



**“How to plan a profitable
Internet Business from Scratch”**

By Jose L. Gonzalez

<http://www.marketing-master-course.com>

<http://www.profitstrand.com>

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Introduction:

This 3 day “mini course” is delivered through Premier Marketing Ezine. Its point is to open the so many times hard to find yet simple “door” to start an online business. Step by step, the Internet Marketing Newbie will introduce himself to research and simple set up of a basic online business.

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DAY ONE

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Hi [[firstname]]!

Welcome to your 3-day Internet Marketing Introduction Course!

Let me introduce myself. My name is Jose L. Gonzalez and four years ago I started to get "bill-paying" checks from my Internet Marketing efforts. I started from zero and today, what I have learned and applied provides me with more financial freedom, a more comfortable life... and a desire to help others too.

So. You are all set up, with a sizzling feeling about building an online business lurking inside, right? If this is not your case, sit back for a minute and visualize every possibility behind this. Furthermore, ask yourself a single question: Can you make it?

Simple, yet strong...

Why not? If dozens of normal people from all around the planet are building web sites and making a good profit from them, then you can do it too. No. No. This is no hype. Please make sure you fully understand this: You CAN build an online business and start making money from Internet even if you have not a single gram of experience in your pocket!

[[firstname]], in the next three days you WILL take action. We will show you -exactly- how to take your first steps in the marketing online world. This is real, down to earth information. We can't promise you will hit it rich right away, and we will not lie to you: chances are that you won't make any money if you don't put in some time and effort in this.

Ready?

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Lesson 1: What is Your Niche?

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Choosing a niche is perhaps the single concept that may turn your online marketing experience into a success or a failure. Lets take it one little bite at a time.

To put it down to earth, a niche is in essence a topic. When deciding what your niche will be, you are really figuring out your web site content, and what are you going to "sell" or "promote" to make money. Do you have a clear idea of what you want to do online? If you have, go ahead, chase your particular niche. If you have doubts, keep on reading... this might help you decide!

Do you have a passion? Do you have a hobby? Do you have a special knowledge and love for any topic?

Understand that you will be spending your time and effort in your new business. If you don't like your topic, chances are you will get bored and finally give up if positive results don't show up quickly.

And now, this is personal experience, this is EXTREMELY important. If you are serious about building a regular flow of profit from your web site and online business, you better feel comfortable with it.

(Of course if you find a highly profitable niche with low competition, perhaps you want to give in a bit in this).

Another concept you must understand is that, to make a start, it is better not to run with the "big boys". Ok. It is true that Real Estate, Credit Cards and Marketing are profitable niches, but it is also true that there is a fierce competition going on. Until you have some good experience our advice is to start slowly... and still make good profit!

So. How do I find and select a Niche? How do I know if my Niche is profitable? Relax, right into it...

Create a quick list. Write down words that relate to your possible topic. For example, if you like gardening, write down "gardening", "flowers" "home gardens". Another possibility... "Arthritis", "arthritis treatment" "arthritis cure" ... or ... "piano music" "learning piano" "piano".

Do this for every possible niche or topic you would like to work with. Possibilities are SO big.

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Now, you will have to figure out if Internet users are really looking for those topics (and those words). Users looking for this kind of information and products will be your potential customers! An easy way to figure out this, as a first approach is to use Overture's search suggestion tool. It's F/ree!

Follow this link:

<http://inventory.overture.com/d/searchinventory/suggestion> .

Type in your words and this tool will show you how many searches were performed in associated popular engines during last month. A great source of info! Furthermore, this will show you related words people looked for, so you can tune up your niche idea.

If your topic returns no results... perhaps it will be a good idea to think it over. No one is looking for that kind of website!

A word-topic that has a million searches during one month is not necessarily a great niche for you. You must consider competition and if you will be able to find related products to make money with. In the end, this is our goal, right?

A quick idea will do for now. Type your word in Google.com . Take a look at how many sites it returns. Click on some sites, take a look around. See what kind

of info they use, what kind of products they feature... and how they look. This will give you some ideas about your new site. Write them down and save the URLS of the sites you like the most.

Also, take a look at the ads that appear at your right hand... these are called Adwords, and are Pay Per Click Ads. Don't worry about them for now... But take note: this kind of ads will make you money in a near future!

Your next move must be to plan, and to start building your web site. More on this tomorrow!

**To your wild success,
Jose L. Gonzalez
editor@marketing-master-course.com
<http://www.marketing-master-course.com>**

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PS: If you liked what you learned, imagine what you will get in the paid version of the Marketing Master Course. Now fully updated and packed with benefits!
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DAY TWO

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Hi [[firstname]],

Jose L. Gonzalez here, with a new issue of your
Internet Marketing mini course from the Marketing
Master Course.

Yesterday we learned about brainstorming and choosing
a niche market to profit from using the Internet.

Today we will set the basis of your real business!

Ready?

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Lesson 2: Build a Profitable Site NOW

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Will you want to have a main site or mini sites that
are focused on just one or two products? Well. Good
question.

Straight answer. You **NEED** a main site, where you will
be able to offer valuable info, build relations with
prospects and customers, create a newsletter, store
materials... distribute traffic...

And the use of mini sites can be profitable too!

We will take a look at both:

a)Main Site

Yes, you need a web site. Although it is true that you
can make money without one, our advice is **BUILD ONE
RIGHT NOW!**

Your own website will not only give you total control on how you market and profit from it, it will also allow you to make more money in the long run. Establish a presence!

Do you have a domain name? Hum. If the answer is "no", then go ahead and get one. Don't bother looking around for a good domain price. Godaddy has the best prices. Period. We use it for all our domains. Why spend more than \$8 or \$7 dollars per year? Go with godaddy.com

Check it out at <http://www.godaddy.com>

Select .com domain that relates to your site. If your selected word is already taken, try to have a "two word domain" like beautiful-gardens.com or artrithiscure.com . Don't be afraid to use "-" in your domain name. This will help you with Search Engines.

(Remember, you have "more or less" decided a niche in our previous lesson.)

Why should you pay for a domain name? If you are serious about your site, you must be serious about its name. Who will take you seriously if you carry an amateur name like gooliza/1344/sites/yourname.com ?

The same goes for you site. If you decide to go free, chances are you will have to accept having annoying pop ups, ads and similar stuff on your page. On the other hand, you don't need a super ultra high quality host to start with. You just need some virtual space, a decent customer support and just let it grow as your business grow.

For a start, you can even register your name with Goddady.com and buy some cheap webspace for under three bucks a month there. It's up to use.

Note that some hosts will even give you a free domain name with your host. However, also make sure that the domain name is not registered "in their name". This means that you won't be able to use it in any other host. Our advice is to go secure and use Godaddy.com , then select a good host separately.

Now. Build your site! It is really easier than you may think. You just need a web editor (Frontpage, Namo, Dreamweaver...) and a bit of your time. If you just can't get to understand this easy programs, you might want to get a free or custom template at

<http://www.templatemonster.com/?aff=joseygonza%20>

Many pros do! Just pouring your content and let it flow! Just make sure you choose a neat template. You don't need a lot of effects, flash design and a lot of functions. You just need a clean, easy to navigate and read, clear home! It is really up to you. Ask yourself if a one time low investment is affordable to get a quality template and start right away.

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Remember that you will want to build a website to include info, no only products to sell! You don't want to build one more of those "malls" that are all around the net! This is not the way to go!

Once you have your template, start planning your content. Start writing your index page (landing page). You might want to "welcome" your visitor, explain why your site is the best place for what he is looking for, mention a problem related to your topic and then mention a solution you offer... etc.

Yes, this can be a frustrating process, since most of the times, people get stuck on what they want or should "say". The fact is, however, that you must carry on. Do your best, the good thing about having your own web page is that you can change, modify or even finish your pages any time!

You must take action! You must start your web page sometime, so make that time be just now!

The next step is one of the most exciting ones... you must select which marketing model you will use. Will you promote other people's stuff in exchange of a

commission (affiliate marketing)? Or will you offer your own product or service?

Remember when you visited your possible competitor's websites? Go back to them. And take a second look. Pay special attention on how they make money. Why reinvent the wheel?

b) Mini Sites

You have probably seen them all around. Mini Sites feature one or two products, with a straight sales letter that outline features and benefits of that product... If there is more than one product, these are about the same topic.

**Examples: <http://www.marketing-master-course.com>
<http://jlgbuss.aequalizer.hop.clickbank.net>**

This sites are specially useful to make a "one try - one shot" try to make a sale... a powerful sales letter can work like magic! Study them whenever you see them around in order to create your own mini site that sell your porduct in the future.

More on selecting products to make money with tomorrow!

**To your wild success,
Jose L. Gonzalez
editor@marketing-master-course.com
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**Ps: If you like what you learned in this issue, imagine what you will get in the paid version of the Marketing Master Course. Totally updated as for June 2005, it is explosively packed with over the top Pro Info and incredible benefits. Take a look Now!
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DAY THREE

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Hi [[firstname]],

Jose L. Gonzalez here, with your third and last issue of this marketing mini course. However, don't worry. you will get regular Marketing Tips and info.

For now, enjoy and get the best out of this email! :-)

In the last few days we learned about selecting a niche and starting a website. Today we will learn how to make the money!

Ready?

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Lesson 3: Start Making Money

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There are three basic ways to make money online: As an affiliate, as a reseller, or by selling your own product or service.

If you don't have your own product, the easiest and quickest way to see some cash is to sell other people's stuff. You won't have to handle orders, deal with customers or build products. Just send traffic to a merchant with an affiliate program and he will pay you a commission on every sale referred by you. Easy enough.

The fastest way to find a product that sells and that has good chances to make you money is to visit your competitor sites. Type your main topic on Google.com and check the top ranked sites. Look for the products

they promote.

Click on them and browse the sales page. Look for a link that reads "make money" or "affiliates". Follow that link and follow their instructions to sign up. The merchant will provide you all the info you need to promote their product. Generally, you will be provided with a special link to use in your promotions.

Also, there are "affiliate" centers that make the task of finding partners easier. If you are looking for electronic products, this is , ebooks, software or similar , the first place to look must be Clickbank. (<http://www.clickbank.com>) . It features thousands of products on different topics you might want to promote for profit.

To make the task of finding products related to your topic easier, you may use CBmall search engine at:

<http://www.cbmall.com/?storefront=jlgbuss>

Just type in your word and you will get relevant results.

Other Affiliate centres are:

Comission Junction
<http://www.cj.com/>

LinkShare
<http://www.linkshare.com/>

Affiliate Fuel
<http://www.affiliatefuel.com/>

When selecting a partner make sure that:

- 1.The site is good looking. Would you buy from it?**
- 2.The product offers quality. Would you buy it?**

Make sure the products you select are winners!

To promote this products you have several options.

First, you must promote in your own site. That's why you created it, right? You can either post an image of

your product (neatly, please!) somewhere in your site, with a brief comment or, better, review the product in an informative way that is useful to your visitor.

Honestly describe its benefits and how it can help your visitor in any way. You can also mention it as a "good resource" while writing about a topic that is of interest to your visitors (this powerful technique is called pre-selling). Be creative.

You can also use Pay Per Click search engines to promote your affiliate products. An example is Google Adwords, mentioned on our last lesson. PPC marketing is perhaps the most powerful marketing technique. A good resource that reveals every secret about profiting with pay per click is GoogleCash, you can check it here:

<http://www.profitstrand.com/googlecash.html>

See how we pre-sell this? ;-)

To make money promoting you can also use free classified ads, ezine advertising, newsletters, free search engine traffic, Search Engine Optimization, forums, write your own articles, exchange links... Pros use every technique to create a constant, healthy and profitable flow of cash into their pockets and fat checks .

Another way to earn money is to create your own products, write your own ebook, buy resell rights to hot products, distribute your own weekly publication...

The good news are that, if you put in the time, these techniques are not that difficult to master. The bad news is that there is so much information overload these days that it is difficult to separate the down to earth useful information from hype, lies and useless stuff.

Get it clear [[firstname]] .

To make real money online you need:

A website, products to promote, a newsletter or ezine, some money to spend (it doesn't have to be a lot), the correct guidance and... some time, effort and motivation.

**Want to learn every secret behind making money with
your own Internet Business?**

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**To your wild success,
Jose L. Gonzalez
editor@marketing-master-course.com**

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more mini courses, exclusive info and in depth
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