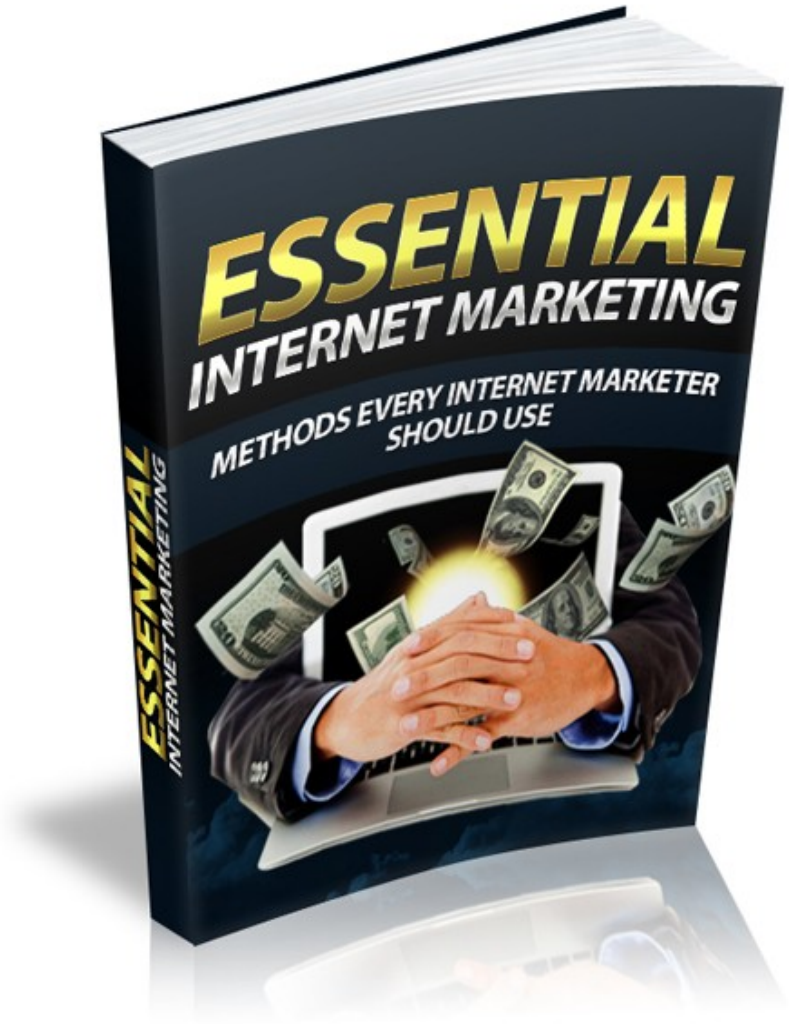
ESSENTIAL Internet Marketing

Methods Every Internet Marketer Should Use



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Introduction

Starting an online business doesn't have to be particularly difficult.

That's not to say that internet marketing success is *easy* – but providing you have some essential things in place then it's possible to start making some money online pretty quickly.

There are certain things however which stand between you and success.

In this report I'm going to teach you some of the things that EVERY internet marketer should be doing.

Heard people talking about the importance of list building but don't have a clue how to go about it? Want your own product but don't know how to create one?

This report should help.

Let's get started…

Some Essentials You'll Need Before You Start

There are certain things that every internet marketer needs before they can start building their business.

The first thing you'll need is **web hosting** – a place to store your websites and files online.

Now there ARE free hosting solutions out there but I wouldn't really recommend them because they are often slow and place unwanted adverts onto your websites. You also have to place consideration on reliability. Many free sites are known to go down more often and result in lost customers.

The good news however is that even paid hosting is extremely cheap. Simple hosting packages can be picked up for less than $10 a month – and they'll probably give you most of the things you need.

Look out for a hosting provider that uses C-Panel. Don't worry too much about the technicalities of this – it's simply a control panel which makes installing things on your website as simple as clicking a few buttons.

There are lots of different hosting providers out there and different people will recommend different solutions. Hostgator is one of the most well known and is popular amongst internet marketers. Another is GoDaddy.

The next you'll need is a simple FTP program such as FileZilla

(http://filezilla-project.org/)

FTP sounds complicated – but it's just a simple program that allows you to upload webpages and files to your webspace.

Other essentials:

A Web Page Editor

You'll need this to create and edit web pages and templates. A free HTML editor such as Kompozer will suffice, or if you have Microsoft FrontPage already installed on your computer then that will be fine too.

Autoresponder Provider

Building a mailing list is a pretty important part of any online business.

To build one you'll need something called an Autoresponder. Essentially this is a tool that collects peoples email addresses (ie. Sign ups on your website), stores their details and then allows you to send those people emails (both one off emails and automated emails). Most autoresponders also allow you to collect statistics (e.g. the number people who have opened one of your email messages).

There are many autoresponder providers out there, but some of the most popular include Aweber, GetResponse and Infusionsoft.

It doesn't really matter which you use. Each has advantages and drawbacks – so it's really up to you to do your research. I use Aweber but that's just my personal preference. But whatever, you DO need one if you want to build a list (and you really should)

Domain Names

Any website requires a domain name (e.g. .com or .co.uk)

There are many people you can buy domain names from pretty cheaply – for example NameCheap or GoDaddy.

Google Analytics

It's also important to track your stats on your websites. The ability to see how many people land on your pages in a particular time period, together with other information such as how they found you, how long they stay for, which world region they are visiting from etc is all great information that can really help you to make better marketing decisions.

Google Optimizer

This is a free tool that allows you to test different versions of a web page against each other and improve your conversion rates.

When you think about it, even a tiny increase in conversions can have a massive impact on the success of your business. Let's imagine you have an eBook for sale and the sales page converts at 6% (that is, on average, for every 100 people who visit your sales page, 6 of them will actually buy the product). Now imagine you create a different version of the sales page and want to test it against the original. You run it through Google Optimizer and you find that the new page converts at 8% rather than 6%. If your sales page received then 1000 visitors you would make 20 extra sales compared to the original. If your eBook sold for $9, that would be an extra $180 generated in revenue for doing absolutely nothing more than creating a new version of the page and testing it against the original.

Obviously you could create a page and find that the original converts better than the second version – but I hope that this demonstrates to you why testing is so important.

Building Your First Mailing List

It is said by many people that building a mailing list is THE most important thing in an online business.

You just can't survive online without a mailing list.

Actually, that's probably not entirely true – but whichever way you look at it you would be MAD not to build one.

So in this section of the report I'm going to show you how to build one. Fast.

But WHY bother with a mailing list?

Imagine sending an email out and making instant sales. At first it may only be a couple – but work on it a little more and eventually you start making hundreds or even thousands of Dollars in sales from one simple email.

Well, that's the reality for anyone who has a decent sized list.

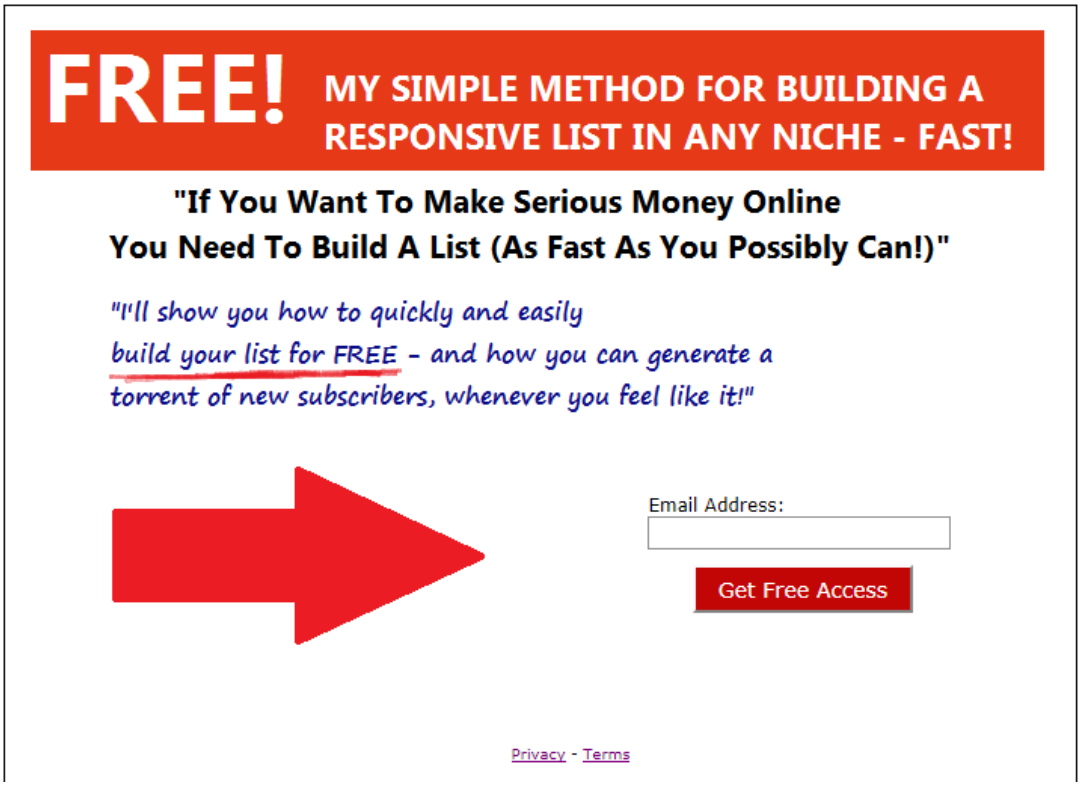
A list is a very valuable asset for other reasons too. You could, for example, monetize it further by selling solo ads (where other people pay you to mail out their offers to your list.)

So here's how to build a list:

First of all you'll need a freebie – something to give away.

Secondly, you'll need a squeeze page - a simple one page website with details of what you're giving away and then an opt-in box where people enter their details and are added to your list.

Here's an example of a simple squeeze page:



You'll also need a paid offer to stick behind it. Immediately after people opt-in to your list is the PERFECT time to sell to them – so make sure you put in something for people to buy. This could be your own product –

but if you don't have one yet then it can just as easily be an affiliate offer.

You'll also need an account with an autoresponder provider such as Aweber.

Ok – let's tackle the freebie first.

You need to create or source something to give away for free.

This could be a report, eBook, audio interview etc.

The most important thing is that it is something that people will want to get hold of.

Trust me – if you give people a great freebie then you'll find it fairly easy to get people to join your list.

Give away crap or something people aren't really interested in and it becomes much harder.

So what to give away?

You can create a product or you can find something that has already been created that you have the right to give away (for example a PLR or resell rights eBook).

If you're taking the latter option, always check the license and make sure that you have the rights to give it away for free (some products come with PLR or resell rights but prohibit the product being given away).

Once you've got something to give away, the next stage is to get up a squeeze page.

This doesn't have to be the best looking squeeze page in the world. It just needs to state clearly why people will want to get hold of the freebie, followed by the opt-in box (you just paste the code provided by your autoresponder provider).

If you're just starting out or lack time, I would suggest you use one of the squeeze page templates that are available online.

Let's imagine you're giving away an eBook which teaches people how to build and monetize a blog.

Your headline might be something like:

"Discover How To Build Your Very Own Profit Pulling Blog, Quickly and Easily – and Uncover The Simple Steps To Boosting Your Success and Making Your Blog Something That Your Prospects Will RAVE About"

Simple and effective – but a little bit 'sexy' at the same time.

You want your product to sound exciting and innovative to your prospects.

Then, underneath this you would simply list some bullet points explaining a little bit more about what is inside the product.

For example:

Inside you'll discover:

- *How To Build a Blog, From Start To Finish*
- *The Simple Tweaks You MUST Put In Place To Fast Track Your Success*
- *The Mistakes Most People Make – and How To Avoid Them*

Just go through your product and pick out the main bits of information contained within it.

Somewhere on the page (and in a very prominent position) will be the opt-in box. Your autoresponder provider (e.g. Aweber) will provide you with some code that you simply paste into the space on the page where you would like it to go)

Btw – you should create your squeeze page (or edit the template, if you're using one) with web editing software such as Kompozer (Free) or Microsoft FrontPage.

Here's another example of a squeeze page.

You can see the text telling people what they are getting, along with the opt-in box on the right hand side:

This one was created using a template – and it's a great option to take if you're creating your very first squeeze page. It saves on that horrible feeling of creating a blank page and wondering how the hell you're going to create the end result.

The next thing to tackle is your download page.

This will just be a simple page with a link to the downloadable file.

If you like, you can also put an advert to another product on this page to generate a few extra sales.

You should also put an upsell behind your squeeze page.

We might as well make some money whilst we build out list – and immediately after people have opted in is often a GREAT time to sell to them.

So what should your upsell or OTO be?

Ideally, it will be something RELATED to your freebie.

So if you're giving away an eCourse on the subject of traffic generation, stick an upsell behind that relates in some way to traffic generation or maybe 'how to get your visitors to keep coming back to your website.'

Whatever people have opted in for, you know for sure that they are interested in that subject. Someone who opts in for a freebie to do with blogging is obviously interested in blogs. If it's 'how to date more women' then they are into dating.

Speaks for itself really but you would be amazed by how many upsells and OTOs I see which are then selling something completely UNRELATED to the freebie.

You could make your offer super related by offering it as an upgrade to the freebie. So let's say you are giving away an audio interview as the freebie. The upsell could be Powerpoint slides and course notes to go with the audio interview. Price it right and you'll probably get quite a few people taking you up on it.

So should I create my own product to sell or just promote something as an affiliate?

In reality both options can work extremely well and ultimately it comes down to how much work you're prepared to put in and what existing products you have…

If you have already created your own product and it's a reasonable fit with the freebie then it probably makes sense to use that.

If you haven't got a product of your own, there's absolutely nothing wrong with sticking in an affiliate offer.

Many sites such as JVZoo offer you instant commissions – so you get most of the benefits of it being your own product but without most of the work!

If you want to put an affiliate offer behind your squeeze page, simply point the landing page to your affiliate link.

Once everything is set up, you'll need to drive some traffic to your squeeze page.

I've included a section on traffic generation later on in the report – so I'll cover specific methods later on.

Starting Your First Blog

Look at pretty much any successful internet marketer and you'll find that they ALL use blogs.

In my opinion a blog is a pretty essential element of any online business – and the good news is that it's easy to start one.

No matter what niche you're operating in, a blog has many benefits. It can be used to demonstrate to your prospects that you know what you're talking about – and they are great for promoting and linking to your own products and other related offers.

The great thing about blogs is that they allow you to build a relationship with your prospects. If it's a good blog (ie. One with decent content) then people will keep coming back to read what you have to say. Over

time, they begin to feel like they know you and are therefore more likely to buy your products. If you have an email list, you can notify your list every time you make a new blog post.

Which blogging option is best?

There are a number of ways you can create a blog.

You may have seen a service called Blogger, which is owned by Google and allows you to create a blog for free without having any web hosting.

Whilst this is an option, it usually be better to use something called Wordpress (also free but requires you to install it onto your own web space).

The problem with Blogger is that you never really own your blog. Blogger could come along one day and shut down your blog if they decide that it breaks their terms of service in some way. If this happens after you've been developing your blog for a year or two, you'll most likely lose all the work you've put into it.

There are other reasons too why Wordpress is generally considered as the better option. It is much more customisable and allows you to create a more professional looking blog which fits better with the result you're trying to achieve.

If you went with a hosting provider which uses C-Panel then installing Wordpress into a folder on your webspace can be done in just a few minutes (and they should provide on-screen instructions). That's why it might be best to go with a hosting provider that uses this.

Customising your blog

There are a few things to do before you actually start blogging.

First of all, you'll probably want to install a theme onto your blog in order to make it look the way you want.

There are literally thousands of Wordpress themes available. Some are free and some cost money, but even then they are generally available fairly cheaply.

The great thing about Wordpress themes is that you can make your blog look pretty much any way you want. There is a huge choice of different designs, colours and layouts available. You can of course further customise your theme to get it looking exactly as you require.

So what should you look for in a blog theme?

One of your first considerations should be the layout you require. A popular choice is a three column layout, which can generally be arranged in any way you like. You might want the left and right hand

columns to display adverts and affiliate links, with your actual blog posts in the centre column.

Or a different layout might work best for you… The best thing to do is go and look at various blogs and themes and then decide what you're looking for.

Another key consideration when choosing a theme is the features it has and how customisable the theme is. Some have much greater scope to be changed than others (the more customisable, the better), and it's always worth checking what features the theme has.

Some popular theme providers are:

SimpleThemes.com
WooThemes.com
ThemeForest.net
StudioPress.com
Amongst many others

Aside from the theme, you will also want to install some plugins.

Akismet
http://wordpress.org/extend/plugins/akismet/

Online Backup For Wordpress
http://wordpress.org/extend/plugins/wponlinebackup/

Google XML Sitemaps

http://wordpress.org/extend/plugins/google-sitemap-generator/

All In One SEO Pack

http://wordpress.org/extend/plugins/all-in-one-seo-pack/

Creating content for your blog

The content that's on your blog is ultimately the reason why people will visit it – and it's what will keep them coming back…

You can obviously write blog posts yourself or you could outsource them.

The option you choose really depends on your time, skill and what sort of blog it is. A personal blog with your name on it should really be written by yourself – but if it's a niche blog it might be better to outsource it.

So what sort of content should be on your blog?

Well, a mix of pure content posts and content/promotional posts normally work best.

What do people in your niche want to know about? Why will they be coming to your blog?

I always find that forums are an excellent source of blog post ideas. If you're ever stuck for blog post ideas then visit an internet forum and I almost guarantee you'll come back with quite a few ideas.

What questions are people asking? What problems do they have? What insights do they want to read about?

The more alive you can make your blog feel, the better. By 'alive' I mean that people want to enjoy reading your blog whilst at the same time being informed. Take a look at the most popular blogs and you will nearly always find that they take this approach.
And how can you do that?

I often find that personal anecdotes work best. If you can make what you are saying seem real by telling a story then it makes the information in your posts carry a lot more weight. It also injects that crucial entertainment factor – ESPECIALLY if it involves some kind of disaster. Actually, that's a massive tip right there! People love to read about stuff that goes wrong. Nobody gets it right 100% of the time and people want to hear about this – often because they can relate to failure and it makes you appear more genuine.

Monetizing your blog

Ultimately, any internet marketing method should make us money.

There are numerous ways of monetizing a blog and the approach you take all comes down to what sort of blog it is.

Most blogs contain banner adverts and links to products. These can be your own or those which you are promoting as an affiliate. Hint: Make sure that they are in a fairly prominent position!

Another good idea is to put an opt-in box onto your blog, so that you can add readers to your mailing list. Once people are on there you can update them whenever you make a new blog post and of course send them related paid offers and content that you think they will be interested in.

Creating Your First Product - FAST

You CAN make money online without having your own products. There is money to be made with things such as affiliate marketing, Adsense and offering services – but if you're serious about your online business then I would always recommend creating your own products…

Having your own products makes success online much easier. For one thing, you are in control and there will be nobody else out there who owns the same product. This means that you can recruit affiliates to promote for YOU, rather than having to slog it out all the time.

Take a look at any successful marketer and they pretty much ALL have their own products.

Now I'm sure there are some people out there who earn good money without ever creating their own products but they are really few and far between.

The good news is that creating your own product is actually pretty easy.

In fact it's possible to create your own top quality product in less than a day…

If you want to create your own product fast then THE fastest way to do it is to create an interview product.

Here's how it works:

1. You find an expert (just someone who is fairly well known in your niche)
2. You record an interview with them over Skype
3. You create some Powerpoint slides to go with the audio file
4. You create a simple minisite to sell it from

Now before you start thinking "why would anyone let ME interview them" let's make something clear:

It's pretty EASY to get people to agree to an interview…

You just need to approach them and make it clear **what's in it for them.**

Most people will be delighted when you ask them if they would be willing to be interviewed. It means they can plug themselves in the interview and get their name out there as an expert.

Not everyone will agree of course. Some people just don't like doing interviews for example – or they might be sooo busy they don't feel that they have the time – but generally even if you approach just a handful of people you shouldn't have any problem at all getting someone to do it.

Finding people to interview

Ok – so the first stage is to find someone to interview.

You'll probably already know some of the people who are well known in your niche…

Who's blogs do you read? Which marketers email lists are you on? What forums do you visit? Who do you talk to? Which marketers products have you bought?

Once you've come up with a list of potential people, simply drop them a quick email…

All you need to do is introduce yourself and explain that you would like to interview them on X subject.

Make it clear what they will get out of doing the interview. Ie:

- They will be able to promote their own products
- Their name will be on the marketing materials for the product and it will generate them significant exposure

Also it's a good idea to state that you are flexible as to when you do the interview. Arrange it at the other persons convenience and there is more chance that they will say yes.

Another thing to put across is time. Ie. You want to state that the interview will take an hour at most (or however long you plan to make it last) – and make sure you stick to it when you actually do the interview.

Once you've got someone to agree to do the interview, the next thing is to email them over a list of questions you'll be asking in the interview.

You probably won't stick entirely to these questions in the actual interview – but it's a good idea to prepare a rough list so that the other person can look over the kind of things you're going to ask them about. This gives them a chance to have a think prior to the interview about the sort of answers they are going to give.

Coming up with questions is pretty easy – just think about what people in your niche want to know.

Let's say you're going to be interviewing an internet marketer on the subject of affiliate marketing.

Your questions would centre around things such as:

- Why become an affiliate?
- Advantages and disadvantages of affiliate marketing
- How do they find products to promote?
- How do they drive traffic to their affiliate promos?
- How do they market them?

- What are the main mistakes people make with affiliate marketing?
- How did they get started and how should other people get started in today's market?

You see what I mean?

You need to get into the minds of your customers and find out what they want to know.

You can probably think of some of these things from the top of your head just by knowing your market – but if you're not sure or want additional ideas then you only have to look at internet forums and blogs.

Forums especially are a great place to look. Just have a look at some of the threads on there and write down some of the main questions people are asking.

Chances are, you'll see some of the same questions being asked over and over again – so you'll definitely want to include those in your questioning!

Recording the interview:

There are other ways of doing it but perhaps the easiest method is to record your interview over Skype.

A piece of software called Pamela For Skype (Google it) lets you record your Skype calls and then output them as an audio file.
The first interview you do will probably be quite nerve wracking but it's surprising how quickly you get used to it.

Begin by introducing the person you are interviewing and thank them for doing the interview. Then, launch straight into the questioning, using your initial questions as a guide.

As the interview and conversation progresses you'll probably find that the topics take a change in direction slightly. Your interviewee will make a point about something, for example, and then from that you will think of additional questions to ask them.

You don't have to stick rigidly to your original questions! In fact it's a good idea to expand the conversation – it will make the interview more interesting and fun and you'll probably get better information from them.

Be careful however not to get TOO sidetracked. Your interview needs to have a clear structure and shouldn't be wandering about all over the place.

At the end, thank the interviewee again and provide them with the opportunity to plug their own products (always goes down well).

Once you have recorded everything, have a listen through it again and create some Powerpoint slides to go with it. Pick out the main things they were talking about and put them onto the slides.
You could either provide these with the audio interview as standard or you could put them as an upsell.

If you want to increase the value further, you could also pay someone to transcribe the audio interview into text. It is probably best if you outsource this as it can be quite time consuming – and it's possible to find people who can do it very cheaply.

So – there you have it – an instant product!

The beauty of this is that it really only takes you the amount of time the interview takes. If it's an hour long interview, then you have created a product in one hour (+ a few hours writing your questions and approaching people)

Compare that to writing an eBook – which could take you weeks or even months to write and produce.

Creating Your First Membership Site

The beauty of membership sites is that you sell to someone once and then get paid over and over again!

Unless you've experienced this yourself, you perhaps won't quite realise what an impact this can have on your business – and if you DON'T yet have your own recurring income stream then you need to create one now!

The biggest hurdle you probably face is thinking of an idea for a membership site.

Well, it doesn't really matter what niche you're in – there's nearly always a profitable membership site idea around somewhere! All it takes is a little research and thought…

Here's a huge shortcut: Just look at other membership sites that exist in your niche.

I know it's said too much that you 'shouldn't reinvent the wheel' – but often that is very true.

Another good source is the Warrior Forum (http://www.warriorforum.com) and especially the WSO section. Spend

a little time browsing through there and there's a good chance that you'll come up with some good ideas.

Once you've got your idea – you now need to turn it into reality!

There are various membership scripts and options available to you – for example EasyMemberPro or Amember.

But how you deliver your membership site is really only a minor issue and you probably shouldn't spend too long choosing between the different options.

At the heart of any membership site is the content of your site…

Quite simply, you need to deliver content that more than compensates for the membership fee which people pay.

So, if you're site charges $2 for the first 14 days and then $27 a month after that, people should be getting more than $27 value in new content each and every month.

The more content you can provide, the better. People don't really like joining membership sites – so the more of a bargain it is, the better.

Getting people to sign up in the first place can be a challenge. Feel free to try out different models and see what works best for you – but often

offering a cheap initial trial can be an excellent way of drawing people in.
If people sign up and like what they see – in theory they will stay members if you carry on providing the same value.

Of course in reality you will find that lots of people sign up for the trial and then lapse their membership immediately or after just a couple of months…

This doesn't mean that your membership site is in any way 'rubbish.' This is always going to happen, no matter how great your site is – and it's a fact that you ultimately just have to accept. Of course the more value you ACTUALLY provide then the more likely people are to carry on their membership.

Traffic Generation

This is a biggie for any internet marketer…

There's just no getting away from the fact that you need to generate traffic to your websites.

Lots of people struggle with traffic generation, however it doesn't have to be that difficult. One of the main things to consider is 'where does my target audience hang out when they are on the internet?' If you can find this out then you can devise methods of reaching them more easily.

Here are established methods to try:

Buying Solo Ads

If you can afford to spend a little money then you will dramatically speed up the traffic generation process.

A popular method is buying solo ads – or solo broadcasts.

In simple terms, this is where you pay someone else who has a mailing list to email their subscribers promoting your offer.

Often you are guaranteed a certain number of visitors to your website. For example, 500 clicks or 1000 clicks. Obviously the more clicks (visitors) you are guaranteed then the more expensive the advert will be.

Solo ads work particularly well as a way of driving traffic to squeeze pages. The reason for this is that solo ad providers tend to prefer that your offer is a freebie – and if you have monetized your list building process effectively by putting in an upsell or one-time-offer behind the squeeze page then you can tweak your funnel to the point where the upsell pays for the cost of the solo ad. If you can do this then effectively you are building your list for free, which is always a very nice position to be in ☺

Adswaps

If you can't afford to buy a solo ad but still want to tap into instant traffic provided by other people's mailing list then an excellent method to use is adswaps. Basically they work in a similar way – but instead of paying for the advert you simply send the other person's offer to your list in return. Obviously in order to take advantage of this method you will need to have a mailing list of your own, but if you do then this can be a good method.

Forum Marketing

It's a little bit old school but forum marketing can work very well indeed. Simply posting to relevant forums and including a signature link back to your websites can provide you with some free traffic. The key to success with this method? Making sure that the posts you make are filled with

content and are not in any way spammy. Your forum posts should demonstrate your knowledge of the subject – and then if people want to find out more about you they will click on your signature links.

Viral Marketing

Again, it's a little 'old school' – but who really cares if it works?

Viral marketing is where you create something (for example a short report, ebook, video etc) and then give it away to people and allow them in turn to also give it away. By putting links to your websites inside the product, as more and more people give it away more and more people see your links. Get this right and the viral effect can really take off – and it's possible to still be generating traffic from this on complete autopilot YEARS after you created the original report or video.

Blog Comment Marketing

This is another good one to try if you're wanting to generate some free traffic.

All you need to do is find blogs in your niche and then make comments on relevant posts. When you leave your comment, most blogs allow you to also leave a website address, so people will see your comments and if they find you interesting they will click on your link and visit your website.

As with forum marketing the key to success with this method is making your comments relevant and interesting (ie. Never leave one line comments because it is obvious that you are only doing so in an attempt to advertise yourself).

Article Marketing

Writing good quality articles and then submitting them to article sites can still work very well indeed. Just include your link in your resources box.

Conclusion

I hope that this report has given you an overview of some of the things that EVERY internet marketer should be doing.

Of course, there are hundreds of other methods, techniques and strategies you could try. In fact one of the beauties of internet marketing is that there are NO real rules. You're free to try almost anything, experiment and find out what works (and what suits you).

But here we've covered some of the main elements. Once you've got a decent sized mailing list, you've developed your own products, you have your own membership sites and blogs, then you have the foundations of a pretty solid online business.

Of course one of the most important things to realize is that you WILL have to put some work in. An online business doesn't just build itself – and whilst you will hopefully experience lots of success there will be learning curves and problems along the way.

Make sure you stick at it. Keep going, tweak your strategy as you go and you're much more likely to see success.

I wish you all the best.