for the user to get distracted by other websites offering the same service or products and this is where having a mailing list comes in really useful. With the mailing list you can maintain contact with your customers and this can focus their attention on your site rather than visiting other sites.

Another statistic is very supportive of this as well in that 70% of people have bought products after having opted into a mailing list and receiving an email message. If you don't have your own mailing list at the moment you should take note of the strength of this statistic.

As you will notice there are many things to think about when it comes to mailing lists. Even though you may worry about sending the wrong message to a customer you need to pay attention to the statistics. Remember here that people have asked you to send them emails, newsletters, updates and promotions. The list will be made up of visitors that have a loyalty to you and they will provide you with most of your sales.

Publishing Your Own Newsletter

This is something that may have crossed your mind on a number of occasions but you may not have taken action. There may be a number of reasons for this but there are many more reasons why you should do it.

Let me first of all put to rest a worries that you have about putting your news letter out there. You will find that it is not as difficult as you think and you do not need to put it out there every week. You can in fact have a very successful news letter that goes out once a month. In order to have a successful newsletter you don't even need to have a great command of English or at any journalistic skills. While you need to watch your grammar, spelling and punctuation to have a successful newsletter it is essentially the quality of the content that you are sending out that is important to your customers.

The key part to having a newsletter is the ways in which it can help you with your own business. It will certainly encourage your visitors to pay a visit your website more often but it will also create the effect of them feeling that you value them as a customer and their loyalty is of value to you. You now have a more satisfied customer that will want to repay your efforts with continued business from them. You will not only be looking after your existing customers here but you will also be creating an avenue to attract new customers with your newsletter. You can achieve this by offering something that keeps the existing customers happy and also providing something that will bring in new customers when the material is spread over the net. An example of this is when you offer some kind of free offer in the news letter that is geared towards a new customer. They will then be more likely to pass it around to other people when they see the content.

In addition to the reasons listed above you will also be able to build trust with your customers as they will start to see you as an expert in the field that you are talking about. This can be a real advantage when you are up against more established businesses in the same sector.

It must be evident by now the many advantages there are to publishing your own newsletter and the benefits of traffic and sales that can ensue as a result.

Auto Responders - Your Main Asset

Have you ever felt that answering messages from your customers by email takes up more time than any other task that you do during the business day. If you answered yes to the above then you will appreciate the power that the auto responder has to help you out.

Auto responders can either run through your web host or through simple software that runs your email program. Both of these types will do a great number of email tasks for you. If your business has particular email needs or if it has a lot of email coming through you will want to consider an auto responder that runs through the web host.

If a customer has a broad kind of request auto responders are a great tool for getting back to them. You can program your newsletter for example to be issued automatically by your auto responder and you can also program the auto responder to send out price lists, product lists, and lists of services that are available.

Various email jobs and subscription responses are made easy using email and you can also send lots of other information through them. Things like updates in price lists or recent articles that you have written can be sent out to your customers using auto responder technology.

You can also personalise your auto responder messages and this really appeals to some customers as they like the personal touch that it gives. You can include a company name, full contact details, and a short message for your customers. This kind of touch also serves as a great reminder about you and the service that you provide.

Auto responders are really important to you because they will save you time and money by doing tasks that would normally take people a number of hours to do. Some types are also available for free online.

They are also a valuable customer service tool preventing slow responses that can lead to dissatisfied customers. And we know by now, a customer who is dissatisfied will not visit a site as often, thereby leading to a drop in sales.

How to Publish a Successful Newsletter

The main thing to keep in mind when you are publishing a news letter is that the quality is more important than the quantity. Let me talk about this further for you. Even though we you are trying to drive traffic to your website with your news letter you must keep in mind that your customer wants quality and if you offer anything else you will be tarnishing the image of your website.

Before you begin to put the newsletter together you must think about the content and make sure you are giving the customer what they want. This will involve taking time to find out what is interesting to the customer and may take 2 days or so.

You could put a polling box on your site and ask your customers what they would like to see included in a news letter and you can then go and use this as a foundation to build the newsletter. This will result in the customers feeling valued as well as giving you great content for the newsletter.

You could also send out an email to your customers and ask them in this way what they would like to be included in the letter. This will work the same way as the polling idea on the website and your customers will feel valued in a similar way.

There is one other thing I want to mention here that is pretty obvious really but I

need to mention it anyway. Always make sure that you are only sending emails to people that have opted in on your list as unsolicited emails to people who have not subscribed will cost you customers.

In your news letter make sure that you include articles of interest to your readers but don't forget to put in any updates on your sites or offers and freebies that you are giving away. You need to remember that the newsletter will only work when you can include things that will bring readers back to your site.

There also a need to include in the letter something that will bring in new visitors to the site. Giving away free things is a good way of doing this and getting people to pass the information along is good so long as the offers are visible and prominent enough on the site.

At this stage you will have enough info to know what to put inside your news letter. The content of the newsletter will mostly be comprised of what your subscribers are looking for combined with what you yourself want to put in it. There is one more important factor here and that is that this may be the time for you now to consider getting an auto responder as this will make managing the newsletter a lot easier.

Making Money from Your Mailing List

There are numerous ways in which you can monetise a mailing list. The fact that you have a mailing list is not a guarantee that you will make money but the key rather is to use it to get people to your site where they will then be encouraged to buy something.

The following are a couple of tips that will help you to get the maximum benefit from your mailing list.

The first thing you will need to concentrate on is to make sure that you have new names being added to your list all the time. You will need good traffic numbers

from your site in order to make this happen. If you are sending out regular emails you can provide incentives by way of free offers etc. for your subscribers to pass along the email to get new people signing in on it and you also want to make sure that you it is easy for your subscribers to sign up to your list.

One of the best ways to make money from your news letter is to make sure that you have attractive offers in place. This could comprise of things like free how to reports, eBooks or free articles. Just make sure the offers can be found easily. If you are offering free stuff make sure that you make it clear that you encourage the subscriber to pass along what they have to other people.

Also make sure that your signatures on the email are clear and visible and contain your name and company contact details. If the messages contain value and content that the subscribers are after they will feel happy to pass the message onto other people.

Additional ways of making money from your list are things like renting it or swapping it or selling it. Here's a couple of words of warning though about doing this.

Make sure you are familiar with the rules and legalities for swapping mailing lists. Have a think about how your subscribers might feel about their details being swapped or sold to someone else. It's possible that they might feel like their privacy has been violated if you don't get their permission first.

As is evident from above, making profit from a mailing list does not require excessive time or effort. Conversely the rewards to be had from having a list of happy subscribers are definitely worth the time and energy you put in.

How to Collect Subscriber Leads

If you want to have an expanding online business you are going to have to collect the leads to make this happen. To stop this however becoming an overwhelming task I would suggest that you put the collection duties on autopilot and not try to get things done by hand. The following methods will require you to set them up once and thereafter they will not need much effort to keep going.

When you first start off you will want to make sure that whether a person comes to your site from a general search or a through a pay per click ad that they sign up to your mailing list in the form a news letter or some kind of regular mailing system. Although you cannot make them sign up you can encourage them to the best of your ability by extolling the benefits of your site, and you will then have the benefits of having a list full of subscribers.

Putting surveys on other people's websites is another way to build your subscribers list. When someone clicks through onto your survey you will tell them the advantages of signing up to it. Your prospect s will only be able to get the benefit of the survey if they sign up. This is a great way to attract leads and there is a good chance that people will give you their email address in return for taking a survey.

You can also get leads by taking part in affiliate programs and taking the leads that come from the affiliate program that are passed to you.

During the collection process you will need to have an opt in box and an auto responder working together to collect the addresses and send out the confirmation emails to your subscribers.

It is recommended that you don't get too fussy about getting your prospects to fill in all the details of the form in your opt in. Some customers will be worried about giving away a phone number or address, so don't press the issue. You will be in a

better situation if you have one way to contact them than to lose your prospect completely.

An additional way to collect addresses is to simply buy a subscribers list. This however is not always very effective. There is a cautionary note here as well, to be aware of in that many of your subscribers may not want to be sold to and your reputation may be damaged when you first make contact with this list because of their attitude.

Resources:

Recommended Autoresponder and Email Management Services

www.aweber.com

www.getresponse.com

Chapter 12:

Free & Low Cost Advertising Methods

Free & Low Cost Advertising - Do They Still Work?

In today's global Internet Marketing environment, effective advertising is vital to the success of your business venture. Especially, if you're a new entrepreneur looking for opportunities to get your foot through the door, you will require the most effective and efficient marketing techniques to advertise your business. Over the years of Internet Marketing, free and affordable alternatives have always been available in lieu of other more expensive advertising options requiring upfront capital just to get established.

Although it may appear as though the times of free and affordable advertising is fading quickly, I'm here to reassure you that it's **not the case**. While in fact, many advertising methods can be quite expensive, there still exist many forms of effective free and affordable advertising.

Among one of the best and **free** methods for effective advertising is **word-of-mouth**. This technique is similar to viral marketing. In theory everyone understands the concept of word-of-mouth marketing, Often people will discuss your business on their own without being prompted, while others may need to be encouraged. For you, it's as easy as asking people to tell their friends and family about your business establishment. You could even use this as a low cost advertising method, offering discounts and other reward programs for referrals.

Affiliate marketing is another low-cost advertising opportunity for you to consider. New affiliates are constantly looking for ways to boost their own income while increasing their web presence. All that you need to do is sign-up as an advertiser, and then you're on your way. The advantage of this low-cost advertising method is that ultimately you control who advertises for you. Another advantage is that you can select an affordable plan that best fits your budget. Affiliates are only paid for performance, so for you that means you're only required to pay when you actually make money from the advertisement. Most affiliate marketing programs work the same way.

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A third method of utilizing free and relatively inexpensive advertising for your business is **e-mail marketing**. The only thing you'll need is an opt-in list of interested visitors to your company. Everything from that point on is easy. You'll need to develop e-mails that include targeted advertisements for your company. Keep in mind that you're targeting the most interested consumers directly with an advertisement well-suited to their related interests. The cost of e-mail marketing is so minimal that it would be a huge marketing blunder not to use this method.

There are other options as well; however, not all of them work effectively for respected businesses. The three I've discussed serves as a great starting point. (Note that affiliate marketing and viral marketing have been discussed in the previous chapters).

You may also wish to look for other advertising techniques. It's as simple as doing thorough research in much the same manner as you've done to get your business going thus far. Remember some marketing methods are only affordable to some businesses. It really depends on your company and your objectives.

Writing & Submitting Articles

Perhaps the most effective and proven methods for you to advertise is by writing and submitting articles to various Internet sites to promote your online business. The other great advantage about articles is they are virtually a free way to advertise. While other methods of advertising offer little more than a sales-pitch, writing and submitting articles offer the target audience either information or entertainment, or often both. Before you begin, however, there are some things you should know in order to write and submit articles effectively.

The first rule of thumb is to keep the articles short. Standard articles should never exceed 500 words. Your audience will lose interest in lengthy articles. Also, be conscious that some individuals in your target audience may already have

knowledge on the topic of the article, therefore you should conduct careful research and only include the most accurate and informative information.

It's important to represent yourself as an expert in the field if decide to write and submit articles on the Internet to advertise your business. Doing so establishes a sense of trust and builds your company's reputation with your customers. With that being said, you should ensure before submitting that your articles are properly formatted. Proofread the article several times to check for typos and grammar errors. Always include a link directing readers back to your site somewhere in each article. If you have problems fitting it into the text, simply insert the link at the end of the article.

There are many options once you're ready to submit your articles. A popular and effective way to send out your articles is via e-mail. You can send them to everyone on your opt-in list, and don't forget to encourage readers to pass the articles along to others. Also, be sure to publish the articles on your business' website. In order for you to boost the rankings of your site with search engines, include rich keywords in every article.

You may also submit your articles to various article submission sites. These are also very effective. You just send your articles, and then they spread them on to hundreds of different websites. You should keep in mind that some of these submission options are free, and others carry a cost; either way there's no better way for distributing your work so widely.

Writing and submitting articles isn't a one-time activity. You can try it once and the results will probably speak for themselves; however, the more articles you submit, the more your chances increase for building a solid reputation in your niche. Obviously, the more polished your reputation, the better your chances are for achieving success as the owner of an online business.

Resources:

www.SubmitYourArticle.com

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Participating in Forums

One immensely popular form of Internet communication is forums. There are topic-specific forums on any topic imaginable. These forums are more formal than chat rooms. Therefore, when you participate in a forum, a greater degree of etiquette applies. Forums are a wonderful way to create a reputation around the subject of your choice. With that reputation you build, many new opportunities arise to advertise your online business.

It's extremely easy to get involved with most forums. Most of the time, it's only a matter of signing up for a username and password in order to post on the forum. Usually forums are offered as a free service as it is provided by the hosting site. Users can usually post as frequently as they desire and can access all posts current or archived by other forum users. Various threads comprise forum posts, allowing easy access to related conversations or topics.

By making educational and intelligent posts, you'll begin to build a good reputation for your company on the forums. If unsure of a topic, always research it prior to making your post. Always remember that your reputation is being shaped by your posts. Therefore, you need to always make sure that your posts are accurate and informative, but also that your posts shouldn't contain spelling or grammar errors. It's very important to **remember to never use all caps** as this signifies shouting, something most participants in forums find distasteful.

A very effective way to market your online business using a forum is by including a link to your company in the signature of your posts. This ensures that every post you make to a forum includes your link. Just make sure that you don't peddle the link itself. Instead, allow your reputation to speak for you. Once you do this, you will discover that many individuals will come to trust you're posts and begin complimenting your site as well. Success! You've created a bond of trust, and now potential sales leads have also taken notice to your advertisement. This is how it should be done successfully!

I'd never advise you to join a forum as a new member and immediately start contradicting the ideas of others. This won't help you to build a positive image. You should also never blatantly advertise your site in one of your first postings in the forum. Forums are places to discuss topics, not somewhere ads are generally accepted by users, especially administrators. Instead, by initially participating for awhile, you'll be able to learn a great deal from other users. Remember forums are more than just an opportunity to market your online business. Forums are also places to have fun and learn.

E-zine Advertising

E-zine advertising is about the online electronic magazines that you can find on the Internet. E-zines are sent to subscribers through via email, but are also found on the e-zine publisher's website. Just like traditional magazines, e-zines are generally focused on one sole subject matter. That alone makes e-zines a phenomenal place for you to find advertising that generates highly-targeted traffic to your online business. The best part is that there are many different ways for you to get involved.

Affiliate marketing is one way for you to get involved. Just like with many other forms of advertising, joining an affiliate programs puts you in contact with thousands of other online businesses, who are all looking to either advertise or accumulate affiliates. Just be extremely careful here. A new e-zine won't ever have as many subscribers as an established one. Therefore, you wouldn't immediately get a great deal of instant traffic.

You can also bypass the entire process of getting involved with an affiliate program. Instead of joining an affiliate program and then waiting for the e-zine to initiate a move, you can conduct an online search to find all e-zines within a

market niche or subject matter. Then, make a list. Visit each individual site and scope out what that particular e-zine offers to its subscribers. Also, try to determine the number of subscribers to each of the e-zines. Knowing the number of subscribers is key in deciding where to advertise, especially since you're looking for high traffic volume.

Next, you'll be required to contact the e-zine to make a proposal. Make sure you work out the details of any costs and placement: then you're work is done. However, be careful because many of the more popular e-zines already have various advertisers competing for space. Therefore, they tend to charge higher prices for the ads. Always stay away from those that simply exceed your advertising budget.

You can also consider getting into e-zine advertising by doing it all yourself. You could consider developing your own e-zine based around your products and your customers' lifestyles. This is a perfect way to target traffic as the reader base grows. Just be cautious of all the work it requires to create and manage your own e-zine. If you think it's worth all the hard work, then do it! The rewards of do-it-yourself ventures like this are often an extremely worth-while investment.

Press Releases

Press releases are one of the most effective methods of getting free and instant publicity for your site. Press releases have been around for decades and utilized by anyone hoping to receive recognition for what they have already accomplished or plan to do in the future. Using this advertising method grants you access to the entire list of subscribers of the publisher that decides to print your press release. Let's look how you can submit a press release to truly gain the rewards associated with this advertising tool.

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Most importantly, you must first write the press release. It should be well thought out. Make sure to include who, what, when, where, why, and the how of whatever it is that you're announcing, whether it is a sale method, grand opening date, or anything else. Your writing should be very clear and concise, making sure to use proper grammar. Also, double check for typos. Poorly written content will never make it past the first recipient's desk, which is the last thing you want.

The publisher ultimately decides whether or not to publish your press release. Therefore, you need to make an initial good first impression to sell him or her on publishing it. If you can't effectively write a press release, have someone else write it for you. You may have to pay a service fee, but an effective press release makes the rewards much greater than the price you may have to pay.

Once the press release is written, you have to decide where to send it. To make this decision, compile complete contact information of all of the publishers that you wish to submit the press release to. An online search is the most efficient way for you to gather this information. Almost all businesses have a website these days. This includes news publishers and publishers of other content. So be sure to compile that list and send your press release to each one in their required format. Keep in mind you will probably have to change the document many times to meet the requirement of each individual publisher.

Don't be surprised if you're contacted regarding the press release. Make sure you answer any questions politely and thoroughly. Publishers may be looking for more information than what was initially submitted in the press release. Therefore, it's to your advantage to answer all of their questions. Once they have everything they need, your press release will be published with the potential of millions of worldwide readers learning about your company and its objectives. How much more instant exposure can you get than that?

Resources:

www.PRWeb.com

www.PRLog.com

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Using Pay-Per-Click (PPC)

Even among all the free and low-cost advertising available, Pay-Per-Click (PPC) advertising is the most common form of advertising on the Internet today. You may not realize it, but PPC is everywhere. You see it constantly. You've probably recently visited a website only to see a banner advertisement on the page you were viewing. Or you may have seen a hyperlink in the text of an article or e-mail you were reading. If you clicked on either the banner or the hyperlink to go to another site, the site owner most likely just earned some money. Now, let's take a look at how Pay-Per-Click advertising can be utilized in your own business.

PPC advertising is an effective, low cost method to market either your products or your site to individuals using the Internet. To get into PPC advertising, you will need to create either a hyperlink or a banner. The more noticeable the banner, the more effective it'll be. Then, provide the banner to any sites that are willing to advertise for you. When consumers come to their site, they'll hopefully notice the banner and click on it. Once they click the banner, they'll be sent to your site to see what you are able to offer them. You'll be required to pay a fee for this service which will be agreed upon in the PPC agreement terms.

Joining an affiliate program is the most effective way to get started in PPC advertising. Affiliate programs are where various Internet businesses go to advertise or to be an affiliate for advertisers. Utilizing this marketplace is the most efficient way for advertisers to share their message with PPC advertising. The best part is that this will allow you to manage your advertising so that only the most productive and overall effective affiliate will be sending out your message. After all, you not only want to have the most traffic possible, you also want to ensure your traffic is targeted.

Be advised to always do your research before signing any agreements. Know that sometimes click fraud is a problem. Although this isn't always the case, but it's always best to protect yourself. Check out the program you are interested in carefully to ensure that you won't be paying for a fraudulent click. It's always best

to find a reputable program. Use online clues, especially those found in forums to learn about the integrity of a program and its participants. As I mentioned, click fraud is not everywhere. Just use caution and you will find yourself gaining targeted traffic at a reasonable price.

Resources:

Google Adwords

Yahoo Search Advertising

MSN Adcenter

Facebook PPC

Chapter 13: In Closing

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Summary

As we draw to a conclusion and this book approaches publication, I am confident that whether you are a new business owner or seasoned entrepreneur, you will now have a better grasp of the concept of marketing your business online.

Indeed, it's somewhat amazing that in many ways that online marketing reflects similarities of traditional offline marketing.

Perhaps the most remarkable difference is the concept of applying your marketing expertise online, where the Internet provides a global connection to millions of users, offering your company more leverage and vast opportunities.

To help get you started with your online venture more quickly, the last page of this book is dedicated to several awe-inspiring Internet Business resources that I am proud to recommend. I hope you will find them as useful in your online marketing endeavors as they have been for mine.

With that said, I wish you all the best in your business ventures and future undertakings.

Tony Phelps

