



Internet Marketing Essentials:

A Beginner's Survival Guide For Online Marketing

This report brought to you by Daniel McGonagle

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Written and published by: [Daniel McGonagle](#)

Email: info@guruexposed.com

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My special thanks to Dee at <http://headerpack.com> for the great job he did on the graphics for this report. Please visit his site to get quality graphics done for your website, ebooks, reports etc....



MAKE MONEY BY GIVING THIS REPORT AWAY

This free report helps guide you through the minefield of Internet Marketing. You will make mistakes along the way, and may lose some money, so let this report guide you in your quest for online income

But also let it be a source of income for you!

The recommended resources in this report are HIGH quality, yet LOW- priced products that offer 100% commission.

To make money with this report click the PayPal button at the bottom to have a report just like this made for you. You will earn some commissions when people buy the products that are recommended in the report.

It's also a great way to build your list, help your downlines and to simply educate yourself about online marketing.

LET'S GET STARTED

You may not want to hear this, but earning an income on the Internet is NOT easy. There are many things you need to do to make your online business successful. This report will show you what you need to do, and why you need to do it.

At the end of each section there is a Recommended Resources section. This is where you can take action on taking some of the necessary steps for your business.

You can give this report away to build your list. That way, you can offer people a quality product for free while building your list of subscribers.

But the goal here is to educate people. You don't have to buy anything.

There are many things you need to do to succeed in Internet Marketing. Below is a list of SOME things you could do to get started with your online empire.

You don't have to do all of them, but as long as you do something every day (even a little task) you will succeed in building your online business

- ❖ **Blogs**
- ❖ **Tools**

- ❖ **Branding yourself**
- ❖ **List building**
- ❖ **Product creation**
- ❖ **Income-producing activities**
- ❖ **Multiple streams of income**
- ❖ **Copy writing**
- ❖ **Joint ventures**
- ❖ **Mental state**

1: BLOGS

Why did I start with blogs?

They're easier to set up and create.

They're free and the creation of a blog is rather intuitive

You can make a 6-figure income with blogs

For advanced marketers, here are 2 cool things you can do with blogs

- ❖ You can tie your blog in with your autoresponder, so every post to your blog gets sent to your lists automatically.
- ❖ All your email broadcasts will get archived, and some day indexed. This can leverage your time and help build your business for the "long haul" The more posts/emails you do, the better chance you have of getting noticed, and getting noticed means traffic to your sales page.

I've been busy working on my blogs, and actually have 5 or 6 of them now. I finally see the importance of having them. Google the name Daniel McGonagle and you'll see some blogs that I set up. Some of them have no content and they're already indexed!

Blogging, what is it?

You've heard about blogging but are one of those people who don't quite understand what it is. That's OK, we'll go over what a blog is, the history of blogs, what they are used for and why they are important to your online business.

What is a blog?

A blog is essentially like a journal where people can post their thoughts and have them read and commented by anyone.

What is a blogger?

A blogger is someone who creates a blog and posts on it. Brief history of blogs. Weblogs, simply known as blogs now, haven't been around for that long. The roots of the blog can be traced back to 1994 when people kept online journals (diaries) in which they wrote about things in their life.

The popular free blogging site called Blogger was created in 1999 by Evan Williams and Meg Hourihan. Blogger was later purchased by Google in 2003.

Despite the fact that blog sites have been in existence since 1998, they have only been popular for 5 or 6 years. In 2001, how-to-blog manuals were published and the phenomenon has only taken off since that point.

What are blogs used for?

In the very beginning, blogs were usually used to talk about a person's life. People would make blog posts about things happening in their life, thus using the blog as a public journal. Over time, the use of the blog evolved.

People began using the blog to post their opinions about everything from politics to religion to sports to music, among other things. Nowadays, blogs are even used to make money--one 20-year-old makes \$5,000 from Google per month because he has Google Ads on his blog. Businesses have also begun to effectively use blogs for their own purposes.

Why are blogs important to your online business?

Millions of people from all over the world read blogs every day. Those who have a blog are given a lot of exposure. There is the potential for them to have millions of unique readers each day.

Can you imagine having a million people visiting your business each day? That sounds pretty incredible, doesn't it? Yet, that's exactly what could happen if you create and maintain a successful, well-read blog. And that's actually a pretty easy thing to do.

So how exactly can you use a blog to improve your online business?

Well, you can use it in a variety of ways. You could: Use the blog to discuss things related to your field of business. For instance, if your business provides web hosting services, you could discuss things related to web hosting, thus showing potential customers your expertise.

You could:

- ❖ Let your employees have their own blogs to talk about your services/products. The more active blogs that reference your business, the more exposure/traffic you'll get.
- ❖ Use your business blog to keep current customers updated about new services/products available.
- ❖ Post news about your business, as well as start rumours about potential happenings in your online business.
- ❖ Get feedback from current and potential customers on your products/services. For instance, you could make a post on a new product, giving details about it. Then your existing customers or potential customers could give opinions on it.
- ❖ Promote your online business on your blog by making blog posts with information on what your business offers.
- ❖ Install AdSense on your blog and make extra revenue from the ads clicked, thereby helping your business to be more profitable. There are really a lot of possibilities to how you can use a blog to help your business, even more than those listed here.

- ❖ Blogs that are hosted on your site (by using a program like WordPress) can help your site achieve a higher ranking in search engines. This is because blogs are search engine optimised (Google is known to list them after only a few days, whereas it takes regular web sites weeks to appear on a search engine).
- ❖ Having a high search engine ranking is crucial to having a successful online business. Blogs help you to increase your ranking, which will increase your business. The great thing about blogs is that they are easy to use and also very effective.

Start a blog today and watch your business notoriety grow.

RECOMMENDED RESOURCES:

<http://blogger.com>
<http://wordpress.com>

[Click here to see an example of a functioning blog](#)

2: TOOLS TO DO THE JOB

Let's pretend I am a general contractor.

- ❖ I build houses
- ❖ I fix things around the house.
- ❖ I need a truck to carry all my tools around
- ❖ I need transportation
- ❖ I need invoices to bill clients
- ❖ I need a way to bid on jobs for profit
- ❖ I need tools to do the job

If you want to earn money online, you must treat this like any other business.

All businesses need infrastructure, tools, and employees.

Here is a list of the tools you need.

- ❖ **Domain name** for email advertising and websites
- ❖ **Websites** for hosting your squeeze pages and sales pages
- ❖ **Tools** for making squeeze pages and sales pages
- ❖ **HTML Editors** for creating web pages
- ❖ **Autoresponders** for managing your lists
- ❖ **Audio** for websites and emails
- ❖ **Camtasia** for making videos

Domain names- I have about 12 of them and get more of them each month. You need domain names for better email advertising, and for setting up a website and web-hosting.

Websites and Webhosting- I use 2 Hostgator and 3dsphere.

3dsphere is the one I recommend most these days because their customer service are really good, and they have a tool in the back office called Ebook Creator which allows you to make a PDF or Ebook out of HTML and word documents.

Hostgator has historically been in the Top 10 listing for web-hosting companies.

They seem to be more robust and less user-friendly than 3dsphere. If you're new to having a website, I suggest you start with 3dsphere.

If you are doing some heavy e-commerce traffic and expect a lot of strain on your bandwidth and web site resources, I'd recommend Hostgator.

At some point in your career online, you will end up having your own servers and your own hosting, but for now, use either of these 2 companies for your hosting needs.

Tools for making sales pages and squeeze pages

Do a search for FREE sales page generator and FREE squeeze page generator and you'll see a lot of results to help you with this.

Autoresponders- You'll need this to manage your lists. You need a list to make money, plain and simple. I still use Get response and Aweber, typically the 2 best autoresponders out there. To build a list you need to capture leads using lead capture pages, also known as splash pages, or squeeze pages.

You store the leads in your autoresponder using HTML code generated by them. You communicate with your leads, also known as subscribers, by using an autoresponder.

HTML Editors-

You can use HTML editors to make your squeeze pages and sales pages without buying or downloading any additional software. I do not use special software for creating squeeze pages or sales pages.

Don't be intimidated at the prospect of writing HTML code...

You won't have to, if you use a "What you See Is What You Get" HTML Editor, a.k.a. WYSIWYG editor.

I use XSITEPRO, which comes with a 365-day money back guarantee. XSITEPRO is good for building sites from the very beginning, but once you try to make a change to all the pages, it becomes difficult. XSITEPRO has some very cool features that allow you to optimise each page of your site for the search engines. It also has a built-in WYSIWYG editor.

Audio- putting audio on your site: increases your sales conversion, allows you to make products easily, makes getting testimonials very easy to do and also puts a personal touch to your emails. I use Audio-acrobat for this.

Videos- videos can be made to generate traffic, make sales, and can be used for training purposes. I use Camtasia for all my videos. Have a reason to buy Camtasia though, and don't get it because you heard how so many people are getting tons of traffic with their videos. Creating a traffic-generating video is VERY complex and time-consuming

If you're serious about earning an income from the Internet, here are the steps you should take to get your tools together...

STEP 1- Get a domain name.

Takes 1 day (tops) to learn all the ins and outs of domain name registration and forwarding domain names to affiliate links. Cost is \$9,20 for 1 year.

STEP 2- Build a website and get web-hosting.

This takes awhile to learn, but 3dsphere and Hostgator have good video tutorials to help you with this. They also have a file manager tool to help you upload files to your site.

STEP 3- Get software for creating sales pages and squeeze pages.

You will always be working on making better ones, but using the free software tools could have you making your first squeeze page in 15 minutes.

Sales pages take a little longer, and they should. It's the most important part of the sales process. When you make a squeeze page, you need to create the HTML code to capture a visitors information. You create this code in your autoresponders controlpanel.

STEP 4- Get an autoresponder account.

I use Aweber and Get Response. Aweber now has a really cool Drag-N-Drop feature that makes creation of the squeeze page code really easy to do. Get-Response is pretty user-friendly also.

It takes about a week to master the basics of an autoresponder. It takes 5 minutes to create the squeeze page code needed for the squeeze page. Aweber and Get Response have a really good Live Chat support ready to help you during working hours.

STEP 5- Get a HTML editor, free or paid version.

I use XSITEPRO, but your webhosting probably has some built-in software. I know 3dsphere does. There are also free editors out there that do a pretty good job too. Using audio and video solutions are advanced stuff that isn't 100% necessary for your success. Audio adds a personal touch to your emails and videos can demonstrate concepts really well, and can also show proof of earnings rather easily.

Videos can also be used to generate traffic to your site, build your list, and get you sales. Using video this way is rather time-consuming and complicated, though.

RECOMMENDED RESOURCES:

Step 1- Domain names- I get mine at [Go Daddy](#)

Step 2- Web-hosting- I use [Hostgator](#) and [3dsphere](#)

Step 3- Tools for making squeeze pages, sales pages, and a FREE FTP tool.

[Squeeze page generator](#)

[Sales page generator](#)

[Free FTP utility to transfer files to your website](#)

Step 4- Autoresponders I use [Aweber](#) and [Get Response](#)

Step 5- HTML Editors- I use XSITEPRO for everything. See what your webhosting has to offer or get free trial versions of NVUE and Edit Plus.

Get XSITEPRO at <http://xsitepro.com/>

Get NVUE at: <http://www.nvu.com/index.php>

Get Edit Plus at: <http://www.editplus.com>

The next 2 resources aren't necessary but they're tools I use frequently

Audio solution- I use [Audioacrobat](#)

Video solution- I use [Camtasia](#)

[The IM TOOLKIT](#) shows you:

- ❖ WHAT tools you need,
- ❖ Why you need them, and
- ❖ HOW to use them

3: BRANDING YOURSELF

Did you know that Pepsi still gets out-sold despite the fact that Pepsi beats Coca-Cola in most taste tests?

Why does Tylenol PM sell for more than the CVS brand with the same active ingredients?

Why does Honey Nut Cheerios cost more than the supermarket version that is pretty much the same?

BRANDING! That's why...You must "BRAND" yourself in order to succeed online.

After reading this FREE report that I wrote, would you rather buy something from me or from a complete stranger? I hope you choose me over the complete stranger. :)

The purpose of branding is to pre-dispose people in a positive way towards buying anything from you in the future.

One of the mistakes covered in the Top 10 Mistakes Report covers this issue in a different way. A very common mistake people make when starting an online business is they do not promote themselves first.

They promote affiliate programs first, and they put themselves in 2nd place right off the bat. That is a recipe for disaster.

Promoting yourself first means having people on your list interested in your products first and other products a distant second.

That doesn't mean you always have to have a product of your own to sell, but make sure you get people on your list first before you send them to look at an affiliate program.

OK, back to branding yourself.

When I think of branding, I think of cowboys on a cattle ranch somewhere "slapping a brand" on a calf. Basically, they're imprinting a tattoo on that animal.

That's what you're trying to do when you brand yourself in the Internet Marketing world. You're tattooing yourself into the brains of others so they remember you.

You're creating a name for yourself. Promoting yourself first IS branding!

If you act like a professional and get exposure for yourself, this makes people want to buy from you instead of others. This can work in reverse though...

There are some marketers out there that have been around for a

while and continue to sell junk products to unknowing “newbies”

They have branded themselves in my brain with a tattoo that says, “Never buy anything from me ever again!!”

What names pop into your head when you think of big names in the “Make money online” industry?

Those people have obviously done a good job of branding themselves.

OK, so enough about the importance of branding.

Suffice to say, having your name become known helps presell your products for you, if you have a good reputation.

So how can you brand yourself?

- ❖ Create a product with just your name on it
- ❖ Treat your list with respect and be responsive to emails
- ❖ Post to forums and provide quality information and advice
- ❖ Write articles and submit them to article directories
- ❖ Create some blogs with your name somewhere in the title or description. Google my name Daniel McGonagle and you’ll see my articles and blogs listed...
- ❖ Get "yourname".com as a domain name
- ❖ Social networking, places like Direct Matches and forums
- ❖ Give testimonials on products you liked

Having people favorably pre-disposed towards you and your offers is the difference between wildly successful Internet Marketers and "newbies" just coming on the scene.

That’s why you should try not to make direct sales to strangers.

That’s why you need a friendly list that trusts you to make your sales pitches to.

This means you make more sales, and more people want to be on your list.

More people will come to you with JV offers.

You get better deals on JV offers because you’re so well known.

Your testimonials will be sought after because your name helps sell the product.

All because of branding!

RECOMMENDED RESOURCES:

[Top Social Networking site](#)

[Get yourname .com for a domain name](#)

[Learn article marketing](#)

Good places to submit articles:

<http://goarticles.com> and
<http://ezinearticles.com>

Good forums to post in:

<http://www.warriorforum.com/forum>
<http://www.moneymakergroup.com>

Good places to get blogs started:

<http://blogger.com> or
<http://wordpress.com>

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4: LIST-BUILDING

List building is essential to making money online. When you have a list you can email them anytime, anywhere and send them just about anything.

If you treat your list properly, each subscriber is worth \$1.00/month to you.

You don't need a big list to make a lot of money, but it sure helps.

Joint Venture partners harness the power of their lists during product launches.

With a list you are sitting on money. The money is in the list.

How to get a list- The tools needed:

- ❖ Squeeze pages, to get subscribers
- ❖ Autoresponder, to communicate with the list
- ❖ Website to host the squeeze pages
- ❖ Places and ways to gather up a list (advertise!)
- ❖ Your website should have a capture box prominently displayed

All forms of advertising should go to squeeze pages

If you're doing some sort of direct marketing you should send the buyers to a squeeze page after they purchase.

Methods of advertising to build your list while you're making sales

- ❖ Pay-Per-Click.
- ❖ Ezine advertising.
- ❖ Safelists.
- ❖ Traffic exchanges.
- ❖ Surf exchanges.
- ❖ Joint ventures.
- ❖ Co-registration.
- ❖ Tell-a-friend scripts.

Viral list-building is a fantastic way to build your list. Are you prepared to write a document such as this one you're reading right now with the HOPE that it will go viral?

There are so many viral ebooks adding to the information overload we all experience, but if you can do it effectively, it is a really good use of your time.

If you can create a few reports that experience a viral effect, this can be your one and only method of list-building. You can then spend the rest of your time on some income-producing activities.

NOTE: You can try buying leads, but I've been burned every single time when doing this, so I strongly suggest you learn to generate your own leads.

It is beyond the scope of this report to go into details about all of these methods, but there's something you should know...

- ❖ Tell-a-friend scripts work, but the list you get is usually full of fake email addresses
- ❖ Never pay for a tell-a-friend script. There are really good ones you can get for free
- ❖ Co-registration takes a long time and a big fat wallet to make effective.
- ❖ Buying leads has NEVER worked for me, and generating your own leads is the only way to go.
- ❖ All of these methods are explained in the free report listed in the Recommended Resources section at the end of this section of the report

Strategies for creating and maintaining a list

- ❖ Always get visitors to opt-in, no matter what!
- ❖ Giving away free stuff is still a good way to get a list going
- ❖ Treat your list with respect, don't mail them with just offers
- ❖ NEVER recommend crap
- ❖ Don't email too often
- ❖ Respond to emails
- ❖ Have a series of messages about certain promotions
- ❖ Send out good, helpful content
- ❖ Ask for feedback, see what they want to know more about
- ❖ Space out your follow-up messages to be less frequent over time

Here's how the professionals manage their lists...

- ❖ They get their subscribers on their list by a variety of methods
- ❖ They "massage" the subscribers with good content so they keep listening
- ❖ They mail them an offer once in a while.

What do the PROs do between mailings? They are

- ❖ building their lists,
- ❖ creating new products,
- ❖ setting up Joint Venture Deals
- ❖ Optimizing their websites,
- ❖ Improving their squeeze pages,
- ❖ Improving their sales pages,
- ❖ Coming up with improved versions of products they created,
- ❖ Learning something new everyday, and
- ❖ Doing market research via forums and emails from subscribers

I know it sounds like a lot, but you have to start somewhere.

RECOMMENDED RESOURCES:

Giving away free reports is a valuable way to build a list. But giving away good quality content works best. There are a lot of freebie-seekers out there and they're frequently not the highest quality subscribers.

Quality subscribers will appreciate the value of quality information.

- ❖ Give the report you're reading right now away to help build your list.
- ❖ Give away another report I wrote to build your list...
- ❖ If you're going to give this report away, make sure you get it rebranded first!

I've received nothing but positive comments about these reports. I'm confident your subscribers will appreciate the good content you're providing them...

Get a really good FREE tell-a-friend script [HERE](#). Just remember what I said about them, though. They're not the best quality list-builders.

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5: PRODUCT CREATION

Everyone should create at least one product of his or her own.

Here's why:

- ❖ **Branding:** You have a product out there, hopefully a good one that has just your name on it and this product helps put your name out there and positions you as an expert. We'll go into more detail about branding oneself in another section
- ❖ **Joint Ventures:** If someone comes to me with a Joint Venture offer, I need to see an offering. No product equals having nothing to offer which means NO JV, sorry! You can't do joint Ventures with people unless you're the creator of the product. We'll go into detail about setting up Joint Ventures in another section
- ❖ **Experience:** Creating your own product is the best way to experience pride of ownership in your online business. Since you created the product, you believe in it
- ❖ **More than anything else you may promote and stand behind it 100%.** Therefore, you become a good spokesperson for that product, you know everything about it, and you can sell that product better than anyone else.

What kind of product should you create? An information product that is immediately accessible via a download. Most people think it's really hard to create an info-product.

It took me 3-4 months to create the IMTOOLKIT and 3 weeks to create the Top 10 Mistakes Report. It could have taken me a fraction of that time to create those products and I know better now, thanks to a video I think you should watch.

RECOMMENDED RESOURCES:

This video is 1hour long. It explains everything you need to know about creating a product and offers some free resources to make it all happen for you easily So grab a cup of your favorite brew, a pad and pen and go watch [THIS MOVIE.](#)

6: INCOME-PRODUCING ACTIVITIES

Here is where most people, myself included hold themselves back.

Are you devoting most of your time to Income Producing Activities?

Things that are NOT Income Producing Activities...

- ❖ Hanging out at forums and complaining about people
- ❖ Instant messaging your marketer buddies just to say, "What's up?"
- ❖ Spending hours on the phone with a person who is wasting your time
- ❖ Calling up leads, they should be contacting you
- ❖ Losing track of your goals, getting diverted too easily
- ❖ Not having any clear definition of who you are and what you're trying to accomplish
- ❖ Not adding content to your website or blog
- ❖ Not being consistent in your communications with your subscribers
- ❖ Mistreating your subscribers (I like to call them readers, personally)
- ❖ Not doing at least 1 simple, tiny thing each day to build your business no matter what it is.

Ok, I think that's enough examples of how you may be wasting your time.

Let's focus on Income Producing Activities

Income Producing Activities means working on your skills as a:

- ❖ Marketer
- ❖ Copywriter
- ❖ Customer service representative for your business
- ❖ Student of the "game" learning every day
- ❖ Product development
- ❖ List building
- ❖ Learning computer basics such as FTP, and HTML skills

Let me give you the inside scoop on some things.

- ❖ The really successful marketers have a staff of people working for them.
- ❖ Some have ghostwriters writing their emails
- ❖ Some have on-staff copywriters writing their ad copy
- ❖ Some have outsourced their customer service
- ❖ A lot of them still pull the occasional all-nighter to get projects completed

- ❖ Most of these people are good copywriters and don't delegate their sales copy to anyone but themselves. Most write their own emails to their lists, though. It's never a good idea to outsource your personality, especially after spending years trying to brand oneself on the Internet

- ❖ Some have outsourced staff to post classified ads all over the place.
- ❖ Some have people they pay to post to forums for them

How can you compete with all that? ...You can't, not yet anyways.

If you want what they have, you must do what they do.

That's an over-simplified blueprint for success, but true, nonetheless.

OK, let's get back to Income Producing Activities that will make you successful quicker than everyone else.

The list again:

- ❖ Work on your skills as a marketer. The only good reason to go to forums is to see what people are talking about with regards to their needs. So work on finding a hungry market that way and create a needed product that will sell like crazy.
- ❖ Work on your skills as a copywriter. Are people unsubscribing from your list? Maybe it's your emails, or the frequency of the emails you're sending. Make sure you get notifications for when people opt-out of your lists and read WHY they are unsubscribing. Usually it's the frequency of the emails (too many) or that they are experiencing information overload.
- ❖ Email marketing, copywriting, and relationship marketing are all tied together. Write good emails, provide good content in those emails and establish a good marketing relationship with your readers.
- ❖ Test your squeeze pages and sales pages by making small changes to see how that affects your opt-in rates, and your conversions. Make only 1 small change at a time so you can judge which changes had what affect
- ❖ Work on your people skills as a customer service representative for your business
- ❖ There are plenty of people out there that buy stuff and instantly request a refund. So learn about PayPal's recommended practices for good customer service. Offer these "instant-refunders" a product of equal value rather than an outright refund. Ask them why they didn't like the product. If they were sincere in their intentions, they'll give you some feedback that is more valuable than any one sale.
- ❖ Work on becoming a student on the "game" by learning every day. I buy ebooks all the time in order to learn things. For a while I was buying things thinking that THIS is the product that's going to do it for me. After a while, I realized that no single

product is going to do it for me but if I learn something from everything I buy, then it's money well-spent.

- ❖ Keep a “swipe” file full of websites, ads, squeeze pages, and sales pages you like. Save these for future reference and analyze what you liked about them.
- ❖ When you see a “big name” come out with a new product, analyze how they do their selling. If you notice, when products get launched, you get an email about it before you see an ad for it on a traffic exchange. That's very important to notice.
- ❖ When new products are launched, the JV partners start “hitting” their lists with the offers. It isn't until later that you see other people trying to sell these products as affiliates. The JV partners usually get a higher commission than you do, and they get first “crack” at making sales, and they sell to their lists, not to strangers---VERY important to remember.

What else do the big names do?

- ❖ Do they have OTOs (One time offers)?
- ❖ Do you do this?
- ❖ What is that process like?
- ❖ Analyze their sales process...
- ❖ How often do they send emails?
- ❖ What is the content of those emails like?

Here are some more things you can do to be a student of this business

- ❖ Work on your skills for product development. As I mentioned before, go to forums ONLY to see what people are talking about and are hungry for. They are telling you what they need, so go create something for them.
- ❖ You can also use forums to brand yourself and generate sales. Just don't hang out in forums without having a goal in mind.

Ways to get products to promote easily...

- ❖ Get master resell rights
- ❖ Get high quality PLR products and mix a few them together, and create a product that is high-quality, and tailored towards addressing the stated needs of the hungry crowds you identified.

- ❖ Start from “scratch” and start writing away. You can record audios and produce videos to make products also.

The hard part to creating products is identifying the need and the hungry crowd. The rest is just gathering all the information you need to make a quality product, then make it your own.

Work on your list building

Remember what I said about product launches, and how the sales are done via emails from list owners to their subscribers?

Well, having a big list makes you a desirable JV partner.

You get higher percentages of the commissions as a JV partner and you're not out there battling all the new affiliates who just bought the product and all of them using the same email ads days and weeks after the launches took place.

I saw the movie *Tallegada Nights* recently and there was a line from the movie that said, “If you're not first, you're last”.

Well the same idea holds true for product launches.

If you're not one of the first people out with this new offer, you might as well be last. That's why having a list is so important. Your focus should be on building your list and treating that list with RESPECT. After you've warmed them up by providing them with helpful content, then they won't mind the *occasional* sales letter from you.

When using traffic exchanges, safelists, and other not-so-effective means of advertising, change your focus from SALES-generation to LEAD-generation.

Once you get your list-building going, then mail them an offer once in a while

- ❖ Work on learning computer basics, such as FTP and HTML skills
- ❖ Every marketer I know has a website, knows how to make squeeze pages, sales pages and knows how to update their websites. All of these things are basic skills you can master in a day.

There are tools that make all of these tasks real easy to do. So don't worry that you don't know what FTP means (File Transfer Protocol) And don't worry about HTML either. There are tools to make it a painless ride.

One last Income Producing Activity you need to consider...

Thinking...

Not much thinking gets done amongst the brainwashed and hypnotized hordes of people trying to make money online.

Ask yourself what it is you really want to do and exactly how you're going to go about doing that. If you know what you want to achieve, find out HOW you're going to accomplish these goals, then accomplish them.

I cover this in greater detail in a later section of this report...

Folks, I've worked with people and I've asked them, "who are you and what is your online identity?" and the responses are hardly ever good ones.

Ask Daniel McGonagle this question and he'll tell you,

"I'm an Internet Infopreneur. I sell information on how to make money online to people trying to start online businesses"

It took me a while to realize what my identity and mission were.

Once I realized this, I instantly became centered, knew what my mission was, stopped getting side-tracked so easily, and focused on Income Producing Activities.

RECOMMENDED RESOURCES:

[Fantastic marketing course that teaches the REAL way to make money online.](#)

This is one of the "hidden gems" of the Internet Marketing world. The **course** is put forth in a no-hype, informational manner.

It will take you 7 weeks to go through this **course**, and by the end of it you'll know more about Internet Marketing than most people.

It will teach you a LOT about list building, list-management, product creation, and copywriting.

PLR PRODUCTS:

In this section we also mentioned how important it is to create your own products. PLR products are your best friends when it comes to creating high-quality products with your name on them.

[Get high-quality PLR products here](#)

7: MULTIPLE STREAMS OF INCOME

You've probably heard these phrases so many times you take it for granted.

For true wealth attainment you need Multiple Streams of Income.

You need to be earning money from several different things at once.

In your online business, you should have residual and direct-sale income

Residual income is the gift that keeps on giving...

An example of residual income would be an affiliate program that offers monthly commissions. I only recommend the things that are of good value.

2 programs that come to mind are Get Response and 3dsphere web-hosting.

Every time someone signs up for those programs under my affiliate link, I get a monthly recurring commission.

That's residual income and all I had to do was put a link to those programs on a resource section on my website.

Each month I get paid by my web-hosting, autoresponder, and other programs.

These are just 2 of the streams of income that I have going each and every month

Membership sites are another source of residual income, too.
One such membership site that pays me to advertise is Incredible Concept.

I did not actively advertise this program but it pays me a residual income, too.

And I get a few more sign-ups every month for these programs just from people going to the resources section on my websites.

Those are streams of residual income that I didn't really do much to earn money from.

My recommendation for people trying to offset the costs of their web hosting and autoresponder fees is to put up a resource page and leave it alone, except to update it with new resources that will really help people.

Every time you join a program that has a monthly fee, see if they have an affiliate program and join it. Then post the resource up on your page, with your affiliate link of course.

Also add a description of what the resource is and what it has done for you.

This is something you should do periodically, and doesn't take much of your time.

The 2 other streams of income you should be most concerned with are your subscribers and your product catalog.

If you can get yourself a good following of subscribers, treat them well and look after their best interests. You will benefit from their trust in you, over and over again, via repeat sales.

There's not much more that I can write about how well you should treat your list. They will treat you as well as you treat them.

You need a Product catalog in order to succeed. This is really important!

All this means is that you should promote multiple products at multiple price points.

Your product catalog should have a low, medium, and high price point.

Each of these 3 products should be related to each other in some way.

- ❖ 5-20 dollars for the low-end product
- ❖ 47-197 dollars for the medium price point, and
- ❖ \$200.00 and up for the higher priced products...

These are the other multiple streams of income you need to establish a moneymaking online business that keeps the sales rolling in.

RECOMMENDED RESOURCES:

These are all residual income programs, and valuable resources to add to your portfolio. Recommend them to *your* subscribers...

[Incredible Concept](#)- they generate leads for you, build your list, they have profit-sharing, and you get paid to advertise. Pretty Cool Program!

[Traffic testers](#)- They are professionals at testing traffic sources

[Top Surfer](#)- incredible response rate for solo ads

[Aweber](#) and [Get Response](#) –The 2 best Autoresponders out there.

[3dsphere](#) and [Hostgator](#)- The 2 web-hosting companies I use.

These products offer 100% commission. Add them to your product catalog

[Master Affiliate Secrets](#)- One of the best products in Internet Marketing specifically targeted towards people that are new to earning money online.

It also offers a 50% commission on the one-time-offer that comes with it. This is a really good way to educate your subscribers and downlines.

[Lazy Man s Paycheck](#)- This is another product that offers 100% commissions and 50% of the one-time-offer. What I like most about this product is that it shows how to earn LIFETIME residual incomes from certain programs.

I consider this necessary reading for beginners and

Marketers looking to help their readers and/or downlines.

8: COPYWRITING

You can write your own paycheck with this skill!

Some of you will read this and brush it off.

Do so at your own peril, is all I have to say.

Let's talk about a skill all the bigshots have at their disposal.

Possessing this skill virtually guarantees the owner that they will be making some big bucks on the Internet.

So what is this wonderful skill that allows you to write your own paycheck? Copywriting!

Copywriters sometimes charge \$250.00-\$25,000.00 to write a sales page.

The reason why copywriting is important to EVERY Internet Marketer is that it affects all aspects of their business.

If you don't like to write emails, squeeze pages or sales letters then you're probably not doing very well with your online business.

Audios and videos can help get your message across, but a lot of people are still influenced by reading the written word.

Imagine if you took a copywriting course and became good at it...

Some of you would be happy to make \$250.00 a week online.

That's one halfway decent sales page you'd have to produce. If you got really good at this you could charge whatever you wanted, up to \$25,000.00 per sales letter.

Most people will never get this good at copywriting,

but if you develop and improve in this skill it will affect your business in ALL areas, ALL the time.

Here are the areas where copywriting can help you

- ❖ Writing good emails, and email ads
- ❖ Making good squeeze pages that'll get you a lot of subscribers
- ❖ Writing good sales pages makes your advertising more profitable
- ❖ Good article writing gets more clicks, opt-ins, sales
- ❖ Writing good press releases gets your site indexed in 2 days
- ❖ Good blogging skills get your blog indexed, opt-ins, sales, and are good branding for you.

When an email ad hits your Inbox you decide to open it (or not) based on the subject-line.

Therefore, the subject-line is the most important part of an email ad.

Is the ad original, or is it an email you used without changing it?

Possessing copywriting skills means you can re-write the email to make it original and more effective.

I mentioned this error in the Top 10 Mistakes Report.

Email Marketing:

Let's talk about emails you send to your list. You need to hold their attention, by providing valuable information or simply by writing well.

I am sincere in my desire to help others, so I spend time writing informative emails and free reports. That keeps people tuned in, so good copywriting isn't super-important here.

..but if you're promoting something then you need to write well!

Email Advertising:

You also need to write your own emails and email ads.

As I mentioned above, good subject-line get your emails opened.

A good email ad gets people to look at your squeeze page / sales page.

Copy writing of some form is done in all aspects of your business

Writing Squeeze Pages and Sales Pages:

You also need to write your own squeeze pages.
They are also known as splash or lead capture pages.

The better your squeeze page is, the more subscribers you will add to your list and eventually send to your sales page.

When it comes to sales letters, the same principle applies.

If you create your own product you're going to need a sales page for it.

So you need to write good sales pages and squeeze pages, and this means you must develop some copywriting skills.

Copy writing is definitely one of the most crucial aspects of your business.

The following scenario will show you how copywriting can Make a powerful difference in your online business ventures.

- ❖ You spend money on a solo ad
- ❖ You break even on the advertising with 3 sales and
- ❖ You add subscribers to your list.

Not bad, but it could be better... if you improve the sales page

- ❖ You improve the sales page
- ❖ The next solo ad gets you 10 sales instead of 3!

That would cover the cost of a copywriter's fee if you outsourced the improvement of the sales page. The 2 or 3 versions of the sales page you had created for you are now yours.

Usually, when you outsource a sales page, they make 2 or 3 slightly different versions. So you can test them out to see which ones work the best.

- ❖ The next time you run your solo ad, you make 12 sales again.
- ❖ You now have a money-making product on autopilot!!

All because of the good copywriting that was involved...

Let's back up for a minute, though.

We spoke about the sales page, and how copywriting can affect the conversion rate.

The example was based on getting the same number of subscribers from the squeeze pages.

What if you improved the squeeze page and got more people to that high-quality sales page you now own?

That means you'll make more money from each email...

Let's back up even further....

What if you wrote an even better subject line and that get more people to open your email ad?

NOTE: I recommend against outsourcing copywriting because it's a skill you will need to develop at some point anyway.

It affects all aspects of your online business and you can't hire someone to write everything for you, so you're better off learning copywriting to some extent.

Learning the skill of writing copy virtually assures you an income.

Article Writing- There is a right way and a wrong way to write articles. There are rules and regulations you have to follow to get your articles published AND to make them effective.

Writing Press Releases- Another must-have skill.

If you have a new website or product and you want to introduce it to the world, write a press release. It will get your website indexed quickly and bring QUALITY traffic to your site

Blogging- If you don't have a blog set up, do it right away. They're easy to get indexed and will get you some practical experience in writing.

Since blogs can get indexed quickly, there will be people that don't know you reading the blog. You need to consider how your blog will appear to the first-time visitor.

When you start thinking from the perspective of the reader, you're thinking like a true marketer, and like a good copywriter.

This is why blogs are so important.

Blogging helps you practice your copywriting skills.

Go here to see the way I have my [blog](#) set up.

Conclusion:

- ❖ ***COPYWRITING IS THE #1 MUST HAVE SKILL***
- ❖ Copywriting affects all aspects of your online business
- ❖ Good copywriting will put you into profit no matter what you promote.
- ❖ You don't have to become the best copywriter ever,
But you do need to have this skill to be successful.
- ❖ Remember and *BELIEVE* that good copywriting skills are priceless.

RECOMMENDED RESOURCES:

[Fantastic marketing course that teaches the REAL way to make money online](#)

This is one of the “hidden” secrets in the Internet Marketing world.

The [course](#) is put forth in a no-hype, informational manner.

It will take you 7 weeks to go through this course, and by the end of it you'll know more about Internet Marketing than most people.

It will teach you a LOT about list building, list-management, product creation, and copywriting.

[Sales Potion](#)- 7 dollar product that teaches the art of “salesmanship in print”
You can resell it for 100% commission and 50% commission on the one-time-offer also...This is an easy way to make some quick bucks...

9: JOINT VENTURES

You need to do some sort of Joint Ventures to succeed in a big way.

The first thing that comes to mind when people think of joint ventures (JVs) is asking someone to mail your offer to their list for you.

That is one example of a joint venture yes, but there are others.

Co-operative advertising is an example of a JV between people who want to share the costs of an advertising campaign.

Example: A leader wants to help the downlines in his group, so he organizes a bulk mailing campaign that costs \$500.00 for 15million emails. He finds 5 people to put in \$100.00 each and they each get their fair share of the campaign.

Sometimes you can't split up the campaign evenly so you send the whole campaign to a rotator url.

What this does is rotates the clicks evenly amongst the participants in the campaign, giving them their share of clicks, opt-ins, and sales.

The same thing can be done for ezine advertising and Pay-Per-Click advertising.

More examples...

I could have someone post to blogs for me and in exchange, I will help with some coaching. Or I could have someone write articles for me, same deal

These are the every day joint venture you need to help grow your business.

These low-end, man-on-the-street JVs are quite common. People know that they need to play to their strengths and do this while their businesses are still growing.

Eventually, people will develop the skills they were lacking in and move on. I see Mom-and-Pop marketers doing this all the time, and it works.

What most people want to know is how to get those big names to mail out for you.

First off, doing the right JV early on in your online career could take years off your learning curve and put you in a pretty good position right away.

It's instant branding for you to thousands of people when one of the biggest names in the industry recommends your product.

Here's my checklist for attempting JVs

- ❖ Make sure you're on the person's list
- ❖ Make sure you've purchased from them before
- ❖ Introduce yourself as a subscriber and a buyer
- ❖ Tell them up front you're not asking them to join anything

- ❖ Be respectful of their time
- ❖ Be respectful even if they deny you
- ❖ If denied ask them why

- ❖ Before asking make sure they don't sell a similar product
- ❖ Send your product in the body of an email, not an attachment
- ❖ Don't expect an answer soon, they get hundreds of these a day

- ❖ Tell them your offer at some point
- ❖ Tell them what they have to gain from it commission-wise
- ❖ Offer to do a reciprocal mailing (Very important)

- ❖ Work on your offer letter, make it professional, and be clear
- ❖ A product outline in offer would help.
- ❖ Send them the product, free of charge.

If you ask enough people the right way, you'll get some JVs going eventually

Joint Ventures are important to your success, whether it's a co-operative ad campaign, sharing of duties or mailing out to lists.

Happy JV-Hunting ...

RECOMMENDED RESOURCES:

[JV ALERT](#) Good site for doing Joint Ventures

[Get Connected](#)- Good guide for getting connected in your chosen field

10: MENTAL STATE

You must have a crystal clear vision of how to achieve your goals and remain laser-targeted in your focus until those goals are reached.

Does this sound like a bunch of new-age hogwash to you?

This mental state is hard to achieve. Most people “fall” into their careers because they find something they’re good at and they stick with it.

When I was in college, I was very idealistic. I want to be a communications major because my sister was in an advertising firm and it sounded exciting. I always liked writing, but specialized writing like ad copy was really appealing to me

An off-hand comment by my professor about the bias towards copywriting derailed my efforts towards getting a communications degree.

The professor mentioned some people think copywriting is just a way of making people buy things they wouldn’t normally buy.

That statement made me think I was making people buy something they didn’t really need. The professor was merely stating that there was a bias but I used this as an excuse to switch career interests.

I went into Criminal Justice because the textbooks were fascinating...

But I finally realized I didn’t want to be a police officer, either.

Then I went into construction because the money was excellent,

But I didn't like what I was doing, and money isn't everything.

You have to enjoy what you're doing, and THAT is everything

Then I went to a technical school to become a computer whiz.

The computer field was good to me and I liked most was learning new things and helping people.

It took me 10 years later to finally find what I like to do.

- ❖ Helping people by providing a service of some kind and
- ❖ Copywriting/advertising/marketing.

SIGH... Back to square 1, after 10 years of going from job to job

Now I am an Internet Infopreneur...I sell information products that help people earn money from online businesses.

Back in college I knew in my heart what I liked, but I allowed myself to be derailed and I went off into different directions.

Imagine if I never gave up copywriting and stayed with it?

Imagine if I had been developing my copywriting expertise for the last 10 years...

Imagine how far along I would be had I not switched my focus so many times.

Some people are blessed with crystal clear intentions and a laser-targeted focus.

Those are the people that succeed very well in life despite facing the same obstacles the rest of us face.

If you're trying to earn an income from the Internet, please make sure you know what you want to do, and play to your strengths.

This really is the "shortcut" to success.

It's also the hardest thing for most of us to do.

Here's a list of questions that will have to ask yourself...

- ❖ Why am I doing this?

- ❖ What is my goal?
- ❖ What is my online identity?
- ❖ Do I have any ethics?
- ❖ Is it all about money?
- ❖ Do I have a sincere desire to help people?
- ❖ Do I think I can succeed?
- ❖ Do I have what it takes to succeed?
- ❖ What am I good at?
- ❖ What do I need to get better at?
- ❖ Are I willing to do whatever it takes to succeed?

Out of all these questions, the most *important* ones are usually the *hardest* to answer.

It was actually an incredibly hard thing for me to do

Once I was able to say what it is I wanted to do:

- ❖ It was EASY to shut out the distractions.
- ❖ My focus became clearer
- ❖ I got more done in less time
- ❖ And I became more successful because of it.

Most people starting out are concerned with getting traffic to their sites.

That's the least important of your concerns right now.

Let's look at this in reverse here...

- ❖ Getting traffic to your site doesn't matter if your website doesn't sell.
- ❖ Your website won't sell without good copywriting on the pages...
- ❖ Your products will sell easier if you have a good reputation...
- ❖ You'll have a good reputation if you're ethical and treat people well
- ❖ You can treat people well by recommending good products to them
- ❖ You can make good recommendations if you're known in your field
- ❖ You can become an expert in your field if you're focused on a certain topic
- ❖ You can focus if you have a crystal clear vision of who you are and what you do.

This is rather over-simplified, but it shows you something here.

Most people worry about the last thing after they've tried for so long and never really had any success.

Remember my true life-story from above?

I had a vision 10 years ago, lost my focus, and it delayed my success.

That's what most people are doing online right now.

They don't have a clear vision. Everyone just wants to "make money online"

So there's no laser-targeted focus, just a lot of program-hopping.

There are a lot of products being bought but most people don't do anything with them because it's not easy enough.

You will be amazed by what happens once you shut down your computer, grab a pen, and write down what it is you're trying to do.

It's easy for me to sit down and "preach" this to you, but I have been through it.

It's a hard thing to do. I got frustrated trying to think my way through it.

If you decide to make your life a whole lot easier and really want to put yourself on the fast track to success, you will take this step, if you haven't already.

How will you know when you completed this step properly?

- ❖ Well, you won't be distracted very easily
- ❖ It will be easy to remain focused
- ❖ You'll see real progress with your business
- ❖ You will find yourself saying "This isn't for me" when new products come out that are tempting you.
- ❖ You will see how much time you've been wasting already
- ❖ Your skills will become sharper
- ❖ And your successes will increase as time goes on.

Give yourself a mental check up regularly, not just once.

This section was left as the last part of the report because the people that made it this far are the people that will take this suggestion seriously.

It really is the most important step because it makes everything else so much easier and I wish I did this 10 years ago.

I hope you take this seriously.

I hope you **do it right now!**

RECOMMENDED RESOURCES:

Sleep And Profit- For serious and advanced marketers only, in my opinion.

This product has a particular emphasis on improving your mental state.
It also offers 100% commissions and 50% commission on the one-time-offer

Good luck with your online endeavours.

Thank you for reading this.

Daniel McGonagle
<http://firsthandreviews.com>

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