A SMOOTH SALE

The Internet Marketing Manual

By
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Useful Resource: **R.J. Is Filthy Rich, Are You?**
Useful Resource: **Quickly Find The Hottest Keywords**

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Introduction

For most people, Internet marketing means exactly that, yet the concept of marketing on the Internet has undergone a radical change from what it used to be, and today, it embraces a whole lot of new strategies and ideas. This manual tells you all about these new strategies and helps you formulate your own Internet marketing methods.

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1. An Introduction To Internet Marketing For Newbies

To simply say that Internet marketing is marketing done over the internet would be formulaic and simplistic. The truth is, Internet marketing covers all manners of earning online. Don't let the term "marketing" fool you. Though such a word is often restricted to meanings associated with advertising and promotion, it has come to encompass all sorts of business models that can be carried out in the World Wide Web.

Internet marketing's main thrust is the selling of products or services for web users all around the world. Here, your market is global, and you will never run out of potential clients. But as with every enterprise, you must learn how to market your trade, so that the entire world would come to know of your business' existence as well as the benefits that can be derived from your goods.

Let's take a look at the popular business models under the category of Internet marketing:

- Product creators. These are marketers who decide to build their own digital products which they could sell for profit. All the earnings would be theirs to keep. Products are mostly informative in nature, as information is still what fuels the World Wide Web.

- Resale rights marketers. These are entrepreneurs who purchase the resale rights of existing products instead of creating their own. All the income they will derive from the sales thereof would be theirs to keep as well, and there is no need to pay anyone any royalties.

- Affiliate programs. Affiliate programs involve an affiliate who would serve as a middleman between the affiliate merchant and the customer. The affiliate is tasked to look for potential buyers and refer them to the affiliate merchant. If such a referral would decide to make a purchase, the affiliate would be paid a handsome commission that ranges from 20 to 95 percent.

- Service provider. Service providers are those who have exceptional skills which they could lease out to other online users. This includes writing, programming,

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web designing, and graphic art creation.

- Auction sellers. Digital products aren't the only things that could be sold online, of course. Physical goods can also be transmitted as well, mostly through auction sites like ebay.com .

- Pay Per Click (PPC) programs. Enrolling your website in PPC programs like Google AdSense would provide for you some passive income, but you have to work hard to optimize your site for this kind of setup. With PPC programs, some ads would be displayed on your web pages, and you will get paid every time a visitor of yours would click on the said links.

- JV brokers. There are some creative minds who wish to profit from their ideas by pooling together established parties to make it into a reality. These people will get paid per commission or per a profit sharing agreement. In this game, networking is essential. The bigger your network is, the better it would be for your brokering concerns.

All of these business models require one common thing to succeed: promotions. Hence, this is the reason why they all belong to the general category of Internet marketing. You have to market your business message in able to reap the rewards of such an enterprise.

Internet marketing is mostly concerned about garnering the most exposure for your business or your products. The usual way to do this is by generating a lot of traffic for your website through tried and tested strategies. Conversion rate, or the number of successful sales per the number of visitors to your web pages, is likewise an interest with Internet marketing. There are many tactics for this as well, which you are sure to discover during your immersion in this wonderful field of boundless opportunities.

Internet marketing can be a very rewarding experience for you, one which has the potential of changing your life, what with the many promises it has for you. But as with all things, you would need to commit yourself to this business. Your heart will carry you through some rough times. After all, wherever the heart is, success is sure to follow.

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2. Five Common Mistakes Committed By Novice Internet Marketers

Call them growing pains, but people who have been recently introduced to the otherwise promising field of Internet marketing are prone to commit some mistakes which, if they are left unchecked, could prove fatal. Every area of investment has risks like these, and Internet marketing is no different. Of course, education would help you avoid these pitfalls, but there are some areas which only experience would be able to teach.

Don't be discouraged, Internet marketing is a very profitable field. But you have to learn the ins and outs of this trade, and learning often comes with some errors. After all, we learn best from our mistakes.

Here are some of the common blunders that beginning Internet marketers usually make. With this list, you'd hopefully know how to deal with them. As much as possible, do avoid these mistakes, but if it's too late for that, might as well learn how to control the damages.

- Believing that a program would make you rich overnight. Well, not necessarily overnight. Some programs are actually a little honest to tell you that it would take a little more time before you strike it big in Internet marketing. However, no program could make you attain online prosperity by the strength of its system alone. No matter how established and respectable that program is, the fact remains that you should be able to invest some effort and commitment to achieve success in this industry. No program will make you rich. Only you yourself are capable of such. Internet marketing programs are only there to give you the tools, and sometimes the network, which you need to succeed. The rest are up to you.

- Believing that you could earn while you're sleeping. This isn't exactly a misguided claim. You could earn while you sleep, through income streams that generate passive, or residual, earnings. But you must make sure that you have an efficient system in place before you could expect such. And the only way to do this is by automating your business. Automation is no easy task, and you will have to make some financial investments for it. Which brings us to…

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- Believing that you can succeed in Internet marketing without spending a single penny. Granted that there are instances when people do make a killing in Internet marketing without dishing out some cash, these are exceptions rather than the general rule. The fact of the matter is that this field requires necessary investments that would obligate you to spend. Tools like domain names, web hosting service, autoresponder subscription, scripts and programs, product creation paraphernalia, resale rights, and the likes don't usually come free. You have to purchase some of them, and the others you have to rent. Additionally, you would have to spend for knowledge in the form of novel eBooks and special reports because another common mistake is…

- Believing that once you start making profit, you won't have to do anything else. This is absolutely false. Internet marketing is a constantly evolving field. You have to upgrade yourself to be able to cope up with the challenges ahead, and to keep in step with your competition. Some people fail to improve themselves, hence, their nonchalant attitude have caused their downfall.

- Believing that Internet marketing is all about the numbers. Though this business is being conducted over the World Wide Web, never lose sight of the fact that you're still dealing with real people, with real needs, and with real feelings. By realizing this, you'd be able to treat them well, and such would rebound to the benefit of your business. The people you would deal with would prove to be important in the future, either as repeat customers, as essential contacts, or as advertising vehicles for your word of mouth campaign.

These mistakes can easily be evaded, but you need a resolute and committed heart for the business. Once you have achieved this, everything should be smooth sailing.

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3. An Introduction To Affiliate Programs

Pop quiz: What is the easiest and fastest way to make money online?

The answer? Through affiliate programs, of course!

The plain truth is that anybody can make money through affiliate programs. Affiliate programs are built in a way that they are very accessible for people, regardless of their innate or developed skills and appropriate experiences. However, truly succeeding in affiliate marketing requires a little more than mere enrollment in these programs.

But first, what are affiliate programs and why are they among the most profitable ventures online?

Affiliate programs are income generating setups whereby you, as the affiliate, would have to pre-sell the products of an affiliate merchant. Once a sale is consummated from the people you would manage to refer to the program, you will be paid a generous commission ranging from a modest 20% to a grand 95% per sale. This is a pretty big commission rate! Bear in mind that you only have to pre-sell the affiliate's product. Pre-selling is different from actually selling an item. The former involves mere referrals and promotions. Preparing sales pages, processing payments and delivering the goods remain the responsibilities of the affiliate merchant.

Sounds amazing? Often, it really is. But you must be able to find the right affiliate program to partner with. Consider the following in choosing an affiliate program that would be most beneficial for you:

- Choose an affiliate program with a proven track record. A normal determining factor for this would be the number of years they have tucked under their belt. If they have been in business for a long time, chances are they're doing something right. Do your own study. Check their feedbacks and their history.

- Do not base your decision on the commission rate alone. The saleability of the affiliate products should also be factored in. You may be given a handsome commission of 80% per sale, but if the product is hardly sellable, you will never

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be able to realize any earnings. An affiliate programs asking you to pre-sell hot-selling products at a high commission rate would be ideal.

- Determine how you will get paid. Most affiliate programs these days pay through PayPal, but if you're not capable of accepting such transactions, feel free to ask the affiliate merchant for a mode of payment that is suitable for you. Affiliate merchants are not known for turning down interested parties.

Once you have found an affiliate program that would provide for you some realistic profit, it's time to enroll. Upon approval of your application, you will be given a set of affiliate links, each pertaining to a product of the affiliate merchant. These affiliate links are very important. The affiliate program's system can trace a successful sale from the affiliate link that brought the customer to the sales page. This is how the program would know that you have earned a commission.

You don't have to settle for just one affiliate program. You could enroll in as many programs as you'd like. The more affiliate programs you're enrolled in, the more income streams you will be able to establish for yourself. However, just make it a point that you don't promote conflicting products from different programs as this can unduly ruin your credibility as a trustworthy referrer. Remember, you're tasked to pre-sell the products, and this consists of having to convince potential customers to at least visit the affiliate merchant's sales page through your link. If you're promoting a variety of products that compete with one another for the same market, and proclaim all of them to be the best of their kind, the reliability of your words would surely falter.

Affiliate programs are excellent ways by which you could earn some very generous income online. But do not forget that your commitment is required. Help the program of your choice to succeed, and you will be rewarded in return.

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4. Make Money Through Affiliate Programs

There are many ways by which you could make money online, but most of them would require some form of monetary investment for useful tools and essential knowledge as well as an amount of time you could commit to rear the business and make it flourish. Also, you would need to wait it out, more often than not, before sales would pick up and before profits could be realized.

The quickest way to earn an income on the Internet, however, is through affiliate programs.

Affiliate programs are schemes which would allow you to choose an affiliate merchant and enroll under his system. You will be tasked to pre-sell the affiliate merchant's products, and you will be paid a handsome commission for every successful sale from your referrals. How much is the commission? The range is from a nice 20% to an amazing 95%! Pretty neat, don't you think?

Before you apply for an affiliate program, however, there are some things you should determine first. Take a look at the guidelines below:

- Commission rates are not the end all and be all of affiliate programs. An affiliate merchant may offer you an 80% commission, but his products may be hard to sell. In which case, you might not be able to realize the profit at all. Try to look for an affiliate program that offers a generous commission for products that are quite sellable. This would assure you a definite income stream.

- There are a lot of affiliate programs sprouting left and right. Some of them are just after a quick buck. Study your options. Look for an affiliate program that has a proven track record. Study the packages as well. There are a few affiliate programs that ask you to sell products that can be acquire for free. If your referral would discover this, he will be after your tail. It would be best to avoid such occurrence by choosing an affiliate program that respects its affiliates as well as its customers.

- You will not be asked to sell. You only have to pre-sell the affiliate merchant's

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products. Upon enrollment to an affiliate program, you will be given affiliate links to the products. Every time a referral of yours would click on your affiliate links, he would be taken to the affiliate merchant's sales page. Payments and deliveries shall be borne by the affiliate merchant. Your job is to make sure that people would go to his sales pages through your affiliate links. This would require some marketing skills.

Affiliate programs provide for wonderful ways by which you could actually earn a living online. You don't need any special talents or knowledge, though they may help, all you need is a commitment to help your affiliate program succeed. Its success is likewise your success, after all.

There are a lot of excellent affiliate programs in the World Wide Web. There are the most established ones, like amazon.com , which is regarded as the pioneer of this kind of marketing in cyberspace. Big affiliate programs, however, are not really known for the high commission rates. There are also the affiliate programs ran by enterprising Internet marketers. These are the ones that could make you earn immediately and fast. Their systems facilitate easier transactions, and their products have a proven market: fellow Internet marketers.

If you want to start out with affiliate programs, you may want to consider clickbank.com . The commission rates vary, but the system itself would be a good introduction to this field of Internet marketing. Once you have learned the ropes, you could commence to more rewarding ventures.

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5. How To Find A Profitable Niche

An online business is always dependent on three things: the strength of the product, the price of the product, and the profitability of the market. The strength of the product is all up to you. You can take your time to build one that would weather the test of time and change. The price of the product is something you could always peg for what is reasonable and commensurate to its value. But the profitability of the market is always a given, and the only thing you can control about it is in choosing the one market you will cater to.

The choice of a market, in fact, should be one of the first considerations in starting up a business on the World Wide Web. No one wants to be stuck in a dead market, as that would surely mean the death of the business as well. Much care should be exercised in deciding on the right audience to serve.

And in the determination of a profitable market, niches are always preferred. Niches are highly specialized segments usually bound by a rather obscure interest. In niches, the demand is always high and the supplies are always low. In the laws of economics, such combination results in a very profitable area of an industry.

So how do you find a niche?

Here are some steps that will help you get a good start with any venture that you wish to conduct on the Internet.

- Think of a subject. Any subject that you yourself would want to know about. Inspiration on what topic to tackle can seldom be forced. Often, it just hits us out of nowhere, like when we're reading the newspapers and an idea would suddenly present itself in our head. You'll have lots of these moments. It is suggested that you write them down on a notebook which you could always keep handy so that you won't forget about these ideas that could be as slippery as a wet fish.

- Having a subject in mind, run a search for the same at inventory.overture.com , nichebot.com or https://adwords.google.com/select/KeywordSandbox . These tools will give you suggestions of related topics to the subject you have typed in. The first two tools would also reveal how many searches were made for a

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particular topic.

- Look for a topic suggestion that has the most number of searches. This would mean that the demand in that market is high.

- Now make a search for the topic you have chosen in any of the search engines in the World Wide Web. Study the results. The number of results would indicate your competition. The more results there are, the more saturated that market is.

- You're trying to look for a market that has a high demand (i.e. a good number of searches made for the topic) and low supplies (i.e. a small number of results is the search engine results page). Simply repeat the steps above until you find a suitable market.

- Only when you find a topic that yields a good number of searches but produces a low number of results in the search engine queries can you say that you have discovered a profitable niche.

As you could see, finding niches is a trial and error process. Sometimes you'd discover one during your first few tries. But there will be moments when it would take you quite some time before you find a suitable niche. You could save time, of course, by availing of niche lists that have been meticulously prepared by a few enterprising Internet marketers. But you would have to purchase them for a fee.

Once you have found a lucrative niche, it is suggested that you capitalize on it immediately. The way things work in the online world, nothing can be kept a secret forever. That niche would soon be discovered by others who are perpetually looking for new markets to conquer. You have a good head start, so you better make the most out of it.

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6. How To Write Your Own eBook

Creating an eBook is an excellent way of coming up with a product to sell. First, because the Internet is fueled by the need for information, and since eBooks are meant to convey such information, you're sure to have a market. Second, because eBooks are convenient to create, and their delivery can be sent digitally, hence, there is no need to worry about shipment procedures and rates. And third, because writing your own eBook is not only profitable, it can also be fun and ultimately fulfilling.

You're not tasked to write like a Stephen King or a Gabriel Garcia Maruez, though having their literary flair would surely help. All that is required is that you write structurally well and in a manner that would make your readers understand what you want to share without violating the rules of grammar usage. With all the spell checker and grammar correction software available in the market today, anyone who is fluent in the English language can actually write an eBook.

For those who are not too confident about their writing skills, or for those who simply don't have the time to create an eBook, they could always hire a ghostwriter. There are freelance writers who charge affordable rates for quality work, and there are those who charge exorbitant prices for mediocre products. It's a matter of choosing the right one for your needs. Good places to look for a ghostwriter are www.rentacoder.com , www.elance.com, and www.scriptlance.com .

To ensure that your eBook would be very profitable, there are some necessary steps you would have to consider. Please remember the guidelines below:

- Find a lucrative market first. You could do this by conducting some preliminary research. Go to www.inventory.overture.com or www.nichebot.com and make a search of a particular subject you have in mind. Those tools will reveal how many searches were made for the subject you have typed in. The more searches there, the higher the demand for that particular subject. Additionally, those same tools will also suggest topics that are related to the subject you have chosen, as well as the corresponding demands for the same. This information would be essential in finding what many people call a niche. A niche is a highly specialized segment of the market where demand is high but supply is very low. Focusing on a niche will reap a lot of rewards for you later on.

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- Once you have found a profitable market, or a niche, you have to decide on what particular aspect of the subject you want to write about. If the subject you have chosen is about interior design, for example, you could write about interior design based on the fundamentals of Feng Shui, or interior design for those on a tight budget. Make sure that the category you will choose is interesting, and more importantly, make sure that you have much to share about it.

- Bear in mind that writing for an online audience is different from writing for printed publication. Internet users are generally less patient. Hence, you must keep your paragraphs short. Avoid long clusters of words. Also, dumb down your writing as you will be catering to a wide variety of people with different levels of reading comprehension.

- Use bullets and numberings as much as you can. Most Internet users would rather scan the material instead of reading it. You must make sure that your work is easy for their eyes.

- As with everything that's marketing related, packaging plays a very important part in the process. Create an eBook cover graphic that would look neat and professional. People still judge a book by its cover, there is no denying that fact. So make sure that your eBook cover is well made. If you have to pay for professional service, do so, as this would give you the edge you'd need to effectuate more sales.

- Create a sales page for your eBook. This sales page should give an idea about the gist of your work, and should list down the benefits of your eBook for the prospective reader. A sales page is your opportunity to convince your audience to purchase your product, so take some extra steps to prepare a good, powerful sales copy.

Among the various information products that can be created and sold online, an eBook is one of the easiest to prepare. The usual length is 30-50 pages, and the standard format is .PDF as this is the most accessible medium by which an eBook can be read.

If you have valuable information to share about a particular topic, write about it in detail and sell your work. You will never regret such a decision.

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7. Make Money From Blogging

Let's cut to the meat of this topic and ask the question before anything else. Can you make money from your blogs? The answer is YES, you could definitely make your blog an income-generating machine! But first, a disclaimer. The foregoing is not meant to mean that by simply publishing your entries in your blog, you'd automatically earn some cash. This is a common misconception. The fact of the matter is that blogs can be used as tools for a business concept, and it is in this usage that their earning potentials truly shine.

The word "blog" came from "web logs," which were originally meant as online journals when they were invented for the Internet. Throughout the years, they fulfilled a social function that got many people addicted to its features and expressive appeal. But it was only recently when marketers began realizing the moneymaking potentials of these blogs. Today, various ways of earning from them have been discovered.

Why are blogs seemingly tailor-made for Internet marketing? There are a number of reasons for this.

- Blogs are easy to use. Just write down your thoughts then press a button to publish, and immediately afterwards, your entry would be uploaded for all the World Wide Web to see.
- Blogs are easy to update. Simply press the EDIT button, or write some new thoughts and publish them again.
- Search engines love blogs. Blogs dominate the first few pages of search engine results.
- Blog entries can be used as RSS feeds. RSS, which is the abbreviation for Real Simple Syndication, is slowly becoming the industry standard for follow-ups and message deliveries.
- Most blogs are free. You could sign up for an account, and you're ready to go.

A glance at these outstanding characteristics would reveal the vast potentials of web logs

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for the keen eyed businessman. You see, the trouble with conducting an online business is that you have to work with some things that are beyond your control, search engine placement being one of them. Every person with an online venture is at the mercy of the search engines, as the latter would supply 80% of the potential customers that the former needs.

But with blogs, a substantially higher search engine placement can be arranged. Simply create a blog dedicated to the subject of your business. Publish informative entries in its pages, and include links to your main website. The result? Since blogs will place higher in search engine results pages (SERPs), it would be viewed by a larger number of people. And since your blog would contain links directing the visitor to your site, and such links are one way (which search engines also love), your website will be taken in for the ride!

Blogs are also being used as alternatives for websites themselves. The rave these days is to create a lot of niche mini-sites. The reason behind such a strategy is that only a few online ventures cater to niches, hence a website dedicated to such would surely gain consistent traffic. The problem is, creating one website is difficult enough, what more when you have to build twenty, thirty or even a hundred of them? Hence, web logs became better options. First, because they're free. Second, because they're easy to use. And third, because of the reason we've previously discussed: search engines love them!

But how do you make these mini-sites earn by themselves without selling any product? For that matter, how do you make one blog earn under the same circumstances?

Simple.

Enroll them with Google AdSense. Google AdSense, of course, is a Pay Per Click (PPC) program that will reward you for every click your visitors make on the ads that AdSense will display on your pages. One site with a high volume of traffic is enough to earn an amount comparable to a day wage, and perhaps even more. What more a battalion of sites built for such a purpose? Blogs make the latter a very easy possibility.

Blogs can greatly help promote your business' main website, or they could be your primary hubs in cyberspace by themselves. They are easier to set-up and more convenient to maintain. And by their very nature alone, they have a higher likelihood of generating more income than, say, a site that is newly built.

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8. Make Money Online With Resale Rights Marketing

Though being a product creator is the most instinctive way to earn a living online, not everyone is blessed with the skills to build products that are guaranteed to be sellable. Though the services of freelancers can be availed of, not everyone has the necessary finances for such an investment. So what option remains for the hopeful entrepreneur who finds himself in this situation?

A lot, actually. And one of them is through resale rights marketing.

Resale rights marketing involve the purchase of resale rights of existing products. With these resale rights, you'd be able to sell the said products, and all the profit that can be gained from every sale will be yours to keep. You won't have to pay any onerous royalty fees. You won't have to compensate anyone for their services. You won't have to surrender a portion of your earnings to honor an affiliate program membership. The income that would be generated from your sales of the product would be yours and yours alone.

Enticing enough? It gets better.

There are three kinds of resale rights that you have to learn before you start dabbling in resale rights marketing. These are:

- Basic resale rights. These would empower you to sell the product to other parties. You get to keep all the profit.

- Master resale rights. These would give you the liberty to sell the product, as well as the resale rights for the same. For example, you acquire the master resale rights for an eBook. You could choose to sell the eBook for $30 to interested customers, or you could sell the same eBook with its resale rights for $80, which would allow the buyer to be able to sell the said eBook to other parties as well.

- Private label rights. These would allow you to re-brand the product and alter it anyway you want. You could include your name as the author, or you could make some additions that would enhance the same, or you could even break it

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down to form different goods, if such is possible. Inherent with private label rights are the master resale rights for the product you will be able to re-brand.

Truly, resale rights marketing is a very viable alternative to coming up with your own products. However, there are some considerations that you should be made aware of before you pursue this option.

First, the number of resale rights sold by the product's original creator will play an integral factor in determining the profitability of future sales. Remember that the more resale rights holder there are, the more competition there would be. If the resale rights to a certain product were sold to thousands of purchasers, for example, the market that the said product is supposed to cater to would easily become saturated. Hence, your earning potential would severely be impaired.

Second, the lifespan of the product before its resale rights were sold should also be worth knowing. Every product has a market life. If you purchase the resale rights of one which is at the end of its shelf life, then you might just find it difficult to sell.

Third, when you have the master resale rights for a digital item, think hard before you decide to sell the resale rights for it. With every resale right you'll be able to sell, you'll just be adding a competitor to your business. Selling resale rights might be good for one time profit, but ultimately, it's the long term earnings that would define the sustainability of your business.

Taking these considerations in mind would assure the profitable maximization of your resale rights marketing campaign. It is a very lucrative area, but you should know how to thread this path carefully.

Other than this, resale rights marketing can open many doors of wonderful rewards for your online business.

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9. Should You Or Should You Not Offer Resale Rights For Your Product?

Having your own product to sell is indeed a very lucrative position for you and your business. You have total control over the course of your product, and to a certain degree, you have control over the segment of the market that your product caters to as well. All the profit that can be derived from the sales of your product would be yours and yours alone.

But offering the resale right to other people may sound even more profitable. Resale rights would empower other Internet marketers to sell you products for themselves. You could offer your product at a much higher price, of course, if you'd include the resale rights of the same in the package.

So, to sell with resale rights or not to sell with resale rights? This has been a dilemma that has hounded information product creators since the dawn of Internet marketing. Before you decide on a course of action, allow us to study the advantages and the disadvantages of each side of the coin.

The advantages of offering the resale rights to your product are:

- You'd get to earn more for each sale. You could have a one thousand percent markup and such would be perfectly justified since the buyer stands to gain income from what he will purchase. Supposing you're selling your basic product for $30. With resale rights included, you could jack up the selling price to $300 per sale, and that would still be a good deal!

- Since more people could sell your product, your business and your name would be exposed to more people. This could only help you in branding yourself. If your product comes out as highly satisfactory for the customers, they'll remember you as a man of quality, and they'll look forward to what you have to offer in the future.

But not everything is a bed of roses for those who decide to include the resale rights to their products. Here are the disadvantages:

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- Every person who'd have the resale rights to your goods would be your competitor. No matter how big your targeted market is, it will get saturated at a faster rate. This wouldn't be ideal for a product which is at the beginning of its shelf life.

- Offering the resale rights to your product would also devalue it to a certain extent. People in the know would start thinking that the product isn't selling that well, hence your decision to capitalize on it resale potentials instead.

- You will lose control over the determination of your product's worth. The people who hold the resale rights for it can offer the same at a rock bottom price which would not be good for its perceived value, nor for your own sales in case it is offered for a price that is lower that what you're selling it for.

These pros and cons don't mean that the problem is an unsolvable dilemma. Surely, a compromise can be reached. If your product is at the end of its market life, then try to sell its resale rights before the market becomes saturated and the targeted customers lose interest. If the product is just beginning to shine, bid your time and milk it for what it's worth before deciding to sell its resale rights.

Remember that selling a product's resale rights would bring you tons of profit, but they would just be a one time harvest. In the long run, a sustainable income stream from a product you could exclusively sell would prove the better option.

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10. The Importance Of Having Your Own Mailing List

The Importance Of Having Your Own Mailing List is...

Follow-ups.

It's like this… online ventures are conducted over the World Wide Web. The basic premise is that we have a website where we could display what we want to sell, be they products or services. Now, the key would be to drive traffic to our website, so that our goods may be exposed to more people. Traffic plays a crucial role in determining our success.

But what comprises traffic? Should we merely count the number of new visitors whose interests we manage to win? That would be too restrictive, as we would only gain so much per day. There is only a finite number of Internet users, no matter how great that number is. One day, visitors would just stop coming, and how will our business fare by then?

Hence it has become essential to "capture" old visitors, those who have visited our website. They may have bought something from us, or they may not have decided to make a purchase. But we should never discount the possibility that they would be interested in future packages that we might offer.

But how do you "capture" these previous visitors?

Well, the most popular way is by garnering their contact details, particularly their email addresses. Thereafter, you could send them emails to inform them of your latest offerings. This would ensure a constant contact with these people, and a stable influx of traffic for your website and sustainable exposure for your new products or services.

But the number of contact details you will be able to "capture" would soon balloon to unmanageable proportions. It would be easy to write personal letters for 10, 20 or even 30 people. But what if you'd be able to acquire a thousand of them? Or perhaps even more?

You would need a reliable autoresponder system. An autoresponder would provide for your website an opt-in setup, where your visitors could decide to subscribe to your

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mailing list. An autoresponder would thereafter allow you to prepare your messages beforehand and preset their delivery at specific intervals. You could prepare generic messages that you could broadcast to all of your subscribers, and you would have access to some tools that would allow you to "personalize" each message by including the subscriber's name, among other things.

A good autoresponder system is a necessity if you wish to have a flourishing business online. It would be the vehicle by which past visitors can visit your site again and again and again.

Additionally, the size of your mailing list is a crucial factor in entering joint venture agreements. Big players in the industry would only deal with you if you could prove that you have much to offer, and the number of subscribers you have is one of the top ways that are used in determining the profitability of a partnership with you.

The trick lies in convincing your visitors to subscribe to your mailing list. You should offer them something enticing so as to win their interests in deciding to opt-in your subscriber base. Some Internet marketers have used newsletters as a catch-on. Others have offered free products in exchange for their visitors' subscription. There are a few who have offered wonderful discounts. All of these have been proven to be effective tactics in winning more subscribers.

Experts agree that though unique traffic is always good for our online endeavors, it's the number of repeat visitors that would carry us to the promise land. And repeat visitors can only be won by following up on them through a mailing list system that is powered by an efficient autoresponder service. So "capture" those leads today and carve for your business a bright and promising future!

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11. How To Build Your Own Mailing List

We all know the importance of capturing leads through an effective mailing list as powered by an excellent autoresponder system. It could potentially spell the difference between failure and success for our business. We cannot rely on unique visitors alone. Repeat visitors should be considered as well if we want to ensure a sustainable volume of traffic, and exposure, for our website and our products or services.

It is a given fact that only 1.7% of our visitors, at the average, would decide to make a purchase. What would you do with the 98.3% who would rather walk away? Well, a mailing list would capture their contact details, and this would enable you to keep in touch with them for future offers. Additionally, this would guarantee that you would be able to provide them with an impetus to visit your website again, by offering them incentives to do just that.

But the question that is really needed to be asked is: how do you capture these leads? How would you be able to build an effective mailing list that would ensure a sustainable business for you?

Here is a step-by-step guide that would help you accomplish such a goal:

- Find a very good autoresponder system. This is the heart of your follow-up campaign. A good autoresponder system should be able to host an infinite number of subscribers, and it should be capable of delivering your messages with efficiency. Additionally, it should also be able to personalize your messages to make the recipients feel more special.

- Devise an incentive that would compel your visitors to subscribe to your mailing list. Usually, offering a newsletter would suffice, for as long as such a newsletter, which is also called an eZine in some circles, would convey novel and high quality information that would be of special interest for your would-be subscribers. Some entrepreneurs, however, offer freebies in exchange for their visitors' subscriptions.

- Make the opt-in procedure as convenient as possible. Internet users aren't really

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known for their patience. It would be best if you'd make the entire process of subscription hassle-free. This would assure that they'd be able to sign up before they lose interest.

- Prepare your messages beforehand. Enter them in the autoresponder system, and set the intervals between deliveries. Make sure that your first message is not a sales offer!

- Keep them interested. Provide useful content in your messages. Sponsor contests that would facilitate subscriber interaction. Deliver some daily quotes related to the subject of your business. Think of creative things that you could do which would make them find your messages important. The goal here is to keep them reading what you'll be sending.

- Warm them up for your future offers. Give them freebies that would make them feel special. Let them experience your generosity. Ask them about their concerns and assure them that you're trying your best to cope up with them. Share with them some of your time, and try to build a good relationship with each and every one of your subscribers. This may require a lot of hard work, but you have to remember that you have to give some to earn some.

- Once everything is in place and preliminary messages have been sent, introduce your first sales offer. By this time, you would have already won their trust and the likelihood of their purchase of your products is higher than when you started out.

Your mailing list would be like a treasure in the course of your Internet marketing experience. It is a stable source of visitors for your site and sales for your business. Additionally, it is also your weapon when dealing with other online businessmen for a possible joint venture. A mailing list is an excellent gauge of how much you have achieved in this field. The bigger your mailing list is, the more successful you are in the eyes of your colleagues.

With all the benefits that can be provided by a mailing list, take advantage by building one today. It could be the stone that would serve as the strongest foundation for your online enterprise.

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12. How To Profit From Your Own eCourse

People always have to upgrade themselves, more so when they want to enter a new field wherein they wish to excel. This is accomplished through education, for only in learning can we improve ourselves to cope up with some new challenges. This is why people enroll for master and doctorate degrees even after their college education. The need to compete at a high level is essential for success in any given area.

And being the savvy Internet marketer that you are, you could most definitely profit from this natural necessity. Unlike in the days of yore, you don't have to establish an academy or a learning institution to be able to provide education for those who seek the same. You could simply harness the powers of the Internet to your advantage, and offer people a chance to partake of essential knowledge and earn some profit in the process.

But first, you must have knowledge of your own to share… a special expertise perhaps that you could teach other people. This proficiency must be something beneficial for them, something that they would find marvelously useful. You only have to draw from your past experiences for inspiration. If you were in the garments industry, for example, perhaps you could teach others the basics of the business, or the art of fashion design. If you were in veterinary medicine, you could inform people how to cure their pets. There are many possible subjects you could tackle, but you must have the proper adeptness to be able to impart such knowledge.

There are a lot of ways by which you could offer what you know, for a price of course. Here are some ideas:

- Email lessons. By far, this model is the easiest to set up. All you need to do is to write down what you want to teach in a series of lessons, usually divided into 7, and deliver them individually per day to your paying customers. You could market this kind of electronic learning as an email course that can teach the student the fundamentals of the subject in a week's time, or so.

- Videoconferencing. With today's technology, you could deliver your lessons live, with full audio and video support at that. While you're talking about your subject and demonstrating how it's done, your students can watch you in real time, through the wonders of video streaming.

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- Teleconferencing. Some students would prefer things to be a little more traditional. And perhaps, you would too, as well. You could always try teleconferencing by patching up telephone connections for one session. You must make sure, however, that your phone company is capable of such technology, and you must also schedule the session well. Bear in mind that you'd have students from all over the world, and you will be dealing with different time zones.

- Downloadable audios. You could likewise record your lessons beforehand in .mp3 format and offer them for download for your paying customers. Audio can be recorded in several formats, but .mp3 is still the industry standard, given its efficient compression technology that would keep the files small, and the sheer number of players that could play this type of audio recording.

- Actual seminars. You'd be surprised to know that a lot of Internet marketers earn most of their income by holding, or coordinating, actual seminars in the real world. The World Wide Web can serve as a venue for promoting such a seminar, but all the lessons will be delivered live and in person. Common logistical concerns apply, however, such as the venue, the decorations, the materials needed, sourcing out the speakers, and the likes.

Education was, and will always be, a profitable field. The advent of the Internet has made the conveyance of lessons more convenient to prepare and to receive. With all the options available for you, it would be wise to consider e-courses as viable alternatives in making a living online.

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13. An Introduction To Google AdSense

There was a time when webmasters had but a few options when it came to the subject of earning from their sites. They used to scamper for advertisers whose banners or links they can display in their web pages for meager fees on a per month lease. Not even the advent of affiliate programs was able to provide a sustainable income stream for these people, as affiliate programs back then weren't as dependable as they are now.

The Internet landscape began to change a couple of years ago with the introduction of Google AdSense. It changed the way of how webmasters earned online, and enterprising Internet businessmen went along for the ride. Today, Google AdSense is one of the most profitable ventures when it comes to making money from the World Wide Web.

But what is Google AdSense and why is everyone raving about it as if it is God's greatest gift to mankind?

Well, for starters, many actually claim that yes, Google AdSense is actually one of God's finest creations.

Google AdSense is a Pay Per Click (PPC) program that allows the webmaster to earn every time an ad is clicked. The way it goes is that upon approval of your enrollment for the Google AdSense program, you will be given a code that you should incorporate in your website. This code would generate advertisements which will be displayed on your web pages. Whenever a visitor would click on any of these ads, you stand to earn the corresponding Cost Per Click (CPC) rate for the same.

But Google AdSense does not just send in some ads that they pick out of nowhere. The Google AdSense algorithm will send you contextually relevant advertisements. This means that the ads your pages will fetch are ones that are related to the subject of your site. If your site is about cats, Google AdSense will display ads about cat food, cat grooming, cat merchandise and the likes. Because of this, there is a good chance that your visitors, who came to your site because they're looking for information about cats, would click on the cat-related ads.

Now, how will Google AdSense know the subject of your website? Is a robot intelligent enough to determine the prevalent topic of an online resource?

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Well, yes and no.

You see, the Google AdSense algorithm is designed to pinpoint and distinguish the predominant keywords that abound in your site. If your site is about cats, like in our previous example, then chances are, your pages would be widely populated by the keyword "cat." Google AdSense will then assign ads that have been grouped under this keyword.

The trick, therefore, is to optimize your pages by making them faithful to a particular subject, and accentuating the said subject through the dominant usage of appropriate keywords. You can't have a site that deals with "cats" and "dogs" as Google AdSense might just send a mixture of ads that would be less interesting for your visitors.

There are accounts of people earning as much as $25,000 a month from Google AdSense alone. However, there are also accounts of people earning a meager 15 cents for the same period. What determines success under the Google AdSense program? Well, we could summarize these into three components:

- Cost Per Click (CPC) rate. Some ads may pay a mere 2 cents per click, while others pay as much as $50.

- Impressions. This refers to the number of times your page is loaded and the ads appear. Increasing your page impressions lie in increasing the traffic you generate for your site.

- Click Through Rate (CTR). This refers to the number of clicks you'll get per the number of impressions your page would garner. The higher your CTR, the more successful your Google AdSense campaign will be.

Mastering these three integral factors would most definitely make you realize some handsome profit from the Google AdSense program. All in all, AdSense does make sense, and it is certainly worth the try.

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14. Effective Website Design For Great Business

In this day and age, doing business online requires some essential things. Primary among them is a website. A website is your headquarters in cyberspace. If you're selling some products, for example, your website serves as your online store where you could display your products. If you're enrolled in an affiliate program, your website can serve as the hub of your affiliate links. If you're availing of the Google AdSense scheme, your website is the place where everything happens, as the ads will be displayed in its pages, visible for all your visitors to click.

With all that's going for it, it goes without saying that designing your website should be given much care and attention. It is, after all, the center of your online enterprise. You would want it to be as accessible, as eye-catching, and as pleasing as possible.

Here are ten tips that would greatly help you in building a website that would facilitate excellent business.

- Get a domain name. A domain name would add a lot of professionalism for your site as well as your business. Domains can range from $4 to $100, depending on the name value and the recall potential.

- Get a good web hosting service. This should be one of your essential investments for an online business. You would want your visitors to have a hassle-free experience in accessing your site. Choose a web hosting service that has a large bandwidth limit, and perhaps even a large storage space if you plan on hosting several files.

- Organize your site by making an outline. Your pages should form a congruent whole, and never disjointed. You could only do this by preparing a sample framework of your site before you start building it.

- Optimize your site by making it search engine- friendly. You could do this by choosing the right keywords. Go to www.inventory.overture.com or https://adwords.google.com/select/KeywordSandbox and type in the subject that your site will cater to. These tools will give you a list of suggestions that you

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could use as keywords.

- Place your keywords in your meta tags. This would immediately inform the search engine spiders that your site fits the relevant queries.

- Strategically insert the same keywords in your content. A keyword density level of 2.5 to 4% is ideal, but anything above that would be risky, as your content might become overly redundant and unreadable.

- Remember this very important fact: CONTENT IS KING. People will visit your site primarily because of the information it promises to share. If your content is but junk, or is very poorly written, your visitors would just leave as fast as they came to your pages. You would have to provide for them the information they need, in a manner that would give them satisfaction.

- Test drive your site before uploading it. Make sure that all the links are working, and that every feature included therein is intuitive and easy to use. There should be no dead links. You wouldn't want your audience to think that your website was prepared haphazardly.

- Submit your site to as many search engines as possible. All your SEO techniques would be useless if the search engines don't get to index your search pages.

- Always, always, always try to update your content. Search engines love changing content. Updating the information that your pages share would win the favor of the search engine spiders. These robotic little critters would sift through your site before others once the next relevant query is made, if you'd often change your content.

The success of your website will be tantamount to the success of your business. Prepare your website well and you'd be able to reap the rewards it promises to bring.

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15. Introduction To Viral Marketing

Viral marketing is the online equivalent of word of mouth advertising. It is named as such because it is often likened to a virus, which spreads at a progressively rapid rate once contamination is established. Viral marketing paves the way for the exponential spread of your business message by encouraging people to be your advertising agents.

Here's how it goes.

You distribute a gift to certain people in your network. It contains your business message, like a strong suggestion for the use of your products, or even a mere link to your website. If this gift is actually worth something, they'd be enticed to distribute the same to their respective networks. The result is a persistent spread of your business message to more and more people, at a very fast pace.

Imagine distributing your gift to 6 people initially. If those people have 6 other persons in their respective networks, and if they would have enough incentive to send the same gift to them, you would have exposed your business message to 36 people just like that. But that's not all, because 36 can easily become 108, and 648, and so on and so forth. There is no limit to how far and wide your business message can reach.

This is not the only captivating aspect of viral marketing, however. It is also far more affordable than conventional marketing campaigns. You could even pull it off without spending a single cent!

There are five components of a successful viral marketing campaign. These are:

- A clear business message. A business message is information that you want to spread which would ultimately rebound to your enterprise's benefit. As we've discussed earlier, it could be a favorable suggestion of the use of the product you're selling, or a simple link to your website. The business message would have to depend on the goal of your viral marketing campaign. Do you want the online world to know about your product? Then distribute a freebie that recommends its usage. Do you want traffic for your site? Then deliver some free goods that contain a link to your online address. Do you want to give people a taste of the program you have for sale? Then give them a trial version with the

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option to upgrade.

- A free product. This is the vehicle by which your business message will be carried out. The fact that it will be offered for free is oftentimes enough to garner some attention. The word "free," after all, is still the most powerful word in marketing. Your product should be something that would be capable of bearing your business message. This is why information products such as eBooks and special reports are the most popular kinds of viral marketing tools.

- An incentive to spread the product, and consequently, your business message. It is not enough that your recipients would be satisfied with the goods you give them. There should be something there that would motivate them to spread the said goods to their respective networks. This incentive can take many forms.

- Existing networks to exploit. With viral marketing, you could take advantage of existing methods. Consider them as the channels of your business message. Outside of the initial network you need to tap, you are not required to form new ones. The system in place will take care of the rest.

- A contingent proposition. Consider the free gift as the value proposition which is designed to capture the interests of your target market. Once captured, you would need to reel them into your contingent proposition, which could either be the product you're trying to sell or the services you're trying to offer.

The carrier of your viral marketing campaign could be a free eBook or a special report where you could strategically place links to your website, or your affiliate links if you're enrolled in an affiliate program. But you're not limited to these modes alone. You could also offer a trial version of a product you're selling, or other services, like web hosting, email accounts, fonts, screen savers and the likes, for as long as they would be able to transmit your business message.

If given the chance, you would discover that viral marketing is a very powerful concept that would make advertising agents out of people. It is capable of exploding your business' profits at a rapid and expansive pace.

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Conclusion

So there you have it, some of the most popular Internet marketing methods. There is always a lot to learn, you can never stop learning about marketing online. Since the Internet keeps changing, so must the ways of Internet marketers change. Take what you have learned and put it to good use!

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