

Welcome to Internet Marketing.

Chances are you want to make money online. That is why all of us get into Internet Marketing. We all want to harness the power of the Internet and have it sending us money while we sleep. The dream, while large and amazing, is reachable with the right guidance, that is what this guide is all about.

To put it plain and simple Internet marketing is advertising on the internet, in some form, to make money. There are a lot of ways you can do this, but you probably have some questions before you get started. Let me answer them quickly for you.

Do you need a website?

You don't need a website, but... think of the sales business, wouldn't your job be easier if you had a cell phone or voice mail so that you are always available for your customers? The same holds true for a website. While you don't technically need a website and it is very possible you will never HAVE to get one, chances are it will greatly increase your business and income.

To get started though, don't worry about it. You don't need a website right now, and you won't until you are already making money, unless you decide otherwise. :)

How much is this going to cost?

This is going to cost you time and/or money. You could invest a ton of time and no money, some of each or a lot of money to get started. The decision is up to you. You could start making money completely free of charge, but with more work, or you can invest into letting others do the work for you, and you taking the benefits. For now though, we will assume you have very little money and more time.

Choosing a Path:

When you decide you want to start a brick and mortar business you usually have some kind of idea what industry you want to get into. With Internet Marketing it is a good idea to decide ahead of time what strategy, method, or model you want to use to make money. The problem is there are several. I'm not talking about 4 or 5, but probably double digits. It isn't too difficult though to decide, it really depends on your skills and the time/money you have to invest in your education.

Here are some great ways to start making money on the Internet with little money and some time on your hands.

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Below is an in depth description of each of these types of marketing. Read all of them and choose the one that is best for you. Every word that is highlighted from here on out is in the dictionary at the end of this guide for your convenience.

Affiliate Marketing- 1

The most common method of internet marketing is affiliate marketing. I often explain affiliate marketing as I am a sales person for any company I choose to advertise a product for. In the brick and mortar world if you want to be a sales person, you find a company hiring and they train you.

You get to know the product, the company, the competitors, etc. Let's say you are going to sell washing machines, and you will sell them for \$800 each. For each washing machine you sell you get paid \$200. I have no idea what an actual commission is in the offline world, this is just an example.

To get started you go to your friends and family and see if they need a washing machine. Because you have done your research you know this washing machine will get clothes cleaner than any other on the market. You also know that your washing machine lasts 3000 loads, while most others only do about 1500. You go do presentations, you knock on doors and you tell everyone you can about your amazing washing machine. All the while you are making an income of \$200 a machine.

Affiliate marketing works somewhat similarly to this. You get started by finding a website that sells the product you want to sell. You sign up to be their affiliate, and you get a special link from the website that has an identification code in it. The code is yours alone, no one else will use it. Now you use websites, classifieds ads, blog posts, etc and you post your link all over the internet. This is much like you spreading the word to your machine business, by knocking on doors and doing presentations.

Now, whenever someone clicks on your link, and a sale is made, you get paid. The merchant (the company you are advertising for) knows it is your sale because of the special code in the link that identifies you. At the end of the month the merchant cuts you a check and you get paid. The difference between your machine company and this Internet Marketing is, your links on the internet are live all of the time. It is like you are open for business 24/7 which allows you to get sales in your sleep.

How do you get started?

You probably have a much better idea on how affiliate marketing works now, but you still have a lot of questions, such as how to post your links, do you need a website, how much is this going to cost, etc. These are perfectly normal questions to ask, so let's get them right out of the way.

How to post your links:

You are going to have an endless supply of places to post your link, just about any place that lets you put text on a website you can post a link. Think of craigslist, your email, instant message, etc. Please do not run off trying to post a link all over the place right now. There are a lot of rules you need to know before you run off, but in general this is how it works. Anywhere you can put text a link COULD go.

There are so many methods to making money online, the possibilities are endless. We will focus on the free/cheap ways to get started so that you can make some money before you have to reinvest in your business to further your growth.

We have already know how affiliate marketing works, and how you earn commissions on the sales. But how do you get started and sign up to be an affiliate? There are a lot of affiliate networks available these are sites where you can find many companies and products to affiliate yourself with. Two of the most used and probably the most popular are Commission Junction and Clickbank. Here is an explanation of both:

Commission Junction (www.cj.com, CJ) On this site you will find hundreds of vendors. Apple uses CJ, Monster, Snapfish and Sony are great examples of companies that use CJ. For each of these companies you will be able to see what commissions and flat fees you will earn when you sell something.

Clickbank (www.clickbank.com) This is a site many people who are new to affiliate marketing get started. It is free to sign up and you have access to thousands of products in several niches. For each product you are interested in you will see the gravity, the \$/sale, and % referred.

Gravity tells you how many affiliates are making money with the product, the higher this number is, the better, you want to find products with at least 100 gravity. \$/sale tells you how much you earn per sale you generate and % referred tells you the percentage of sales that comes from affiliates. (the merchant will generate their own sales as well, but the higher this number is the better).

There are other affiliate networks, you can find them in the end of this book in **Resources**.

Article Marketing 2-

The exciting part about article marketing is that it is free, anyone can do it, and if you practice writing you should be able to do it as well.

The first resource you need for this is BumMarketingMethod.com this is a free site. You will be asked to put in your name and email to access the rest of the **ecourse** but it is well worth it. And if later on he sends too many emails you can unsubscribe by clicking the link in your email.

Some of the information on this site is a little bit outdated, but it is still useful. For instance he will tell you about making ads on UsFreeAds.com for your **bum marketing** efforts. This method is pretty outdated, but it is one of the ways he uses his site to make money. For every person he gets to sign up for UsFreeAds he gets paid, because he is their affiliate.

This method of article marketing, is just a start. There is a lot you need to do to perfect this method, but the main point is you need to get started. Follow the information on from Travis Sago (author of bum marketing method) and you should be well on your way.

Once you have gone through the information in bum marketing method you might want to take a look at some other very credible marketers who specialize in article marketing. Trust these names and read whatever you can from these people.

Dean Shainin

Tim Gorman

Allen Graves

Steven (from <http://affiliatemarketingdiary.com>)

Christopher Knight (owner of [EzineArticles](#))

Dean writes some of the best ebooks I have read on article marketing. The ones I have liked the most are Golden Bum Marketing Secrets and EzineArticles Secrets Manifesto. I believe they are \$27 a piece, so if you decide to go with this method (article marketing) Golden Bum Marketing is the one you will want to pick up first.

Tim Gorman has great resources on how to make money with article marketing for FREE. His traffic tunnel is packed with information about getting traffic to your sites. You will want to follow this to get started, but as soon as you can get Dean's Golden Bum Marketing. It has a ton of information on how to make more money with the same articles.

Once you have that down, EzineArticles Secrets Manifesto is the next one to buy. It has all of the information you need to write the best articles, get tons of traffic from Ezine with just a couple of articles and what you need to make the best resource boxes.

Allen Graves is one of the article marketing experts from Warrior Forum. He has a great membership site that is \$15 a month and is dedicated to article marketing. The

information on this site is great. He covers how to write your article, getting it indexed, secrets tips on what is showing up best in search engines and great information on how to improve your article marketing efforts.

As part of Allen's membership you also get to submit your articles to his article directory. If you read his site carefully you can learn about increasing your **CTR** (click through rate) up to 90%. That would mean 9 out of 10 people who read your article would click through to visit your site.

Steven from affiliate marketing diary used to have a lot of videos on writing articles for article directories. Now though his site still has some great posts on article marketing, and it is all free.

Mr. Knight is the owner of Ezine articles and he writes articles on Ezine that talk about using it to the best of its ability. They are worth looking at, as well as the Ezine articles blog, and the forum.

free resources:

Tim Gorman's Traffic Tunnel- <http://www.nichebot.com/blog/82/two-videos-30-day-plan/>

Travis Sago's Bum Marketing Method- <http://www.bummarketingmethod.com/>

Christopher Knight's Articles- http://ezinearticles.com/?expert=Christopher_Knight

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

<http://freereport.bummarketingwiz.com/>

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

Blogging- 3

It seems like everyone has a blog these days. The internet is full of blogs where people have tried making money online and given up. On the other hand several have become successful blogging.

It is one of the easiest ways to get started online. All you have to do is sign up at blogger.com and you can have your very own blog. You don't have to worry about hosting or buying a domain name.

While that part is easy, you need a good idea on what to start your blog on. It has to be something you are going to enjoy working on for several months. You will probably work on this project for 6 months to a year at the very least, if you are serious about it. Once you have established a blog you can sell it if you like on sitepoint.com

To choose your topic (this is also called your niche) you should come up with a few ideas of topics you would like to write about. For instance mine could be parenting toddlers, self development, domestic pets, stay at home mom life, and books.

From these 5 I would choose the 2 that I wouldn't mind writing about for months to come. From those two I want to pick the one I like least. Why the least? Because you can't expect to get things done perfectly your first time around. If you choose the one you like least you will want to succeed with it, but you won't be as upset when something doesn't go the way you want.

Now that you have an idea of what you want to write about, its a good idea to start your blog and start writing, that is the most important part, just get started...

But, what to write about. The first thing people are going to want to see on your site is good content. When you write make sure you give a lot of facts that pertain to the subject. You can do research all over the internet as long as you do not **plagiarize**.

One site in particular is EzineArticles.com this is where we discussed submitting articles for traffic. The articles that are submitted to this site can be used by any webmaster as long as you leave the resource box intact. When you search on the site just click on an article and then go to ezine publisher to get the code for the article. All links must be left in tact as well.

There is often a controversy about something called **duplicate content**. Basically it is a worry that Google (or another search engine) will **penalize** your site if you have the same content another site has. Whether or not it is true there is a good way to work against this while still using other people's work.

When you take an article you can't change anything in it. You can however put information above it, such as why you think your readers will enjoy the article and then after it is done you can write your own conclusion about the article. This adds more **unique content** to your site.

Don't overload your site with articles from Ezinearticles. Use at the very least 2 of your own original pieces of work to each Ezinearticle you put on your site, and do your introduction and conclusion to each article from an **article directory**. You can use all article directories to get content for your site as long as you follow their rules.

When you are a new blogger you should be spending half of your time adding content to your site and half of your time promoting it. You know how to add content to your site and should do at least one new post a day.

If you can't do a new post everyday, try to follow a pattern, this is much easier for the **spiders** of search engines to follow your site for new content. If you know you can't do weekends, every weekday is fine.

For every post you should be doing a few things.

- First make sure everything is spelled correctly and the post makes sense.
- Correctly **link to** any website you want to send your visitors to, with a **new window**.
- **Social bookmarking** your post URL- each post of a blog has its own webpage link.
- **Pinging** blog services.

Now that you know what to do with your blog posts we need to do more promotion.

- Post helpful comments on other websites
- Submit articles to article directories for traffic
- Use your link in your signature at forums that pertain to your niche.
- Answer questions on Yahoo Answers pertaining to your niche.

While all of this may seem simple and even redundant and repetitive it is all imperative to being successful with your blog.

One blogging expert recommends you have 500 rss feed followers before you start running ads. To set up the rss feed, see feedburner.com

Once you have your followers you can add **adsense** to your site. These are the ads by Google that you get paid for whenever someone clicks on the ad on your site.

Even though you should wait to add adsense you can run other kinds of ads on your blog. On the sidebar of your blog you can put ads for items, and memberships related to your niche. Only choose 4 or 5 products to advertise on your blog though.

You can also write review posts about products you have tried or have used, even better if you have bought the products. For all of these posts you can use affiliate links that we discussed earlier in this guide.

As you continuously add more to your blog and more comments to other blogs you will get a following and more traffic to your site. More traffic will add up to more money and before you know it, you should be able to make a regular income off your blog. You might even start another blog.

There are some great experts in blogging you should check out if you are interested in starting your own blog. Check out these resources, paid and free.

Yaro Starak <http://www.entrepreneurs-journey.com/>

Amy Bass <http://www.thenicheblogger.com/>

ProBlogger <http://www.problogger.net/>

Rob Benwell <http://www.bloggingtothebank.com/>

Search Engine Optimization- (SEO) 4

Search engine optimization is a method that is used to get more traffic to a website. Let's assume you have set up your website. You have all of the **content**, your links are in place, etc. Now you need **traffic**.

Many people turn to search engines to find what they are looking for on the internet so it would only make sense that you would want to show up when someone searches for something your website pertains to.

As an example, let's say you have a site on training labs (dogs), and someone comes to Google and looks up labrador problems. You would want to show up in the results. The results are called **SERP's**. The higher you rank in the results the more likely you are to get traffic to your site from that search.

The practice of search engine optimization is preparing your website to come up as high in the search results as possible. Some marketers spend a lot of time optimizing their sites for the search engines so that they can get free traffic. Other marketers swear that if the site is built for people to love, search engines will follow.

Neither side is wrong. If you work hard on getting your site optimized you can get a ton of free traffic, the only thing that will make that traffic buy though is good content, (think: what does your site have to offer?). If you have a good site with decent content and your visitors **bookmark** and come back often the search engines will pick up on this and you will get ranked higher in the results. It is a nice cycle that works well if you work with it.

On the other hand if you have a site that is optimized but it is completely useless the search engines will eventually pick up on this as well. So, do not try to trick them, you will almost always have a problem when you get caught.

Back to SEO though. If you want free traffic and search traffic you should learn more about it. Some tricks are very simple. You need to include your **keywords** (from your niche) in your content. It helps to use the keywords in your **alt text** (for pictures) and your **URL** (your sites link, ex: mydomain.com/labtraining) as well as your **meta description**. I know that is a lot and you may have no idea what I just said, but as you learn more about IM (internet marketing) you will be able to refer back to this. You can also check the terms and dictionary area for a better explanation.

What are the best resources for SEO?

There are actually a lot of great places to learn more about SEO.

One of the top experts on SEO is Aaron Wall. He is the author of the book and training program on SEObook. From the website <http://www.seobook.com> you can access the blog and videos about SEO without joining their training program. You should be able to get enough information from these freebies to get started on the road to successful SEO practice. Once you are making some money take your education to the next level and buy this monthly training.

Here is a great resource about optimizing your website when you are making it. Even if you do not optimize it yourself you can have your webmaster do it for you.

<http://www.seochat.com/c/a/Search-Engine-Optimization-Help/Optimizing-Your-Website/>

SEO Chat is a great authority site on SEO you should subscribe to it (add it to your **RSS** feeds) so that you can learn more about SEO as they continue to post more information. What I really liked about this site is they offer you everything you need to learn about SEO. There is search engine news, **web directories**, website **submission** and a whole area just on SEO. The tools on this site are amazing as well. You simply need to look at this site if you are interested in doing SEO.

My last free resource for SEO is <http://Seomoz.org>

On this site you will find another blog to rss subscribe to as well as a great lot of tools. Some of them are free and some of them are paid. You should look at all of these tools (from all of these sites) and find which works best for your teaching abilities and your budget when you are ready to make a purchase. These are really great resources and the only other thing I would recommend is staying up to date in the industry as far as SEO goes. This is always changing and it is very important to know what is going on.

Freelancing- 5

One of the fastest ways to make money online is to offer a service that others can use. You could join one of the many websites for freelancers and find others who are looking for your service.

Additionally you could start offering a service on warrior forum, or another internet marketing forum. There are several available, check the [resources](#). You also can run classified ads on warrior forum or craigslist about the services you offer.

There are many services internet marketers use. [Ghostwriting](#) for websites and [ebooks](#) or even [auto responder series](#) is always in demand. Another service that many take advantage of is design. If you can design ebooks, banners, headers, backgrounds and other elements of a webpage you are in business.

If you can't do either of these you can learn how. There are many tutorials available on the internet if you are interested in learning. One of the best place to find tutorials is Youtube.

Here are more services that are offered and used quite frequently:

PPC campaigns- set up pay per click campaigns for people

Webmaster- put websites together for people

Script Installation- install scripts on websites and get them working flawlessly for people

Script writer- make scripts so that websites will perform certain actions

Programmer- learn how to make software and programs, training for this might be awful difficult and long.

Basically if you can find something and put in enough time to become an expert you can market your expertise and get others to pay you to do it for them. In this industry time is money, you invest one or the other to get what you need.

There are a lot of sites available to start bidding on jobs that you could perform services for. Most of these sites are either cheap for the bidder or the person posting the job. None of them are completely free.

What happens is someone needs a job done, so they make a post. You come along and bid on that job. Once bidding is closed the poster (person who needs work done) can choose a bidder to perform the work. The money for the job goes into a side account where the bidder has to accept it. The poster must release it from the side account for you to get the payment done. This way you will do the work, you are confident that the poster will pay, and the poster is confident that they don't have to release payment until the job is completed.

This is a good way to hone up your skills while you are learning internet marketing and make some money. If you want to give this strategy a shot you can look at the following freelancing sites.

Getafreelancer.com

guru.com
elance.com

Freelance switch is one of the best blogs about freelancing and keeping your customers. If you are serious about freelancing check this out and subscribe.
<http://freelanceswitch.com/>

Blackhat Strategies- 6

In the Internet Marketing world there are techniques called white hat, black hat. White hat techniques are those that are completely honest. You make a website, send traffic and get sales. You do not trick people into buying or filling out forms, etc.

Blackhat techniques are completely different. Ethically they are not right, but some people feel if you don't get caught you can make a lot of money. Many marketers do not participate in black hat techniques, however some do.

For the most part you can find them and their techniques on Black Hat World. It is a forum. A word of warning: by participating in these kinds of strategies you put yourself at risk for being banned from sites, networks, merchants, and more. You can lose all of your affiliate commissions if the networks feel you are committing fraud, this would obviously cause you to lose a lot of money. Further more as more laws are being made and implemented in the online world (especially internet marketing) you could be sued for actions.

Whether we like it or not millions are made every year by spamming and other blackhat techniques, and there are several strategies out there you could profit from. The choice is yours, but I figured you should have all of the information available to make your decision.

A lot of blackhat strategies are done with CPA offers.

Email Marketing- 7

If you have an email address and check it you have probably seen some kind of advertisement in your email. Whether it is from a store (walmart.com or target.com) or a person who you signed up to get more information from, this is email marketing.

Email marketing is when people or companies send you an email to try to entice you to buy from them.

Over the past 15 years or so email marketing has gone through many phases. At first it was relatively new and there was a lot you could do with it, but not a lot of people used it. Then people took advantage of it and started spamming email accounts.

We are presently in the phase where there is a law against spamming, and you should be able to unsubscribe from any legitimate **marketing list**.

Unfortunately the ICANN SPAM act only applies to the United States (maybe a couple of other countries as well) but the point is no one is controlling third world countries, or other places where a lot of spam comes from. That is why you get spam still and you can't unsubscribe from it. Usually though it will go to your spam or junk folder.

Back to Email Marketing and How it works for Internet marketers, or more importantly how it can work for you.

Basically what many internet marketers do is have a niche in mind. They then purchase a domain name and hosting for the website, and put up a **squeeze page**.

The primary reason for a squeeze page is to get someone to give you their email address, in effect you are trying to squeeze it out of them. To get them to give you an email address you usually have to entice them by offering something in return.

You can offer a freebie of some sort, a free guide to something that is important in your niche. Offer your **optins** (the people who are giving their email address) something valuable in return, something with quality.

For instance with this book I could offer you 10 forms of online marketing and all of the resources you need to be successful in them.

Part of setting up your squeeze page is to have an **autoresponder** code to put in. This is the part of the page where the user will submit their information. A lot of people try to skimp on this area of marketing, the cost is about \$20 a month for a good autoresponder.

There are only two autoresponders on the market that everyone agrees is a decent investment. Aweber and Getresponse. I have used both and they work very well.

The reason you don't want to skimp here is other autoresponders do not deliver as well as these two.

These two offer 97%+ deliverability, which means they can assure you that out of every 100 email addresses you have 97 or more will not go to spam (as long as you pass the spam filter). With others there is no guaranteed deliverability which means you could end up in spam, and you never know how much money you could lose that way with no guaranteed.

Additionally, you might be thinking, I will get a free or cheap one and upgrade when I start making money. Unfortunately this isn't a good idea either.

When you build a list and you aren't doing it on Aweber or Getresponse you can't import the old list from your previous service provider to aweber or getresponse without making your list optin again. During this time where they have to re confirm their subscription of your newsletter you could lose up to 50% of your list. Considering how long it takes to build a list, that wouldn't be a wise decision.

As you can see if you are thinking of doing email marketing you only really get one chance to do it correctly. I would recommend getresponse because they do offer a free trial where you can send out 5 autoresponder messages without having to pay, and you will be able to collect as many leads as you want.

When you are ready to send more than 5 messages you just start paying the \$18 - \$20 a month. I used to use Aweber and liked their service but closed my account because I wasn't actively growing a list. When I decided to start list building their base account was not unlimited and I could only send 500 messages a month for the \$20.

Now that you have a general idea about autoresponders, let's talk about why marketers like to build lists. When you build a list you get access to someone email address. Let's say it takes you 1 month to get 5000 names on a list for your niche. From this point on it will only take you around 5 minutes to send all of them a promotional email.

If the promotion you send makes you \$20 per **conversion** and only 1% of the list goes for your promotion you just made: \$1000. If you do that every other week you can easily replicate your income.

If you are a smart marketer you will send more than one email every other week, but you have to make being on the list worth your **prospects** time. When you start your autoresponder series you should take the time to let your list get to know you. Each time a new person signs up they will start at message 1 of your series and go until you are out of message.

On top of that whenever you send out a **broadcast** email everyone on the list will receive it. Once your prospects know about you, you can sell them something in every few emails. You want to always be informative and offer information they can't get anywhere else.

The following tools and resources will be helpful in being successful with Email marketing:

<http://www.emailresults.com/article.asp?ContentID=2>

Resources:
affiliate networks

CPA networks
Neverblueads
CPA Empire

Article directories:
ezinearticles.com
goarticles.com

Dictionary & Terms

commissions- when you make a sale you get a commission, usually a percentage. For larger companies this is usually smaller, somewhere under 10% (think companies on CJ) for digital products, commissions are usually larger, (think Clickbank).

flat fees- when you make a sale you might earn a flat fee instead of a commission. Think of plane tickets where you get \$6 per sale. Think of CPA where you earn a flat fee for each action.

niche- a niche is a focused and targetable part of the market. Niches are usually smaller and the more you can target your niche, the more profitability you should find.

click through rate (CTR)- your click through rate is the percentage of people who click through your site to a merchants site. For instance say you have 100 people come to your site today but only 5 click through after reading what you have to offer. 5% would be your CTR.

More

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Popular Platforms

There are several platforms that are popular to internet marketers. These platforms are used to further our business.

Wordpress- blogging

Youtube- video marketing

Squidoo- web 2.0

Craigslist- classifieds