

10 Simple Steps to Your Internet Marketing Success



1. Introduction

People often ask me the difference between internet marketing and other forms of marketing?

The answer is that there really is not much difference at all.

The Internet simply provides you with a way to get your marketing message in front of people.

It's just a different channel.

A different way to get your message out there.

In the days before internet, marketers will have done the same things they do now, although in rather different ways, and many of those ways **STILL WORK!**

Direct Mail, Postcards, Leaflets, Newspaper Ads, Message Board Ads and many others still work, and as part of your overall business strategy, these are things you should consider. They do, however, have one downside when you're starting out, and that is simply that they can be quite expensive.

That's where the internet comes into it's own.

It opens other possibilities that make it easier for you to get started.

For those setting up a business, here are a few really big advantages of an internet business:

1. Digital products can be distributed electronically, automatically and at low cost. You don't need to carry stock.
2. There are a huge number of affiliate options out there, so you don't even need to have your own product!
3. All it takes to get up and running is time and effort. You don't need a large cash investment. Many successful internet businesses have been started on a shoestring

To succeed, you will need a plan.

There is a huge amount of information out there - some good, some not so good.

The key is to find **ONE GOOD STRATEGY** and stick to it.

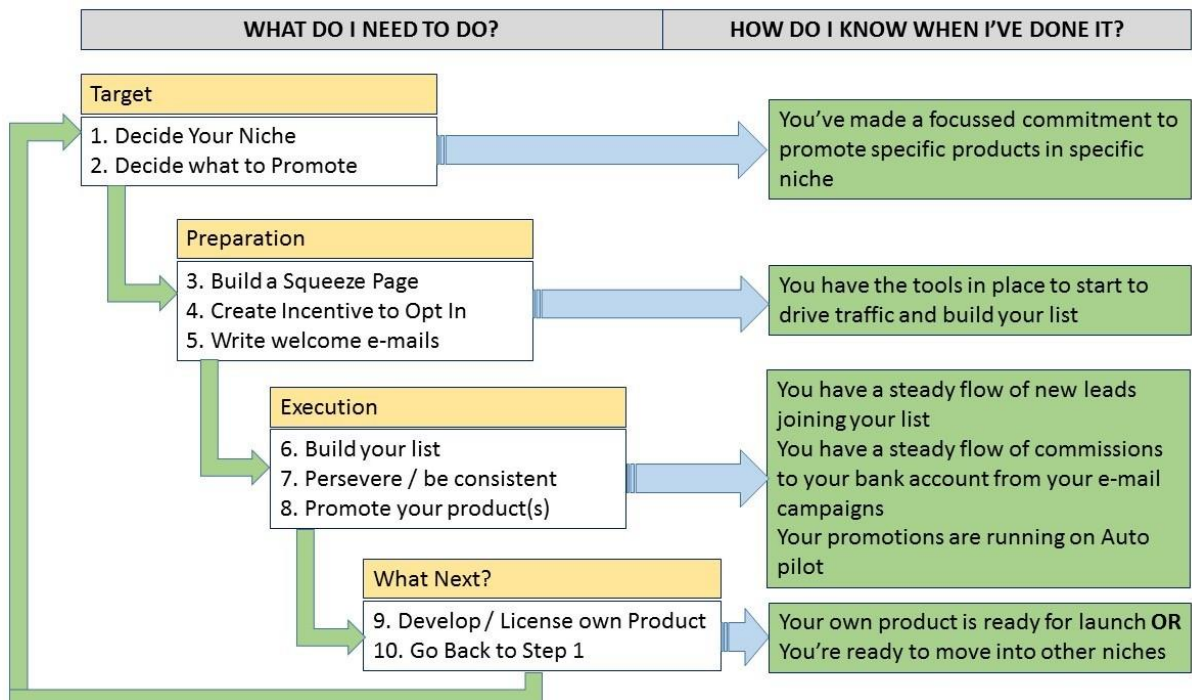
Avoid 'Shiny Object Syndrome' – don't be attracted by the latest new way to make your fortune.

Don't be distracted by **COMPLEXITY**.

Your **STRATEGY** should be **SIMPLE**. Some of the things you do to support that strategy may be a little more complicated, but **NEVER** lose sight of your **SIMPLE STRATEGY FOR SUCCESS**.

Remember the basis steps outlined in this report, and only read or buy products that **SUPPORT YOUR STRATEGY**.

2. Strategy Overview



3. Decide Your Niche

You need to find a niche with lots of hungry buyers, and then to find something to sell them.

It's really important to find the crowd first – NOT the product especially when you are starting out.

That way you know the hungry mouths exist, you just need to feed them.

The top evergreen niches out there that will probably always have a hungry crowd of buyers are:

1. Internet Marketing / Affiliate Marketing / Making Money Online
2. Online trading / ForEx trading / Binary Options Trading
3. Self Improvement / Personal Development
4. Weight Loss / Fitness
5. Gambling

You can make money in other niches, but these are the ones most people choose to start with.

4. Decide What to Promote

You may already have your own product / Service, but if not, don't worry.

There are a number of Affiliate Marketplaces out there that allow you to sell other people's products for a commission.

Affiliate Marketing is simply that – selling someone else's product for a commission!

Probably the 2 best known are Clickbank and JVZoo, but you should also consider pay.com, commission junction and deal guardian.

There are advantages and disadvantages to each platform, and you need to make your own choice, but things to consider (from the major platforms) are:

Clickbank:

- Probably the widest range of products
- Anyone can promote any product

JV Zoo

- Product range is almost as wide
- Product owners need to approve you as an affiliate (if you have no track record, this can be difficult)
- You can add your own bonus products

Affiliate Marketing is a great way to start out, because you don't have to have your own product.

However, there are things to be wary of. The major drawback is that if you send people to someone else's product, then you get commission BUT you don't get the customer. The buyer only ever provides their information to the product provider, and that product provider therefore builds their list, and has the opportunity to sell more things to the people you introduced.

If an additional product is sold at the same time as the first (many product providers offer additional products or services at the time the initial product is sold, especially on JVZoo), you can expect to receive affiliate commission.

If an additional product is sold as a result of a later interaction with the customer then you, the affiliate will not be involved and will not, therefore be paid commission.

For this reason, many Affiliate Marketers direct prospects to a squeeze page, from where they build their own list, and can build a long term relationship not just with prospects but also with customers.

5. Build a Squeeze Page

Many marketers will regularly use phrases like ‘the money is in the list’.

The list they’re referring to is a list of prospects and customers.

If you’re just starting out, you won’t have one, or if you do, it will likely be pretty small.

If you’ve been involved in marketing for a bit longer, then your list may be a bit bigger, but the truth is, that you can never have too many **high quality** leads on your list.

A squeeze page is a simple web page that exists for the sole purpose of attracting people to your list.

Visitors **MUST** have only 2 choices.

Sign Up or Leave!

Your Squeeze page should have:

- An attention grabbing headline (without that, visitors will not bother to read anything else!
- A brief explanation of the benefits of sign up
- A sign up form

If you **do not** have a squeeze page and you refer people directly to a merchant site.

- You will earn commission on the initial sale
- You will **NOT** add those customers to **YOUR** list
- You will **NOT** have an ongoing relationship with those customers

6. Create an Incentive to Opt In

Your squeeze page will be much more effective in getting visitors to opt in if you offer an incentive.

Let's face it, we all like something for nothing!

This can be a free report, free book, free membership or a discount (20% off your first order), depending on the products your marketing.

Things to remember:

- This is the first step in what you hope will be a long and mutually beneficial relationship.
- First impressions count, so make your incentive high quality and informative.
- The people you're trying to attract to your list will have a short attention span at this stage.
You need to give them a reason to remember you quickly.
- Incentives generally work best if they are short and snappy and to the point.

7. Write welcome e-mails

Before you start adding people into your list, start thinking about what you will tell them, and have the first 3 or 4 e-mails written ready to send

Generally, the 1st e-mail will be a welcome note, but it's a good idea to set out your stall at this stage, and make it clear that as time progresses, you will be recommending products to them, as well as providing them with regular free information.

People that unsubscribe at the suggestion that you will be promoting products are very unlikely to have bought anything anyway, so the overall quality of your list will inevitably improve.

You should also link to your blog and your facebook page as early as possible (that's how you will provide the free information and build / maintain your relationships).

If you have any 'surprise' incentives to give away, do so in the first 3 or 4 e-mails.

Most of all, remember that you're trying to build a relationship.

8. Build your list.

There are 2 primary ways of building your list:

- Buy contacts.
It's relatively easy to buy or rent email lists (just search on google).
Bear in mind that, as a general rule, the quality of the list is determined by price (eg \$50 for a million e-mail addresses is extremely unlikely to be very responsive!)
- Drive Traffic to your squeeze pages or opt in form
There are numerous ways of getting traffic – paid or unpaid, online and offline.
I won't go into them all in detail here, but some things you should consider that can be FREE are:
 - Use Social Media to drive traffic to your squeeze page
 - [Write a Blog with a prominent opt in form](#)
 - Comment on other blogs in your niche
 - Post to on line forums in your niche
 - Post videos to YouTube (these can be anything from simple slideshows to recordings of you talking to camera)

Some of the paid methods for driving traffic are:

- Solo Ads (basically sending an e-mail to someone else's list)
- Pay Per Click advertising
- Pay Per View advertising
- Banner Ads
- Classified Ads
- Don't be afraid to go 'old school'.
Newspaper Ads, Leaflet drops, postcards etc can all be used to drive traffic.

It's a little obvious, but good quality traffic will build your list more quickly.

9. Persevere and be Consistent

Your relationship with your customers is the most important thing to you.

But relationships take a while to build.

Be patient

Don't give up because you don't make your fortune in a week or a month. You won't!

But if you follow these steps, you will be laying the foundations for a successful future.

PERSEVERE

Make sure your customers know what to expect by being consistent in all of your interactions.

Put yourself in your customer's shoes.

What would you want / expect?

So for example:

- [Post to your Blog](#) at least once every couple of weeks, but ideally 2 or 3 times a week
- Post to your social media accounts up to 2 or 3 times a day, and at the same sorts of times each day
- Send e-mails to your customers at least every 2 or 3 days.
Some successful marketers advocate 3 or 4 emails per day, but for me, the jury is still out on that one.

10. Promote Your Products

You can post links to the products you're promoting in a whole variety of places, but e-mails to your list is going to be your bread and butter.

So you need to make the most of every e-mail you send to your list.

Probably most important:

- Be very clear (and NEVER lose focus) on the purpose of your e-mail
 - The job of your e-mail is to get people to click your link.
 - Once they click on your link, it's the job of the sales page to sell!
If you're promoting someone else's product, then the sales page will be the responsibility of the product owner.
You are very unlikely to have any influence over it!
- Use an attention grabbing headline.
 - The job of the headline is to get your e-mail opened!
 - People receive lots of e-mails each day.
 - You need a way to ensure yours stands out in their inbox to get it opened.
 - Focus on the outcomes.
'You'll lose up to 30 pounds in 45 days' will grab people's attention in a way that 'The latest revolutionary diet and exercise plan' won't.
- Expand on the OUTCOME of whatever you're promoting.
 - Most of us buy into a dream.
We want wealth, fame, happiness or whatever it may be, but were often less bothered about how we get it!
 - People, reading an e-mail, will be thinking '**What's in it for me?**'
SO TELL THEM
 - Build on your headline.
 - NEVER FORGET:
 - the only reason for your e-mail is to get people to click on the link!
 - Once the link is clicked, the Sales Letter takes over.
- use campaigns (eg up to 10 or even 20 emails on the same subject over a 2 or 3 week period), rather than one off e-mails
 - don't overlap campaigns to the same group of customers.
 - Make every e-mail in a campaign different.
The recipients will be different, so try to capture somewhere within the campaign the major 'reasons why'.
 - Try to create a sense of urgency (on JVZoo, for example, this can be done by withdrawing a valuable bonus at the end of your campaign)
 - ALWAYS include a link to the product you're promoting in your e-mail.

- Once your campaign is complete, leave it 2 or 3 days and move on to the next one promoting a different, but related product.

11. Develop or License Your Own Products

Affiliate marketing is a brilliant way to get started in internet marketing, and when you have a good sized responsive list, you can make good money from it.

For some people, that's enough, and they never go further.

Others like to be established in multiple niches before they move on to their own products.

But the real riches are reserved for those that have their own products.

The upsides to having your own products are:

- You get the details of the buyers!
 - You can create your own sales funnel allowing you to upsell more expensive (and, therefore, more profitable) products to those people.
- You can publish your products to eg Clickbank and JVZoo and build your own affiliate network
- You can sell the licenses to your products to other marketers.
- And of course, if you sell your own products, you don't get to keep all of the profit. You don't just earn a commission.

But there is a downside.

- You need to set up the distribution network, and to bear the costs of distribution (but in reality, if you distribute your products electronically, that's not a big deal)
- You need to create your own sales letters and affiliate materials
 - You can outsource this, but at a cost.
- You need the credibility to 'persuade' affiliates to market your product amongst the many thousands on Clickbank and JVZoo.
 - Selling the product to your own list can go a long way to earning you this credibility.
- You need the product.
 - Creating a high quality product is time consuming and can be expensive, and without the sales letter, credibility etc. it's going to be pretty difficult to sell.
 - Licensing a high quality product can be expensive.
 - There are lots of licenses out there that you can buy cheaply, some of which even allow you to change the look and feel of the product and claim authorship, but you're unlikely to build a sustainable business buying licenses for \$10 to products that you then try to see for \$100
 - It's very easy to lose your list by promoting something of low quality (whether that's your own product or someone else's).

12. Go Back To Step 1

Once your niche is up and running, you're pretty much on autopilot.

Now is the time to Start again!

You know this works, because you've done it.

So find another niche, and go do it again!

