



## **The Internet Super Highway to Success**

**By Shelley Lowery**

The Internet has opened a whole New World of opportunity for even the smallest home-based business owner. There are countless numbers of new self-made millionaires that achieved their newfound success on the Internet. These new millionaires are no different from you and I. They started their Internet businesses from the ground up, found a niche and built their success one day at a time.

"Can I really make money on the Internet?" The fact of the matter is that you really can make money on the Internet -- a lot of money. You simply must take the necessary steps to make it happen. You must have a sincere desire to succeed and the attitude for success.

If you are sincerely passionate about your success, you will succeed -- it's that simple.

The true secret to creating a successful Internet business, is pure determination. Most people fail just at the moment they are about to succeed. Why? -- Because they give up. They lack the true passion that it takes to succeed. As long as you keep trying, you'll never fail.



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Below, is list of what I feel are the most important ingredients for Internet success:

### **Sincere Passion**

In order to be successful, you must be completely passionate about your business and your success. If you don't have a "sincere" passion, you won't have the necessary personal drive that it takes to succeed.

### **Your Own Domain ([www.yourdomain.com](http://www.yourdomain.com))**

Businesses hosted on a free server are not taken seriously and are generally considered to be unprofessional. If a company doesn't care enough about its business to get its own domain name, potential customers may not feel comfortable doing business with them. A company with its own domain name and a professional looking website will have a much higher rate of success when compared with most business sites hosted on free servers.

### **Professional Website**

Your website is a direct reflection of you and your business. Creating a professional website designed to sell will take a great deal of time and effort, as there is much more to take into consideration than design. You must look at a much broader picture and specifically design your website to sell.

### **Quality Content**

In order to create a steady stream of traffic to your website, you must give your visitors a reason to visit and continue to visit in the future. You must provide your visitors with fresh content on a continual basis.

### **Targeted Traffic**

No matter how great your website is, unless you're receiving quality, targeted traffic, it will be useless. Your website may receive hundreds of visitors each day. However, if they aren't interested in the products or services you're offering, your web traffic won't mean a thing. You must drive a continuous stream of targeted traffic to your website.

## **Opt-in List (Ezine)**

Having your own publication is an absolute essential part of your success. They not only provide you with a direct line of communication with potential customers and enable you to promote your products or services, but they also build credibility.

## **Your Own In-Demand Product**

Although marketing affiliate programs can provide you with a nice income, true Internet profits come from marketing your own in-demand product.

## **Killer Sales Copy**

Your words are the entire foundation of your business. Your product, website and marketing strategies all depend upon your words. You must learn how to write persuasive words specifically written for your targeted customer. You must feel your customers needs and write your copy with passion, excitement and benefit.

## **Killer Marketing Strategy**

Developing a successful marketing strategy is an essential part of your online success. In order to succeed, you must develop and implement a strategic plan that includes all of the following:

- A great product
- A website specifically designed to sell
- A killer marketing strategy

Each step plays an important role in your overall strategy and must be developed to its fullest potential. If even one step fails, your chances of success will be minimal.

## **Instant Product Delivery (downloadable, instant access, etc.)**

Internet users are starving for information, as that is what the Internet is all about. They have a sincere desire to learn and want the information they desire right now.

The best products to sell on the Internet are those that can be instantly delivered over the Internet.

## **Accept Credit Cards**

If you're doing business on the Internet, accepting credit cards is an absolute must. You must provide your visitors with an easy online ordering process and the ability to pay for their order right online.

## **Credibility**

As an Internet entrepreneur, it is your personal responsibility to ensure that your visitors feel very comfortable with you and your website. In order to gain your visitor's trust and confidence, you must build your credibility.

Your attitude is the MOST important factor in determining your success. You MUST think positively and be willing to tackle any obstacle that comes along. The fact is, you CAN do whatever you put your mind to. You simply have to believe you can and believe in yourself above all else.

If you are sincerely passionate about your success, you will succeed.

To Your Success!

*Shelley Lowery*

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# Foreword

Killer Internet Marketing Strategies is a product of Web-Source.net  
<http://www.web-source.net>.

Web-Source.net provides the latest Internet technology for web design and development from some of the top online professionals. The site assists the entrepreneur in developing a serious Web presence by providing a wealth of free information, resources, tools and content.

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Killer Internet Marketing Strategies is a complete guide to creating successful Internet marketing strategies. This ebook will take you step by step through the entire process.

You'll discover:

- The Three Step Formula -- If you excel at all three, you can literally guarantee your success
- How to Create Your Own Product to Market on the Internet
- How to design a Website Specifically Designed to Sell Your Product
- How to Write Killer Ad Copy
- How to Accept Payment Online
- How to Set Up an Affiliate Program
- Much More...



# Introduction

If you're looking for a lucrative home-based business, direct marketing may be just what you've been looking for -- offering you the possibilities of making your dreams come true.

## What is Direct Marketing?

Direct marketing is offering a product or service directly to the consumer via mail order, Internet sales, personal sales, etc., with no middleman involved. Many direct marketing companies are now being operated right out of the home. Home-based business is the wave of the future and can offer you a wonderful opportunity to actually be able to compete with the large, well-established companies with large bank accounts. That's what is so wonderful about the Internet. You don't have to have a large bank account in order to succeed. You just have to have a little "know how."

## 10 Steps to Ensure Your Success

### 1. SET YOUR GOALS

What do you want to accomplish? Do you want a new home? Do you want to save for your children's college education? A new car? You can have whatever you want, but you must want it enough to do the things that have to be done in order to get it. Set your goals, write them down and set a target date for reaching them. Set short-term reachable goals and long term higher goals, yet don't set them too high. This will cause you to become discouraged if you don't achieve them.

Work consistently towards accomplishing your goals each day, each week and each month until you reach your short-term goals. When you have attained your short-term goals, set them a little higher each time. Ultimately, you will achieve your long-term goals. Goal setting is a must in every area of life.

### 2. BE SELF DISCIPLINED

Get up early each day. Get ready for your job as if you were working outside your home. Have a list of all the things you want to accomplish during the day. This will give you an organized approach to each day. It's amazing how much you can get done using a "To Do" list.

### 3. BE SELF MOTIVATED

Set up a schedule and stick to it. Be Enthusiastic. Enthusiasm generates its own energy. Energy and good health are synonymous with motivated, happy people -- achievers.

### 4. BE ENTHUSIASTIC

Positive thinking will literally be your key to success. You have to convince yourself that you can succeed at whatever you desire, because you can.

### 5. DO NOT ALLOW YOURSELF TO BECOME DISCOURAGED

Remember... The more "No's" you get, the closer to a "YES" you become.

### 6. SCHEDULE YOUR TIME WISELY

A schedule is your roadmap to success. If you have no direction, you'll travel in circles and ultimately never reach your goals. Plan your work then work your plan.

### 7. HAVE A POSITIVE ATTITUDE

Success is 90 percent attitude and 10 percent aptitude. Learn the art of positive thinking. You can do whatever you put your mind to. It's mind over matter. Your attitude will either guarantee your success or guarantee your failure. You're only a failure if you give up.

### 8. SET UP AN OFFICE AREA

Most direct marketers work from their own homes, but it is still essential to set up a specified work area. Take pride in your business to ensure your success.

### 9. HANDLE YOUR MONEY WISELY

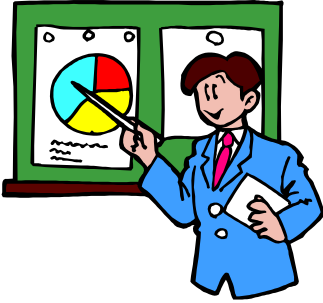
Set up a written budget. Set aside a percentage of your business income to put back into your business. This is a must. Failure to reinvest your money will result in the failure of your business.

## 10. TAKE CARE OF YOURSELF

Get plenty of sleep, eat right and take some time to stop and smell the roses...Be Persistent... Persistence pays off... Don't give up... Most Businesses fail Just at The Moment They Are About To Succeed...

Sales is one of the highest paid of all professions. "Give a man a fish and he'll eat for a day. Teach a man to fish and he'll eat for a lifetime."

# Three Step Formula



Developing a successful marketing strategy is an essential part of your online success. In order to succeed, you must develop and implement a strategic plan that includes all of the following:

- **A great product**
- **A website specifically designed to sell**
- **A killer marketing strategy**

Each step plays an important role in your overall strategy and must be developed to its fullest potential. If even one step fails, your chances of success will be minimal.

## Developing Your Product

Your first step will be to develop a great product. You're probably thinking that's easier said than done, but it's really not. The absolute best product is one that you can develop yourself and deliver over the Internet. With today's technology, there is absolutely no reason why you can't create your own product. The knowledge you have within your own mind is extremely valuable. Everybody is good at something, has a special talent or some specialized knowledge. Use this knowledge to create a product.

The key to developing a great product is exclusiveness. Your product should be unique and not be in competition with hundreds of other similar products. You must give your potential customers exactly what they want. Develop a high-quality product that fills a void to increase your chance of success.

Another consideration of great importance is your target market. Keep in mind, the Internet is a global marketplace. Develop a product with a large geographic target and a wide appeal. A great product will fulfill a need or desire and provide instant gratification.

Here are a few of the top sellers:

- Software
- Information
- Private sites
- Internet services

Before you develop your product, do some research -- find out exactly what people want and develop your product accordingly.

The most important consideration when developing your product is quality. Your product should not only deliver what you promise, but should go above and beyond the expected and over-deliver. Your customer's satisfaction is of the utmost importance.

### **Developing Your Website**

Once you've developed a great product, your next step will be to develop a great website. Your website must be specifically designed to sell your product.

Everything within your website should have one purpose -- getting your visitor to take action. Words are the most powerful marketing tool you have. The right words will turn your visitors into customers. The wrong words will cause them to click away and never return.

Your words are the entire foundation of your business. Your product, your website and your marketing strategies all depend upon your words. Fancy graphics don't make sales -- words do.

Every word, sentence and headline should have one specific purpose -- to lead your potential customer to your order page.

Write your website copy as if you are talking to just one person. Identify a problem and validate that one visitor's need for a solution. Continue to write and explain why your product is the solution to their problem. Tell them exactly what your product will do for them -- why it will solve their problems and how. Pack your copy with benefits and more benefits. Write to persuade -- that's the bottom line.

## Developing Your Marketing Strategies

Your marketing strategy is the final process of your plan. Your plan must include both short-term and long-term strategies in order to succeed.

Short term marketing strategies are those that bring you a temporary boost in traffic. Although these techniques are very important to your over-all plan, they are only a temporary traffic source and must not be solely relied upon.

Short-term marketing strategies include:

- Purchasing advertising
- Bulletin Boards
- Search Engines

Long-term marketing strategies are those that bring you a steady stream of targeted traffic over time. These strategies will continue to produce results even years down the road.

Long-term marketing strategies include:

- Opt-in Lists
- Freebies
- Content

By creating and implementing a balanced marketing strategy, using both short-term and long-term strategies, you will drive a steady stream of targeted traffic to your website.

If you use this simple formula when creating your Internet marketing strategy and excel at all three, you can literally guarantee your success.

# Developing Your Product



Developing your own product to market on the Internet isn't as difficult as you may think. Today's technology has opened a whole New World of opportunity for even the smallest home based business owner. The knowledge you have within your own mind is all you'll need to develop a successful product.

Everybody is good at something. You don't have to be a Rocket Scientist in order to create your own product. If that were the case, most of us would fail. Maybe you have a special talent or some specialized knowledge. Use this knowledge to create a product.

## Researching

Before you begin developing your product, make sure you've done your homework. Research the market to determine exactly what people want and develop your product accordingly. If your product doesn't have a market, it won't be successful.

Your product should not only fill a void, but should also be unique. The less competition you have, the better. If you enter a market in which you're competing against hundreds of other products similar to yours, your chance of success will be minimal. Develop a high-quality product that fills a void and provides people with exactly what they want.

Another consideration of great importance is your product's delivery method. The best form of product delivery on the Internet is automated. Internet users want the product they order as soon as their purchase is complete. This can be accomplished in a number of ways depending upon the type of product. For example, if your product is software or information, it can reside on your server and be instantly downloaded via a link. If your product is a private site, you can provide instant access as soon as your customer's payment has been processed.

Not only does instant product delivery benefit your customer, but it will also benefit you. By completely automating your product's ordering and delivery process, you can spend your time performing more important tasks, such as making more sales.

## **Brain Storming**

The most difficult part of creating your own product is deciding upon the product itself. First of all, you'll need to decide what type of product you would like to develop.

Some of the top Internet sellers include:

- Software
- Information
- Private sites
- Internet services

Once you have determined the type, then you can focus your attention on the subject matter.

If you would like to develop a software program, but aren't capable of writing it yourself, consider hiring a professional. If you would be interested in developing a desktop software program, simply visit a Search Engine and search for "software developers." If you would like to develop software that resides on a server, search for "scripting services." Although this type of product will be the most expensive to develop, it can be very profitable.

Information is a big seller on the Internet and is also the most inexpensive to develop. Your information can be in the form of a report, an ebook or even a private site.

Internet users are starving for information, as that is what the Internet is all about. They have a sincere desire to learn and will search for the information they desire. The best form of information is "how-to" information that teaches or informs in regard to a specific subject. Even if the subject is very unique, the Internet is a great market for even the most niche products.



If you'd like to develop a product that is very inexpensive to create and has a great profit margin, then an informational product is your best bet. Most informational products are compiled into a downloadable file better known as an ebook. In order to compile your files into an ebook, you'll need to purchase a compiler. Prices start at around \$25. You can find a complete list of compilers here:  
<http://www.web-source.net/web/Ebooks/Compilers/>

Here are a few subjects to give you some ideas:

- Recipes
- Cooking
- Sewing Tips
- Gardening
- Canning
- Makeup and Skin Care
- Weight Loss
- Self Improvement
- Health and Fitness
- Child Development
- Teenagers
- Romance
- Dating
- Relationships
- Divorce
- Single Mothers
- Single Fathers
- Teenage Mothers
- Teenage Fathers
- Home Decorating
- Home Remodeling
- Home Maintenance
- Plumbing
- Carpentry
- Small Appliance Repair
- Home Buying
- Auto Mechanics
- Auto Buying
- Home Finances
- Home Business
- Computers
- Internet

Internet services are also very profitable. However, this type of product requires more of your time. In addition, you must be an expert in a given field in order to provide a quality service.

Here are a few popular Internet services:

- Web/Graphics Design
- Copywriting
- Software Development
- Marketing Consultant
- Publicist
- Search Engine Optimization/Submissions

### **Alternative Products**

If you'd rather not develop your own product, you may want to consider selling someone else's product. You can find hundreds of great affiliate programs here:

<http://www.associateprograms.com/>

If you would be interested in selling some of the top name brand items, the following website will provide you with hundreds of legitimate drop shippers. These companies will allow you to sell their products on your website and even ship them to your customers. (There is a \$39.95 per year fee for this service)

<http://www.electronicdartshop.com/dropshipsource.html>

### **Summary**

Developing your own product is an essential part of your online success. Take your time and make sure you do your homework before you begin. No matter what product you develop, quality is of the utmost importance. Provide your customers with exactly what you promise and more -- over-deliver.

If you develop a quality product that fills a void and provides Internet users with exactly what they want, your product will be a success.

# Designing Your Product's Website



Designing a website specifically designed to sell your product is an essential part of your success. Everything within your website should have one specific purpose -- getting your visitor to take action.

Creating a professional website specifically designed to sell will take a great deal of time and effort, as there is much more to take into consideration than just the design. You must look a much broader picture and plan each step very carefully.

Every part of your website must be strategically designed, from your overall design to your sales copy; each will play a very important role. Your visitor's first impression will almost instantly determine whether or not you're going to make a sale.

Your website should be simple in design with the navigational links placed at the top, left or right side of the page. It should be designed in standard HTML with no Flash or fancy plug-ins and very few graphics. Unless your graphics specifically pertain to your product or enhance your site, you probably shouldn't include them. Your site should load very quickly and each additional graphic will add additional load time. In addition, there should be no banners or outside links of any kind -- nothing that will distract your visitor's attention.

You must specifically design your website to rank high in the Search Engines. This involves much more than just including META tags. Your design, text, title and image alt tags all play a very important role in determining how your website will rank.

## **Title**

Your "Title" should contain your most important keyword or keyword phrase that you think potential visitors will use when performing a search. Instead of capitalizing the first letter, type it in lowercase, as most people type in all lowercase letters when searching.

## **Description**

Your description should contain your most important keywords and describe your product in detail. You want your potential visitors to know exactly what you're offering. Your description should be less than 200 characters.

## **Keywords**

Select the most appropriate keyword and keyword phrases, in different variations, that you feel your potential visitors will use when performing a search. The more targeted the better.

You can find a variety of tools to assist you in creating an effective list of keywords here: <http://www.jimtools.com/>

You can also download a great little freeware program called, GoodKeywords <http://www.goodkeywords.com/>. This program will assist you in developing a list of targeted keywords for your website. In addition, it also includes a site popularity tool that enables you to check your site's popularity.

## **Heading tags**

Search Engines pay close attention to the text displayed within the "Heading" tags. Place your most important keyword phrase within a "Heading" tag.

## **Graphic Alt tags**

Place a readable sentence containing your keyword phrases within your graphic "Alt" tags.

## **Text**

All of your keywords and keyword phrases should appear throughout your text. If any of the keywords you placed within your META tags do not appear within your text, the Search Engines will ignore them. Your keyword phrases should appear at least three times within your text, but no more than seven.

Another consideration of great importance is the use of "Tables." If you'd like to set up your website using tables, try to place your "Heading" text above your "Table" code. If this isn't possible, make sure you include your keyword phrases within your top left "Table cell" to assist you in ranking higher in the Search Engines.

One final note, always place your most important information above the fold of your web page. This is the top portion of your web page that is visible when your page is first loaded, without scrolling. This is the most important part of your entire page -- use it wisely.

Your website is your product's storefront and will play a very important roll in determining your success. Take your time and do your homework before you begin. You may be pleasantly surprised with the outcome.

# Writing Effective Website Sales Copy



A professional looking website is a very important part of making sales. However, without effective sales copy your website will be useless. Words make sales, not fancy websites.

Your words are the entire foundation of your business. Your product, your website and your marketing strategies all depend upon your words. You must learn how to write persuasive words specifically written for your targeted customer. You must feel your customers needs and write your copy with passion, excitement and benefit.

Your text should be written in a black, legible font with a light background. Avoid using fancy fonts or backgrounds that will make your text difficult to read. When you begin writing, write in small blocks of text with a space between each block. There is nothing that will make your visitor click away faster than a sea of black text, so make sure you use plenty of white space.

Begin your sales letter with a powerful headline that demands attention. This headline is the most important part of your entire sales letter. If it doesn't grab your potential customer's attention, they won't bother to read the rest of your letter. Your headline should be displayed in a larger bold font and demand your potential customer's attention to intrigue them to read on.

Use subheadings (headlines) throughout your letter to capture the attention of those who just scan your text. Your subheadings should provide highlights of each section of your sales letter and be displayed in a larger, bold font.

Once you've captured your potential customer's attention with your powerful headline, you should now direct their attention to your introduction. Write a brief paragraph about your product to let them know exactly what you have to offer them. Keep your introduction brief and to the point with no filler content.

Once you've written your introduction, continue to write and tell your potential customer why your product is the solution to their problem. Tell them exactly how your product will benefit them. Identify a specific problem and promote your product as the solution. This can be accomplished with the use of questions that identify a specific problem that your product will solve. Ask your potential customer questions that you know they can identify with -- feel their needs.

Every word, sentence and headline should have one specific purpose -- to lead your potential customer to your order page. When writing your sales copy, direct your words towards one specific person. Use words like "you" and "your" rather than "them" or "their." Write as if you are speaking with just one person -- one on one. Write to persuade that's the bottom line.

Use the following formula when writing your website sales letter:

- A - Attention** - Use a powerful headline that demands attention
- I - Interest** - Intrigue interest and create curiosity
- D - Detail** - Provide details about your product or service
- A - Action** - Call for action

Many Internet users are apprehensive when it comes to making a purchase on the Internet. You must put their mind at ease by displaying your full name, company name and contact information. In addition, you must completely remove their risk.

Provide your potential customers with a solid, no risk, money back guarantee. This will put their mind at ease by building their confidence in you and your product. In addition, include some of your testimonials within your sales letter. Make sure you don't create a separate page for your testimonials, as they most likely won't be read. Place your testimonials throughout your sales letter to ensure their visibility.

Studies have shown that long sales copy out-sells short sales copy. However, some visitors do prefer a short sales letter. To accommodate both types of preferences, you can provide both. For those visitors who prefer a short sales letter, provide them with an opportunity to click through to your sales page throughout your sales letter.

When writing a long sales letter, keep in mind that with each additional click, you will lose a percentage of your potential customers. Have you ever read a sales letter page that forced you to click through several pages to continue reading the sales letter? Many Internet users find this very frustrating and just click away. Try to keep your sales letter all on one page for the best results. Your visitors would probably much rather scroll through a long sales letter than click through and load another page. Their time is very valuable -- accommodate them.

Once you've written your sales letter and packed it with all of the benefits your product has to offer, your next step will be to "call for action." Ask for the order and provide an easy ordering process. Continue to reassure your potential customer by reminding them of your personal guarantee and lead them to your order page.

For potential customers that still aren't convinced, provide them with free bonuses just for purchasing your product. Many times, you will find that your customers purchase your product just for the free bonuses.

Your final step will be to close your sales letter with a PostScript. When your visitor scans your sales message, chances are, they'll read your headline, subheadings and your PostScript message. Place your most important benefits within your P.S. message. It will get read.

Write your words so that they seamlessly flow together from your beginning headline through to your order page. Pack your copy with all of the benefits your product has to offer and keep it simple. The simple, well-designed sites with great copy make the sales.



# Accepting Payment through Your Website



If you're doing business on the Internet, accepting payment through your website is an absolute must. If you're not processing orders online, you're losing a great deal of money in lost sales. Studies have shown, you can increase your online sales by up to 400% simply by accepting credit cards. With today's technology, processing your customer orders online can be as simple as pasting a code within your web page HTML.

Preparing your website to process orders online isn't as difficult as you may think. There are basically two options. The first option is to set up a merchant account. This entails either making arrangements with your bank or using an online company. The second option is to use a third party credit card processor. This option requires no merchant account and usually entails setting up a form or placing a link on your order page.

## Merchant Accounts

If you'd like to set up a merchant account, keep in mind, you will also need a shopping cart system and access to a secure server. Many web hosts will provide you with both. If yours doesn't, this professional web host does: <http://websource.adgrafix.com>

The following websites can provide you with a merchant account:

Total Merchant Services (TMS)

<http://www.marketingtips.com/creditcards/t.x/5068>

This outstanding company comes highly recommended by Corey Rudl - author of the #1 selling online marketing course, "Insider Secrets to Marketing Your Business on the Internet."

The TMS Merchant account, for Internet transactions, will enable you to accept Visa, MasterCard, American Express and Discover. They offer two merchant processing software packages to choose from. The first package is the TotalPay powered by Authorize.Net™ Virtual Terminal. This package will enable you to authorize, process, and manage credit card transactions from any computer with an Internet connection and a Web browser. This package ordinarily runs \$995, but for a limited time is being offered for only \$287.

The second package is the TotalPay powered by Authorize.Net™ Virtual Terminal that includes the Total Merchant Manager Shopping Cart. This package includes everything the first package includes, plus all of the following:

- Customizable Shopping Cart System
- UPS Shipping Module
- Links to Virtual Terminal
- Free Initial Installation

Their discount rate is 2.4% and \$0.35 per transaction fee. Monthly fees include a \$10 monthly statement fee and a \$10 gateway fee that includes secure, online, real-time credit card and e-cheque processing and only applies to merchants processing transactions through their Internet payment gateway.

NRWW Commerce

[http://nrww.com/merchant\\_account.shtml](http://nrww.com/merchant_account.shtml)

This powerful Internet-based software provides secure, real-time transaction credit card processing. The Virtual Terminal feature enables merchants to authorize, process, and manage credit card transactions from any computer with an Internet connection and a Web browser. This software package runs \$179.95.

Their discount rate is 2.25% and \$0.30 per transaction fee. Monthly fees include a \$5 monthly statement fee and a \$15 secure gateway fee.

## Third Party Credit Card Processors

If you'd rather not have your own merchant account, third party credit card processors will process your credit card orders for you. There are usually no monthly fees. They charge a "per transaction" fee and send you payment for all of your orders processed, minus their fee and a reserve fee. A reserve fee is withheld to cover and charge backs you may have. If you have no charge backs within a period of time, your reserve will be refunded to you. Each company has their own guidelines in regard to reserves.

The following websites will process credit card orders for you:

CCNow

<http://www.ccnow.com>

This outstanding company will enable you to accept all major credit cards online without a merchant account. There are no set up or monthly fees of any kind. They charge a 9% per transaction fee. In addition, their services are available for non-US merchants. CCNow is intended to be used for tangible merchandise only. This means that you must have a physical product that is shipped to the customer's physical address. If your product is electronic, you may want to consider using one of the following companies to process your orders.

ClickBank

<http://hop.clickbank.net/?wsnet>

ClickBank is another outstanding company that will enable you to accept Visa, MasterCard, American Express, Discover, Eurocard, Visa-Debit, MasterCard-Debit and Novus cards. No merchant account is required.

They charge a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees. The great thing about this company is that over 60,000 affiliates can choose to sell your products for you. ClickBank enables any web seller to automatically pay sales commissions to affiliates. ClickBank will bill your customers, pay you, and pay your affiliates a commission. In other words, they'll run your entire affiliate program for you. In addition, their services are available for non-US merchants.

ClickBank is intended to be used for electronic merchandise only. If you ship a physical product, you may want to consider using CCNow to process your orders.

iBill

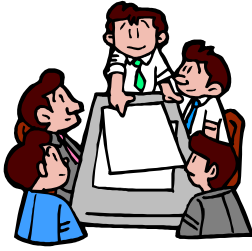
<http://www.ibill.com>

iBill will enable you to accept Visa, MasterCard, American Express, JCB, online checks or telephone billing (900 number). There are no setup fees. However, you must maintain a minimum sales volume of \$25 per month or the difference will be charged to your credit card. They charge 12% - 15% per transaction fee for credit card and check purchases and 20% - 30% per transaction fee for phone purchases. Non-US merchants are welcome.

If you're just starting out, you may want to use one of the third party credit card processors, as this is the easiest route for new Internet businesses. Each company provides you with step by step instructions to assist you in getting your website set up to accept credit cards. The great thing about third party credit card processors is that they handle everything for you. You don't have to hassle with processing your credit card payments or charge backs, as all of this is taken care of for you.

If you're serious about your online success, you must have the ability to process your orders online. With today's technology, even the smallest home-based business can now accept credit credits almost instantly. Visit one of the websites mentioned above and get your website set up today. Your success depends upon it.

# Your Own Affiliate Program



If you're marketing your own product on the Internet, you can dramatically increase your sales with an affiliate program.

An Affiliate program will enable you to recruit an unlimited number of individuals to sell your products. The key to obtaining affiliates is to offer a nice commission for each sale. The higher the commissions, the more affiliates you'll recruit.

There are thousands of affiliate programs on the Internet. In order to be successful you must sell your affiliate program just like your product. In other words, your affiliate letter should be written like a sales letter. You must persuade your visitors to join your affiliate program by packing your affiliate sales letter with benefits. Tell them exactly what your affiliate program will do for them, how much commission they will receive and make the sign-up process simple.

## One Tier Verses Two Tier

One tier affiliate programs pay commissions on one level. For each sale an affiliate makes, they will receive a commission. For example, if you offer your affiliates 30% commission and your product sells for \$39.99, for every sale your affiliate makes, they will receive a \$12 commission.

Two tier affiliate programs pay commissions on two levels. Affiliates will receive a commission for each sale they make and for each sale their recruits make. Two tier affiliate programs usually divide the commissions over the two levels. For example, if you want to give your affiliates a total of 30% commission for each sale, you would offer 20% commission on their first level sales and an extra 10% commission for second level sales. If your affiliate makes a \$39.99 sale, they would receive a \$8 commission. If one of their recruits makes a sale, they would receive an additional \$4 commission.

## **Increasing Affiliate Sales**

Nobody knows more about your product than you do. Provide your affiliates with banners, sample ads, articles or anything that will assist them in making sales.

To further increase sales, create an ebook that is directed towards your target audience and allow it to be freely distributed. This ebook should be packed with valuable information and, at the same time, used as a sales tool for your product. Customize a copy of your ebook for each of your affiliates and allow them to freely distribute it. You can customize the ebooks yourself or purchase an ebook compiler that enables your affiliates to customize your ebook themselves. Not all compilers will allow customizations. I highly recommend Ebook Edit Pro. You can find it here:

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2894>

To keep your affiliates motivated, set up an opt-in list to enable them to subscribe and receive new promotional methods, sales letters and articles to assist them in making more sales. This will not only increase their sales, but it will also enable you to keep in contact with your affiliates and introduce new products.

## **Setting up Your Affiliate Program**

When you're ready to set up your affiliate program, there are basically two options. The first option is to purchase an affiliate software program. Affiliate software will track your affiliate sales and enable your affiliates to view their stats. This option requires that you run your affiliate program and you are responsible for accepting payment and sending out commission checks.

The second option is to use a third party affiliate tracking company to run your affiliate program for you. These companies will track your affiliate sales, enable your affiliates to check their stats and send out commission checks for you.

## **Affiliate Tracking Software**

AssocTRAC- A great affiliate tracking software that features real time tracking of stats. It tracks both visitors and sales for each associate to determine not only the quality of visitors, but also if your sales copy is turning visitors into buyers. It includes an easy sign up process that instantly creates accounts for associates so they can be up and running within five minutes. An autoresponse email message is instantly sent out with linking instructions and other detailed information. This powerful software tracks through the use of cookies and CGI scripts.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2333>

Pro-TRACK - A great affiliate tracking software that will enable you to keep track of sales and which affiliate the sale originated. Although the standard version won't compute any sales data (owners manually keep track of sales), it is an excellent way to track and compensate your affiliate sales. The Pro version will not only track where your sales originate, but also provide you with the statistics you'll need to track how well your affiliate program is doing.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=61>

## **Affiliate Tracking Companies**

ClickBank - This Company will not only enable you to accept credit cards, but they will also run your affiliate program. Over 60,000 affiliates can choose to sell your products for you. ClickBank enables any web seller to automatically pay sales commissions to affiliates. They will bill your customers, pay you, and pay your affiliates a commission. They charge a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=196>

Click Trade - Lets you create your own affiliate program to allow others to send paying customers to you. Your business can reach new customers by being featured on thousands of affiliate sites. They have over 120,000 affiliates already interested in participating with your affiliate program.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=194>

Take your time and select the best affiliate option for your business. If you're just starting out, you may want to use one of the third party affiliate companies, as this is the easiest route. You won't have to worry about anything, as everything is taken care of for you. This will enable you to concentrate on making more sales and developing new products.



# Paying For Traffic



If you've been struggling with your website traffic and your sales aren't what you had hoped for, then maybe it's time to start paying for traffic.

Pay-per-click Search Engines provide an extremely effective means of obtaining highly targeted traffic to your website. The concept is simple. You bid on targeted keywords for as little as .001 per click and receive targeted traffic to your website.

Goto.com

The most popular and probably most effective pay-per-click Search Engine is Goto.com. Although the minimum bid at Goto.com is now 5 cents per click, if you have strategically designed your website to sell, then paying only a nickel per visitor will be well worth the investment.

The key to using this technique effectively is to focus on one specific product and select highly targeted keywords. This will help you to weed out all of the window shoppers and attract your specific target audience.

## Viewing Search Terms

Most pay-per-click Search Engines will enable you to view exact "search terms" that have been used to perform searches. Use this to your advantage. You can find out exactly what "search terms" are being used for your target market and place your bids accordingly. Try to create a list of as many relevant keywords as possible. The more keywords you bid on, the more traffic you'll receive.

When bidding on keywords, keep in mind that in order to be successful, you don't have to be listed at the top. Although receiving a listing in the top three positions will produce major traffic through Goto.com, most of the time, you must have a large advertising budget to compete.

Before placing your bid, perform a search to find out how much your competitors are paying per click. Try to place your bid so that your listing will appear on the first page to increase your chance of success. By selecting highly targeted, less popular keywords, you'll not only attract a more targeted audience, but you'll also obtain a higher listing for less money.

## **Your Ad Copy**

Your headline and copy are the most important part of your entire strategy. Your headline must grab your potential customer's attention and force them to read on. Your copy should tell them exactly what you have to offer and convince them to visit your site. Try to avoid attracting freebie hunters by mentioning free stuff within your ads. By weeding out those potential visitors expecting to get something free, you will attract a more targeted audience of potential buyers. There is no need to pay for visitors that weren't interested in buying anything in the first place.

Your listing should lead your potential customer directly to your product with no other distractions. In other words, if your product isn't on your main page, then don't direct your potential customers to your main page and make them search for your product. Direct them to your product's page.

## **Reviewing Your Reports**

Once your campaign begins, make sure you take the time to review the reports provided by the pay-per-click services. These reports will provide you with information in regard to how well each of your keywords are performing and enable you to adjust your keywords or change your bids accordingly.

To increase your traffic even further, don't just stop with one pay-per-click Search Engine -- try several at time. The more streams of traffic flowing to your site, the better.

Here is a list of some of the top pay-per-click Search Engines:

<http://www.Goto.com>

<http://www.Bay9.com>

<http://www.Win4win.com>

<http://www.Findwhat.com>

Visit <http://www.payperclicksearchengines.com> for a complete list of over sixty pay-per-click Search Engines and reviews.

If you're serious about your business and you're ready to drive a stampede of targeted traffic to your website, then give the pay-per-click Search Engines a try. They're well worth the small investment.

# Purchasing Advertising



If free advertising ventures aren't providing you with the response that you had hoped for, maybe it's time to consider purchasing some advertising.

If you really want to build your business online, you must be willing to invest a portion of your profits back into your business. There are several advertising opportunities available on the Internet that will enable you to purchase targeted advertising very reasonably.

## Ezine Advertising

Ezine Advertising is one of the most effective forms of advertising on the Internet. Not only is it effective, but it can also be very inexpensive depending upon the size of the publication.

The key to using ezine advertising effectively is to target your audience and track your response. You must test the effectiveness of both your ad and the publication in which you're advertising. This will enable you to determine which ads are pulling the most response and which publications are providing you with a high response rate.

When selecting an ezine to buy advertising, there are a few factors that should be taken into consideration:

1. Select an ezine that targets your potential customer. In other words, if you were selling health products you wouldn't want to advertise in a "marketing" ezine. You would want to advertise in an ezine that focuses on health.
2. The size of the publication really isn't a factor in determining your ad's success. Smaller publications will many times have a higher response rate, as they may have a higher percentage of subscribers that actually read the publication.

3. Before buying advertising in a publication, make sure you subscribe to a few issues. You want to ensure that the publication contains quality content and see how their ads are displayed. If they're running 15 or 20 ads each issue, your ad's response rate will most likely be low. Try to select a publication that runs only a few ads each issue and places them in the center of the publication.

4. Contact the ezine publisher to make sure that they never run two ads for similar or the same product. This will increase your response rate immensely.

The Directory of Ezines provides a complete online searchable database of ezines that accept advertising. This directory contains all of the information you'll need to know to effectively place your ads. There is a \$39.95 per year membership fee.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=244>

If you're looking for a low cost alternative for purchasing ezine advertising, Ezine Ad Auction will enable you to bid on ad space in targeted ezines.

<http://www.ezineadauction.com/>

## **Pay-Per Programs**

Pay-per programs include, pay-per-click, pay-per-lead and pay-per-sale.

### **Pay-per-click**

Enable you to advertise to your target audience and only pay for results -- you pay a set amount for each visitor that is sent to your website. The most popular pay-per-click program is the pay-per-click Search Engines. You can learn more about pay-per-click Search Engines here:

<http://www.payperclicksearchengines.com/>

### **Pay-per-lead**

Enable you to only pay for leads. These leads may be potential customers that fill out a registration form, enter a sweepstakes, or download a free product trial.

## **Pay-per-sales**

Simply affiliate programs. You pay your affiliates a set commission for each qualifying sale.

You can find a number of Pay-Per programs here:

<http://www.clickaffiliate.com/>

Another form of a pay-per-click program is pay-per-click banner ads. There are several companies online that will place your banner within their network and charge you a set fee for each click through.

Here's a few to get you started:

Value Click

<http://www.valueclick.com/>

I-Clicks

<http://www.i-clicks.net>

PennyWeb

<http://home.pennyweb.com/>

## **Opt-In Email Marketing**

Another powerful advertising method is opt-in email marketing. There are many Internet companies that will allow you to purchase targeted lists of individuals who have chosen to receive commercial email messages. Although this form of advertising can produce a good response, it can be rather expensive. Make sure you have fully tested your sales copy and have a good response rate prior to purchasing this type of advertising. In addition, make sure you only deal with a reputable company, as there is a very thin line between "opt-in" and "Spam." Some of these companies may use unethical means of obtaining email addresses. The only company I can recommend is PostMasterDirect.com.

Before purchasing any "major" advertising, make sure you have fully tested your ad copy. Take your time and plan your advertising carefully for the best results. Your success depends upon it.

# Building an Opt-in List



Developing your own list of targeted potential customers is the absolute most important marketing strategy you can use.

No matter what strategies you're currently using, if you're not collecting the email addresses of your potential customers, you're literally guaranteeing your failure.

Opt-in lists provide you with the ability to create a targeted list of potential customers in which you can advertise on a continual basis. You will have a direct line of communication, which will increase your sales considerably.

The key to creating an effective opt-in list is to provide your subscribers with quality information. The best way to do this is to provide them with a weekly, bi-weekly, or monthly ezine. An ezine is a newsletter or publication that is sent to subscribers who have chosen to receive your publication.

For further information on creating an ezine, download the free ebook, "Ezines: A Complete Guide to publishing."

[http://www.web-source.net/free\\_ebooks.htm](http://www.web-source.net/free_ebooks.htm)

In order to build a database of potential customers and start collecting email addresses, you'll first need to set up a mailing list. This mailing list must enable your visitor's to submit their information and subscribe them to your list.

There are many free list services that will enable you to set up a mailing list. However, they are not recommended. They will not allow you to personalize your messages with your subscriber's names and they require your visitor to reply to a confirmation message.

For a complete guide to setting up your own opt-in list system, read the article, "Creating, Managing and Building Your Opt-In Lists."  
[http://www.web-source.net/optin\\_lists.htm](http://www.web-source.net/optin_lists.htm)

If you'd rather not have to set up your own system, I highly recommend a great new script called, OptIn Lightning. This script is like none other you've ever seen. It will increase your subscriptions up to 500%, as your subscriber won't have to fill out a single form. When your page loads, an alert box will appear asking them if they'd like to subscribe to your publication. They simply click on "OK" or "Cancel." That's it... If they click on OK, they will instantly be subscribed with absolutely no forms. For further information, visit:  
<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=513>

## **Building Your Subscriber Base**

There are many powerful ways to build your subscriber base. However, for this article, we will only focus on the "best" ways.

### **Your Website**

Place a subscription box on every page of your website. Make sure you don't overlook this powerful means of gaining new subscribers. Your visitors will enter your website from many other pages other than your main page. They may never even visit your main page, so make sure your subscription box is visible on every page of your website.

### **Incentive Subscriptions**

This powerful means of obtaining subscribers entails offering your visitors a free gift in return for their subscription. This free gift may be a free ebook, software, or report. This method of obtaining new subscribers will increase your subscription rate immensely.

Download free ebooks that you may use as incentives here:  
[http://www.web-source.net/free\\_ebooks.htm](http://www.web-source.net/free_ebooks.htm)

### **Writing Articles**

Write informative articles and allow them to be freely published. By writing articles, you can significantly increase your subscriptions. The key to using this method effectively is to include your subscription information within your bylines.



## Free Ebooks

Create a powerful free ebook and allow it to be freely distributed. Place your subscription box on each page. Your ebook will have the potential to be viewed by millions of Internet users.

For further information on creating an ebook, download the free ebook, "Ebooks: A Complete Guide to Self-Publishing."

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=500>

Creating and developing an opt-in list is an absolute must. You must take every opportunity to promote your publication and gain new subscribers. The more subscribers you have, the more sales you'll make. Make sure you don't overlook this powerful method of making sales.

# Increase Sales by Building Credibility



The Internet has opened a whole New World of information and opportunity for all of us. However, it has also created a breeding ground for scam artists. For this reason, many Internet users are very reluctant to share their personal information and order products online.

As an Internet entrepreneur, it is your personal responsibility to ensure that your visitors feel very comfortable with you and your website. In order to gain your visitor's trust and confidence, you must build your credibility.

## Domain Name

In order to establish credibility, you must be willing to invest in your own domain name and professional web hosting. Websites hosted on free servers are not taken seriously and will suffer a serious loss of business. Your visitors may feel that if you don't have your own domain, you may not be a credible company. They'll simply take their business elsewhere.

## Contact Information

Provide your visitors with your complete contact information. This information should include your "real" postal address and not a Post Office box number. A business that hides behind a PO box loses credibility. It's perfectly acceptable to use a PO box as long as you also include your postal address.

Create a page to add to your website called "about" and include all of the following:

- A personal or professional biography
- A photograph of yourself
- A complete description of you and/or your company

- Your website and/or company objectives
- Your name, address, phone number and email address

It is very important that you include an "about" page, especially if you're selling a product or service. You must do everything in your power to put your visitor's mind at ease.

## **Privacy Statement**

Internet users are becoming more and more concerned with their privacy. Create a page on your website called "privacy" and let your visitors know exactly how you will be using the information you collect.

This page should include all of the following:

- How do you plan on using their information?
- Is their information sold or shared with a third party?
- Why do you collect their email address and how will it be used?
- Why do you track their IP address?
- Let your visitors know that you're not responsible for the privacy issues of any outside websites you may be linking to.
- Why do you use order forms and what do you do with the information acquired?
- Do you run contests and what do you do with the information?
- Do you have a discussion forum or message board? Let your visitors know that any information that is disclosed in these areas becomes public information and they should exercise caution.
- Do you have security measures in place to protect the loss, misuse and alteration of the information under your control? If so, let your visitors know.
- Let your visitors know how they can opt out of your mailing lists.
- Provide your visitors with your contact information, should they have any questions in regard to your privacy statement.

You can create your privacy statement right online with this free wizard: <http://www.truste.org/wizard/>

## **Testimonials**

Another great way to build your credibility is to display your customer testimonials. Include your customer's name, email address and web address with each unsolicited testimonial to increase believability.

You can find a nice script that will rotate your testimonials each day here:

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=762>

### **Money Back Guarantee**

To further increase your credibility, you must completely remove your potential customer's risk. Provide them with a solid, no risk, money back guarantee. This will put their mind at ease by building their confidence in you and your product. In addition, you must honor ALL refund requests in a timely manner with complete professionalism.

No matter what you're selling or how great your product is you will receive refund requests. It's just a part of doing business. Don't take it personally or try to argue the point with your customers, simply give them a refund. You may be surprised to learn that the customers who ask for a refund may purchase other products from you in the future.

### **Feedback**

Many times, potential customers will have questions in regard to your products and services. Create a page on your website called "feedback" and place a form on this page to enable your visitors to contact you. It is very important that you answer these questions as quickly as possible. Your personal response to your potential customers can literally determine whether or not you're going to make a sale.

A feedback form will also enable you to gather testimonials and receive suggestions to assist you in improving your website, products or services.

### **Secure Server**

If you're processing your customer's orders online, you must place your order form on a secure server. This will protect your customer's personal information, while at the same time, provides your customers with added confidence in placing an order with you. In addition, make sure you let your visitors know that their information will be processed on a secure server.

By taking the time to build your credibility with your visitors, you will increase your Internet sales considerably.

# Mini-Sites – Highly Targeted Sales Generators



If you're looking for a highly effective method of increasing your Internet sales, then mini-sites may be your answer. Mini-sites are one of the most effective marketing tools online. Not only are they effective, but they're also very inexpensive and easy to create.

The concept is simple. Create a one or two page website that completely focuses on one specific topic. Everything within that page should have one purpose -- getting the visitor to take action.

This page should be neatly designed in standard HTML with no Flash or fancy plug-ins and very few graphics. There should be no banners or outside links of any kind and nothing that will distract your visitor's attention.

The sole purpose of a mini-site is to attract highly targeted traffic. The more targeted the better. For example, if you have a website that sells a number of products, a good mini-site would focus on one specific product instead of all of the products. You could create a mini-site for each product you offer.

## Designing Your Mini-Site

Each mini-site you create should be optimized for that one specific product. Concentrate on just a few keyword phrases, as this will help you to tighten your targeting. Remember ... the tighter the targeting the better.

- **Title** - Your "Title" should contain your most important keywords. You've probably heard that before, but I've found a slightly different method for optimizing the title. Since mini-sites focus on just one product, place the "most" important "keyword phrase" first. Not just your most important phrase, but the keyword phrase that you think people will use when they do a search. Instead of capitalizing the first letter, type it in lowercase, as most people type in all lowercase letters when searching. This will assist you in ranking higher in the Search Engine for your targeted audience.
- **Description** - Your description should focus on one specific product and not generalize. Make sure you include your most important keywords towards the beginning of your description. In addition, make sure your description describes your site in detail. You want your potential visitors to know exactly what you're offering. Your description should be less than 200 characters.
- **Keywords** - Concentrate on just a few keyword phrases.
- **Heading tags** - Search Engines pay close attention to the text displayed within the "Heading" tags. Place your most important keyword phrase within a "Heading" tag.
- **Graphic Alt tags** - Place a readable keyword phrase within your graphic "Alt" tags.
- **Text** - All of your text should focus on your product. There should be no filler text whatsoever. It should have one specific purpose -- getting your visitor to take action. Make sure you include your keyword phrases throughout your text.

If you'd like to set up your mini-site using tables, try to place your "Heading" text above your "Table" code. If this isn't possible, make sure you include your keyword phrases within your top left "Table cell" to assist you in ranking higher in the Search Engines.

Mini-sites are not limited to just your products. They can also be used with any affiliate programs you may be promoting. You can include extra incentives such as a free bonus for purchasing the product or even your personal recommendation. This is a great way to pre-sell the product.

## Hosting Your Mini-Site

When hosting a website, you normally must purchase a web-hosting package for each domain. However, there is a way that you can host from one to twenty-five domains with only one web-hosting package.

Your first step will be to register your domain names with DirectNIC <http://www.directnic.com>. If you previously registered a domain name somewhere else, you can simply transfer it to DirectNIC.com. Your next step will be to sign up and host your main site with [Host4Profit](http://www.Host4Profit.com/cgi-bin/home.cgi?1087) <http://www.Host4Profit.com/cgi-bin/home.cgi?1087>. This is a good web host that will provide you with 300mg of web space very inexpensively.

Once you've signed up, you'll need to create a subdirectory within your new [Host4Profit](http://www.Host4Profit.com) account for each domain you wish to host. Your final step will be to visit DirectNIC to forward each Domain name to your new subdirectories. This technique is one of the little secrets used by many of the top Internet Marketers.

## Drive Targeted Traffic to Your Site

Once you have tested the effectiveness of your site and have a good conversion rate, (the number of visitors compared to the number of sales) you can buy targeted traffic. Goto.com is the number one pay-per-click Search Engine and will most likely produce the best results.

For additional options, visit:

<http://www.payperclicksearchengines.com/>

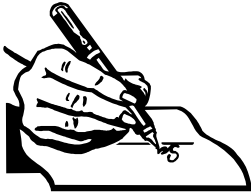
They provide information and reviews on a number of pay-per-click Search Engines.

The key to using this technique effectively is to bid on "very" targeted keywords. This will weed out the casual visitors and only attract your target audience. There's no sense in paying for visitors who really weren't interested to begin with.

In addition to bidding on keywords, you can also advertise in targeted ezines and even purchase some targeted banner advertising. Be creative and take the time to test all of your promotions prior to spending a lot of money.

If you really want to increase your sales, create some mini-sites. They are one of the cheapest and easiest to create profit generators online.

# Writing Ezine Articles



Designing a great website is only the first step towards creating a successful web presence. In order to succeed, you must develop a steady stream of traffic to your site. The first and most important step is getting your website listed in the search engines. Keeping your website ranked in the top 30 positions is a never-ending battle and shouldn't be solely relied upon for developing traffic.

If you've been on the Internet for a while, you've probably subscribed to a few ezines (newsletters). Most ezines will include a feature article written by the editor or a guest author. If you've ever read an article written by a guest author then you've probably noticed, at the end of the article, a few lines of text about the author, referred to as "bylines" or "resource box."

The writer gives the publisher permission to publish their article free of charge in exchange for the publisher including the author's bylines. The bylines are basically just an advertisement for the writer. They usually contain a couple of lines about the author and a web address.

By writing articles and allowing them to be published free of charge, your articles will have the potential to be viewed by millions of Internet users. They may be published by several ezines with subscriber bases of a few hundred to several thousand. In addition, they may be displayed in ezine archives or on high traffic websites.

## Writing Guidelines

Most ezine publishers prefer short articles between 500 and 750 words. Short "tip" articles of just a couple of paragraphs are also very popular. Articles should be formatted to 65 characters per line or less including spaces and written in short paragraph sections.

When you begin writing your article, avoid using your standard word processing programs, as they do not allow for proper formatting. Instead, use a text editor such as NotePad. It should already be installed on your desktop.



When you begin typing your article, use a hard carriage return (hit enter) when your text reaches 65 characters, including spaces, and leave a space between your paragraphs. This will enable the publisher to easily copy and paste your article into their publication and significantly increase your chances of being published.

## **Publishing Guidelines**

Most publishers receive many article submissions each week and only select a few to be published. Here are some basic guidelines to help you increase your chances of being published:

- Your article must be properly formatted. Publishers won't take the time to format your article, they'll simply use another article that is properly formatted
- Keep your bylines down to 6 lines or less
- Select a descriptive title to intrigue your readers
- Use proper grammar and spelling
- Avoid articles that are nothing more than a sales pitch, as your chances of being published will be minimal
- Avoid referring readers to an affiliate URL, as this will make your article appear to be biased and untrustworthy
- Write your articles with a sincere desire to teach and inform. Talk to your readers and share your expertise

Once you've written your article, you'll need to develop a list of publishers that may be interested in publishing it. Visit the following site to help you locate ezine publishers:

[http://hop.clickbank.net/hop.cgi?%clickbank\\_id%+lifestyles](http://hop.clickbank.net/hop.cgi?%clickbank_id%+lifestyles)

Search through the database for publications that may be interested in the type of article you've written. Contact the publisher and ask them if they accept article submissions.

Submit your articles to announcement lists:

Article Announce

Subscribe: [mailto:article\\_announce-subscribe@egroups.com](mailto:article_announce-subscribe@egroups.com)

PublishInYours

Subscribe: <mailto:PublishInYours-subscribe@egroups.com>

Articles Archive

Subscribe: [mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com)

Free Content

Subscribe: <mailto:Free-Content-subscribe@egroups.com>

Here are some additional promotional resources to help you get published:

<http://www.web-source.net/article-announce>

<http://www.ideamarketers.com/>

<http://www.e-zinez.com/writers.htm>

<http://www.ezinearticles.com/>

<http://www.certificate.net/wwio/index.shtml>

Writing and distributing free articles on the Internet will be one of the best promotional decisions you'll ever make. Not only will it provide you with free publicity, but if your articles are good, you'll become a trusted professional in your area of expertise.

# Autoresponder Courses



Autoresponders, also known as mailbots, automatic email and email on demand were derived from the very popular fax on demand and designed to automatically respond to any email message it receives with an automatic response.

Autoresponder programs vary from software set up to run with your desktop email program and automatically answer your incoming email to a script that runs on your server. The script may run a Web-based autoresponder system that utilizes a web page form, or it may run with your pop email account on your server. It is programmed to automatically send out a predetermined message when a message is received to a specified script address or email address.

In addition to the standard autoresponder systems, there are also autoresponders that can send an unlimited amount of follow-up messages. These follow up messages can be set up to automatically be sent out at predetermined intervals. In other words, you can set up your autoresponder to automatically send out a new message each day for as many days as you would like.

This powerful technology is currently being used by some of the top online marketers to reach thousands of potential customers. As you may know, it may take up to seven contacts with a potential customer before closing a sale. By setting up an autoresponder and offering a free autoresponder course, you can completely automate a portion of your marketing efforts.

## Creating A Course

The first step in creating an autoresponder course is to decide upon a subject. Your course should focus on a subject in which you have a great deal of knowledge and target your potential customers.

Once you have selected your subject, you'll need to make a list of topics. Each topic will represent one lesson. If you have five topics, then you can offer your visitors a free 5-day course. If you have ten topics, then you can offer your visitors a free 10-day course and so on.

Separate each of your topics into course lessons. Your first lesson should welcome your subscriber to your course and explain a little bit about what they are going to learn, followed by the first lesson.

The key to creating a successful autoresponder course is to provide quality information that will be of interest to your target audience. Each daily topic must contain valuable information or your reader may decide to unsubscribe. In addition, make sure you include information in regard to your course such as the lesson number, lesson title, information about your products or services and highlights of the next lesson.

Your course should identify a problem, provide advice in regard to solving the problem and provide the solution with your products or services. Keep in mind, your course should not be written like a sales letter. It must provide quality information written to teach and inform.

### **Setting up Your Course**

After you've written your course, you'll need to transfer your text into an autoresponder. You can find free follow-up autoresponders here:

<http://www.getresponse.com/>

<http://www.fastfacts.net/>

Sign up for a follow-up autoresponder and follow their instructions in regard to setting it up.

Once you've gotten your autoresponder set up, your final step will be to place your course information on your web site. This will include a description of your course and a mailto link to your autoresponder.

By offering your visitors a free autoresponder course, you are not only providing them with a great service, but you are also automating a portion of your marketing efforts. This form of free advertising can increase your sales considerably.

# Creating an Ebook



Ebooks or Electronic books are self-contained "executable" files of HTML. This HTML may be a web site you've created or HTML you've specifically prepared to be compiled into a downloadable .exe file for distribution. When downloaded, this file will self install on your clients desktop.

Ebooks are completely interactive with the Internet and can contain live links, graphics, forms, JavaScript, embedded video, can be protected via password/userid, search capabilities and more. This self-contained executable file can be distributed in a number of ways including; CD, floppy disk, download, etc.

With the rising popularity of the Internet, there is absolutely no better time than right now to develop your own informational product. Not only is there no better time, but it has never been any easier for anyone to develop and sell their own products.

Information is the number one best-selling product on the Internet. There are literally hundreds of Internet entrepreneurs quietly making a fortune simply by selling information.

Why are ebooks so popular? Internet users have a sincere desire to learn and want the information right now. They don't want to wait a week or two for the information to arrive. Ebooks provide your potential customers with instant gratification. As soon as they pay for their order, they can have immediate access to the information they desire.

## Suggested Uses

Marketing - Provide your sales network with your complete sales presentation to freely distribute with their ID to track sales.

Promotion - Provide valuable information on a specific subject to bring traffic to your site.

Ezine Archives - Ezine publishers can provide their publication archives to enable subscribers to read back issues on their desktop, visit your web site, subscribe, submit ads, etc.

Catalogs - Provide a desktop catalog for you customers to view on their desktop. You can even provide a form to accept orders right through your ebook.

How To Manuals - Provide your affiliates with a complete "how to" manual for marketing, advertising and promoting your products.

Electronic Books - Writers can offer their books in an electronic version.

Website - Create an electronic version of your web site to place on disk and be viewed on your client's desktop.

Instructional - Provide an electronic training manual.

The first step in creating your ebook is to decide upon a subject. Select a subject in which you have a great deal of knowledge. The knowledge you have within your own mind is extremely valuable. Simply write about what you know and teach others how to do the same thing. It's that simple.

### **Creating an Outline**

The easiest way to begin writing is to create an outline. Begin your outline with an opening statement or Introduction followed by a Foreword. Your opening statement might tell your readers a little bit about what they are going to learn or may be a statement in regard to the subject matter. Your Foreword might include information in regard to who you are, your credentials, copyrights, and what you want your readers to learn.

Your next step will be to either create a Table of Contents or go directly into creating your Chapter Titles. If you're writing your information in the form of a how-to manual, you may want to use a Table of Contents. This will enable your readers to quickly locate important information. If you're writing your information in the form of a book, then you can leave out the Table of Contents and simply use Chapter Titles.

Whether you're using a Table of Contents or Chapter Titles, write your titles so that when they're read, they tell the story. In other words, when you scan your titles they will give you a step by step description of what your information is all about.

Finally, at the bottom of your outline, wrap everything up by including a closing statement.

Once you've completed your outline you can begin filling in the spaces. Write your text in small blocks and leave a space between your paragraphs. Select a font that is easy to read and use black text on a white background. In addition, write in an everyday language that everyone can understand.

## **Designing Your Interface**

Your ebook interface **MUST** look professional. No matter how good your information is, if your ebook doesn't look professional, its perceived value will be low.

Design your ebook to be easily navigated and make sure you include navigational graphics within each page.

In addition, your ebook should include all of the following:

- Introduction
- Table of Contents
- Foreword
- Copyrights
- About page

Your first step in designing your ebook will be to turn your text into HTML. Simply divide your text into sections such as, Introduction, Table of Contents, Chapters, etc., and create a web page for each.

You can include graphics, live links, and almost everything that HTML 4.0 supports.

In addition to designing an interface for your ebook, you will also need to design a book cover. A book cover can increase your sales or downloads up to 300% and is an essential part of your ebook's success. Your book cover should compliment your ebook and be displayed on your sales page.

## Delivering Your Information

In order to deliver your information to your customers, you'll need to compress it into a downloadable file, better known as an ebook. There are different types of compilation methods however, for this example we will focus on HTML compiled ebooks.

### Selecting an HTML Compiler

There are several software packages available online to assist you in compiling your ebook.

I have personally reviewed all of the following compilers:

[E-ditor](http://www.e-ditorial.com/ebook.cgi?id=webservice) <http://www.e-ditorial.com/ebook.cgi?id=webservice>

This is a nice ebook compiler that includes a step by step interface that will guide you through the entire process. Unlike other programs, this compiler comes with five "skins" to enable your ebooks to have a unique look. It also includes a pop-up message box that loads prior to your ebook loading when your ebook is launched. This box can contain system requirements, copyrights or whatever text you'd like.

**(Recommended)**

**Cost: \$97.00**

[Ebook Edit Pro](http://refer.ebookedit.com/click.cgi?id=webservice) <http://refer.ebookedit.com/click.cgi?id=webservice>

This is a great ebook compiler. Not only is it easy to use, but it also includes a pop-up message box that loads prior to your ebook loading. In addition, you can display your own product icon and select which buttons you would like to be displayed such as, navigational, print and home buttons. It also has an added feature that enables you to include an affiliate ID within every ebook you create and make money for referral sales. As an added bonus for purchasing this great compiler, you will also receive an "eBrand-It" software that will enable you to set up special fields so that your affiliates can customize your ebook. A free demo is available. This is a great compile and is **(HIGHLY**

**RECOMMENDED)**

**Cost: \$87.50**



[Activ E-book](http://hop.clickbank.net/?wsnet/wildcom2) <http://hop.clickbank.net/?wsnet/wildcom2>

This program isn't as easy as E-ditor Pro or Ebook Edit Pro, but with the aid of the instructions you can easily create a nice ebook. The great thing about this compiler is that it assigns an ESNB number to each ebook you compile. It also has a free demo that is fully functional for up to 10 files to be compiled (including graphics). You can create and distribute ebooks with the free demo, but you must register the software if you'd like to sell your ebooks.

**Cost: \$29.95**

[WebCompiler](http://www.webcompiler.com/) <http://www.webcompiler.com/>

This program is a little complicated the first time you use it. However, once you've figured it out, you can easily create a nice ebook. This program will allow you to use your own product icon and branding logo. In addition, you can have search capabilities, customized window size, disable right click, splash screen, password protection and more.

**Cost: \$149.00**

Take your time and select a compiler that meets your needs. Visit each site and review the features each compiler has to offer. If they offer a free demo, download it and give it a try before you buy.

Note: The compiler prices were correct at the time this ebook was written. However, they are subject to change.

### **Tips For Creating Your Ebook**

- Create a directory on your computer to include ALL the files for your ebook. These files will include HTML, graphics, backgrounds, etc.
- Ebooks should contain mainly text. Try to limit your banners to one per page. To keep your file size down, avoid using large, slow loading graphics.
- Make sure your pages are viewable through any screen size.
- Include good navigational links throughout your pages.
- Use spell check to search for any possible spelling errors.

## Using an Ebook as a Promotional Tool

In addition to ebooks making a great product, they are also very powerful promotional tools. Ebooks can provide the Internet marketer one of the best promotional tools online. With its vast variety of uses, just one quality ebook development and distribution can produce an on going promotional tool that will work 24 hours a day, seven days a week for years to come. Millions can view your ebook, simply by giving it away.

The key to using this powerful promotional technique successfully is to create an ebook packed with valuable content and then give it away. I know what you're probably thinking. Why in the world would I want to spend time on creating a great ebook just to give it away? Well, not only should your ebook contain great information, but it should also contain information about your website, products and services. Take every opportunity to mention any and everything you may be promoting and create links to each.

For massive exposure, select a subject with a broad appeal. If your site's focus is on website traffic, consider creating an ebook on generating traffic. I.E. "A complete "how to" guide to generating massive traffic to your site". Include several references to your site throughout your ebook such as; "For even more great traffic generating tips, visit "Traffic Tips" Your complete source for generating massive traffic to your website. <http://www.yoursite.com>" or "Winning awards can dramatically increase traffic to your site. For a complete listing of award sites, visit "Traffic Tips Award Sites" <http://www.yoursite.com/>.

Here is an example of how powerful a good "free ebook" can be:

10 of your visitors download your ebook.  
Your 10 visitors each give away 10 ebooks - 100  
Those 100 each give away 10 ebooks - 1000  
Those 1000 each give away 10 ebooks - 10,000  
Those 10,000 each give away 10 ebooks - 100,000  
Those 100,000 each give away 10 ebooks - 1,000,000

For massive distribution, make sure you include a short paragraph on your main page in regard to your copyrights and distribution. Let your visitors know that they may freely distribute your ebook. Your text might look something like this:

“This ebook may be freely distributed”

If you really want to create a viral marketing ebook, create your ebook so that it can be customized with your visitor’s own information. In order to do this, you’ll need to purchase an ebook compiler that also includes an additional branding software. There are only two on the market that I am aware of. However, I only highly recommend one and that’s *Ebook Edit Pro*. This software will enable you to create customizable fields within your ebooks to enable your visitors or affiliates to customize your ebooks with their company name, affiliate URL or whatever you’d like. You can find Ebook Edit Pro here:

<http://refer.ebookedit.com/click.cgi?id=webservice>

Distributing free ebooks is one of the most powerful promotional methods online. Use it to your advantage.

# Cross Promoting



Cross promoting is a powerful technique used by many Internet marketers to increase the exposure of their products, services or publications. You simply decide what type of promotional exchange you would be interested in and contact fellow marketers to discuss an exchange.

The most effective technique used in cross promotions is recommendations. By providing each other with a personal recommendation you can increase your response rates tremendously.

Here are some popular cross promoting techniques you can use to boost your business.

## **Link Exchanges**

Exchange links with web sites similar to yours, but not in competition. Many Search Engines are now utilizing a new system that tracks and ranks sites according to the number of links pointing to a particular web site. By exchanging links with similar web sites, you will not only increase your Search Engine ranking, but you will also increase your web site traffic.

## **Ezine Ad Swaps**

Exchange subscription ads with other ezine publishers. Ezine advertising is one of the best forms of advertising on the Internet. By swapping ads with fellow ezine publishers, you can run your ad in other publications free of charge.

## **Subscription Exchanges**

Exchange subscription information with fellow ezine publishers. Provide recommendations within your ezine's welcome message, thank you page and even on your multiple subscription ezine form.

## **Ezine Column Swaps**

Partner with a similar publication and provide content for each other. This may be a weekly tips column, question and answer column or whatever you'd like.

## **Byline Exchanges**

Write articles and allow them to be freely published. Exchange byline information with fellow writers and provide recommendations.

With each article you write you are entitled to include your author bylines. Bylines are nothing more than an advertisement for you, your web site, products or services.

Instead of including your standard bylines, use half of the space for yourself and the other half to promote the writer you've partnered with.

## **Signature Exchanges**

A signature or SIG file is a few lines of information about your business at the bottom of any form of Internet communication. Exchange SIG file information with other marketers and provide recommendations.

## **Ebook Exchanges**

Partner with fellow Internet marketers and create free ebooks to freely distribute. The ebook should mutually benefit and promote both of you while providing valuable information for your visitors.

## **Private Web Rings**

Set up a private web ring and partner with web sites that are similar to yours, but not in competition. Provide recommendations for each site within your ring.

## **Ride Alongs**

A ride along is any extra information (advertisements) sent along with a direct mailing. You can use this same technique with any ezine solo mailings you may run by including an exchange recommendation within your mailing. You can also include recommendations within your thank you letters you send out when you deliver your products.

## **Up-sells**

An up-sell is used when your customer is in the process of ordering your product. Another product is introduced for a small additional cost just as you're closing the sale. This technique is used with many infomercials when the customer calls in their order. The operator will introduce an additional product for a minimal extra charge. You can use this same technique on your order page. Trade product recommendations with fellow marketers.

## **Free Bonus**

Free bonuses are used as an incentive to increase sales. Provide and exchange bonuses with other marketers. This technique will not only increase your sales, but will also promote your products and services.

## **Forum and List Moderation**

Trade forum or list moderation duties. Partner with similar web sites or lists and share in the moderation duties. Place short BIOS with links at the top of the forum or within each list post.

A quality recommendation will pull a much higher response rate than just a link or banner. Cross promote with individuals you truly respect and believe in, as your professional reputation is on the line.

Cross promotions provide Internet marketers with a powerful way to reach new potential customers. There is power in number, so get out there and start cross promoting!

# Customer Follow Up



Following up with your customer, once you've made a sale, is an important part of providing good customer service. Not only is it an important part of developing a good relationship with your customer, but it will also enable you to introduce your new products.

Although sending out a personal message to each of your customers may not be possible, you can provide your customers with the illusion that your message was personally sent. By using autoresponders, you can eliminate the need to manually respond, each time you make a sale.

## **Autoresponders**

Autoresponders are one of the best promotional tools on the Internet. They were designed to automatically respond to any email message sent to it with an automatic response. The more advanced autoresponders will enable you to set up a series of autoresponse messages to be sent out at a specified time.

You can use autoresponders to send all of the following:

- Thank you messages
- Welcome letters
- Order confirmations

Autoresponders can eliminate many of your routine follow-ups. However, they cannot eliminate your customer's support requests and your future mailings.

## **Customer Service**

In order to develop a good relationship with your customers, you must provide them with quality customer service. Let them know that, should they have any questions or problems, they are free to contact you. Provide them with all of your contact information to make the process simple. Even if you can't personally assist them, make sure that you have a good customer support group ready to help. Reply to their support requests as quickly as possible and assist them until the problem is resolved.

Your customer service is one of the most important factors in determining your customer's satisfaction. Even if you have a great product or service, if your customer support isn't good, your sales will suffer.

For every dissatisfied customer, you can expect to lose one hundred new customers. Why? When one customer has a bad experience with your company, you can be certain that they'll tell everyone they know about their bad experience. It will travel through the grapevine and ultimately cost you sales.

Follow-up with your customers and ask them how they like your product or if they have any questions. This is a great way to not only provide good customer service, but to also obtain feedback about your product. By listening to your customers, you will know exactly what they want, what they're having problems with and how you can develop a better product.

## **Mailing List**

The best way to follow-up with your customers is to set up a mailing list. No matter what mailing program you use, make sure that it will allow you to send personalized messages. Your customers need that personal touch. They don't want to feel as if the message they received was sent to an entire list. They want to feel as if it was personally sent to them.

By following up with your customers and providing great customer service, you are creating a life-long relationship. Satisfied customers are more apt to purchase your new products in the future. Treat them with the utmost respect and go above and beyond the expected.



# Personal Endorsements

Although there are literally thousands of products and services on the Internet, there are only a few that I personally endorse. I highly recommend all of the following products and services.

## Optin Lightning

Increase Your Subscriptions Up To 500% Almost Instantly!

I personally use this powerful program and highly recommend it to all of my subscribers. My subscriptions have literally doubled since I began using this software.

Optin Lightning is a complete mailing list solution that is producing absolutely amazing results! This script is like none other you've ever seen. When your web page loads, an alert box will appear, asking your visitor if they'd like to subscribe to your publication. They simply click on "OK" or "Cancel." That's it ... and with absolutely no forms! For further information, visit:

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=513>

## Ebook Starter

Stop Paying Hundreds of Dollars for Quality Ebook Design!  
Ebook Starter is a complete do-it-yourself ebook design kit that includes over fifty predesigned ebook interface templates and ebook cover templates. Ebook Starter enables anyone to design their own professional looking ebook in just a few simple steps with absolutely no design experience.

I designed this product to assist those who would like to create their own ebook, but have struggled with design. This product is much more than just templates. Here is just a partial list of what you'll discover:

- How to Display a Remotely Controlled Rotating Banner System
- How to Create a Remotely Controlled Ebook (Dynamic)
- How You Can Almost Instantly Start Accepting Credit Cards and Have Your Own Affiliate Program
- Ten Powerful Ways to Promote Your Ebook
- Massive Affiliate Marketing Through Ebooks
- Where to List Your Ebook Completely Free
- How to Increase Your Sales or Downloads Up to 300%
- How to Use Graphic Layers to Edit Your Ebook Covers

- How to Add Text to Your Ebook Covers
- How to Add a Photograph to your Ebook Covers
- How to Rotate Your Ebook Covers
- How to Use Ebooks as Incentives
- Selecting a Compiler
- How to Distribute Your Ebook
- How to Create, Sell and Distribute Your Own Informational Product

Visit Ebook Starter for further information.

<http://www.web-source.net/ebookstarter.htm>

### **Master Series Professional CGI Scripts**

I highly recommend these top quality scripts. I use many of them at [Web-Source.net](http://www.web-source.net).

If you're looking for quality scripts with great features, look no further. The Master Series scripts are top of line.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=762>

### **Make Your Site Sell!**

Ken Evoy is the absolute master of designing a website that sells. I highly recommend this powerful book.

Learn how to create a website specifically designed to sell your products. Over 800 pages of pure, powerful knowledge that takes you step by step through the entire process. A must read for anyone serious about designing a website specifically designed to sell. Download a free chapter.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2335>

## **Make Your Words Sell!**

Your words are the entire foundation of your business. In order to be successful, you must learn the art of persuasive writing. I highly recommend this powerful book.

MYWS! is a brilliant copywriting course written by copywriting expert, Joe Robson and Ken Evoy, creator of the highly acclaimed Make Your Site Sell! and Make Your Knowledge sell!. It is the ultimate guide to learning how to write like the pros and make your words sell. Learn how to write a website specifically written to sell your products and services. Make Your Words Sell will transform you into an e-persuading copywriter, step by step through the entire process.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=222>

## **Make Your Knowledge Sell**

MYKS is by far the best electronic publishing guide on the Internet. I highly recommend it.

Ken Evoy has definitely outdone himself with this one. This ebook contains some of the most sought after information on the Internet. If you want to succeed online, having your own product is an absolute must. This ebook will help you from start to finish. You'll learn how to create, take orders and deliver your own electronic book (ebook), manual or how-to guide.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2336>

## **Adgrafix (formerly Virtualis) Web Hosting**

Web-Source.net is proudly hosted with Adgrafix. I highly recommend this professional host to all of my subscribers.

The number one web hosting solution -- highly recommended by some of the top Internet Marketers. If you're serious about your business and want a quality web hosting solution, Adgrafix has earned the reputation as the #1 web host on the Internet.

<http://webservice.adgrafix.com>

Complete professional web hosting solutions starting at just \$19.95 a month including:

- Virtual hosting
- Dedicated hosting

- Secure Server
- Shopping Cart
- 24-7 tech support
- WebSiteManager
- \$15.00/yr domain names
- and much more...

## **The Insider Secrets To Marketing Your Business On The Internet**

This is the absolute BEST Internet Marketing course I have ever read. Corey has just released a new edition of this powerful course that contains over 1,000 pages – nearly double the information in his original course. I highly recommend it.

If you've been on the Internet for any time at all, you've no doubt heard of Corey Rudl and his phenomenal Internet Marketing course, "The Insider Secrets To Marketing Your Business On The Internet." Well, Corey has done it again. I just received a brand new edition of this killer marketing course and was literally blown away. This new edition has been completely updated with the most current "cutting-edge" online marketing techniques and information.

For those of you who've never heard of Corey Rudl, this man is the absolute MASTER of Internet Marketing. He gets over 6 million visitors to his websites yearly and does 5.2 million dollars in sales online each year, all from his one small office.

The brand new edition of "The Insider Secrets To Marketing Your Business On The Internet" course is absolutely brilliant. It contains two large binders and two CDs that collectively contain over 1,000 pages of the exact information you'll need to skip the expensive mistakes, start your very own profitable Internet business and explode your online sales.

After studying this course, I am completely convinced that there is absolutely nothing else on the market like it. Corey reveals his first hand experiences and all of the innovative and unique ways he makes money online. Having started and grown four highly successful online businesses that earn more than \$5.2 million in online sales and generate over 6,000,000 visitors each year, Corey's teachings are based on his own testing and research.

If you're serious about your business and truly want to succeed online in the shortest period of time, then this course is a MUST. There is absolutely no reason to reinvent the wheel when you can follow in the footsteps of a master.

I have the utmost respect for Corey and highly recommend his powerful marketing course.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2330>

## **E-Commerce Solutions**

This outstanding company comes highly recommended by Corey Rudl -- author of the #1 selling online marketing course, "Insider Secrets to Marketing Your Business on the Internet."

Credit cards are proven to increase orders by almost 400% (compared to just offering the option of sending in a check or money order). For business owners, these simple things mean the difference between making a profit of \$100.00 a day or \$400.00 a day or higher. If you're confused on how to accept credit cards at your website, click here to learn about e-commerce and a company that can set up EVERYTHING for you, so you can start taking credit cards online, hands free.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=2332>

## **ClickBank**

If you would like to accept credit cards, but don't want to set up your own merchant account, then ClickBank may be your solution. I have been very satisfied with their services and highly recommend them.

This outstanding company will enable you to not only accept credit cards without a merchant account, but they'll also run your affiliate program. They charge a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees. Over 60,000 affiliates can choose to sell your products for you.

<http://www.web-source.net/cgi-bin/web/jump.cgi?ID=196>

# Conclusion

Although there are many ways that you can obtain free promotion and advertising on the Internet, in order to be successful, you must be willing to invest in your business. Investing in your business will include your time, purchasing advertising, services, software or whatever it takes to help your business profit.

Below, is a list of the most important factors that will determine your success. In order to succeed, you must have and implement them all:

- A Sincere Passion
- Your Own Domain ([www.yourdomain.com](http://www.yourdomain.com))
- Professional Website
- Quality Content
- Targeted Traffic
- Opt-in List (Ezine)
- Your Own In-Demand Product
- Killer Sales Copy
- Killer Marketing Strategy
- Instant Product Delivery (downloadable, instant access, etc.)
- Accept Credit Cards
- Credibility

If you look at the entire picture and plan each step carefully, you can almost guarantee your success.

If you REALLY want to succeed, you will. It's that simple. You can have whatever you want out of life if you're willing to do what it takes to get it.

Do you remember the old saying, "a can't never could?" Do you really understand the true meaning behind that saying? Think about it for a minute...If you go through life thinking you can't do something, you never will. You have to not only think that you can accomplish whatever you set your mind to, but more importantly, you have to know it.

Surround yourself with positive, happy people and avoid negative people, as they will only bring you down. When you begin telling others about your Internet dreams, you may hear, "Why on earth do you want to do that?" or "You must be crazy to think you can do that." This is purely negative and will only serve to bring you down and cause self-doubt. If you think about it, most negative people are those that are still working their 9-5 jobs everyday and probably always will. They never ventured out on their own and will never make any "REAL" money.

Remember... You'll NEVER make any real money working for someone else.

Get out there and read all of the information you can get your hands on and start making some real money. It's much easier than you may think.

To Your Success!

*Shelley Lowery*

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Your Guide to Professional Web Site Design and Development