

INTERNET MARKETING

HOW TO START A SMALL ONLINE BUSINESS IN JUST
3 STEPS



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Legal Disclaimer

This book is written for information purposes only. Nothing in it shall be construed as legal advice but as guidance for further research.

There are no claims made as to potential income as the author has no control over how you will use the contents therein.

To profit from this document it is expected that you have a good mastery of the language you are wanting to write in as well as an understanding of the psychology of the people you are writing to.

This book introduces the foundation principles of starting an online business but you will need to gain greater skills if this is absolutely brand new to you.

About TheAuthor



Robert James is an Internet Marketer, researching and producing products for downloading onto your devices. The basic philosophy is to encourage the reader to have their own dream in life and develop the skills and methods to be able to achieve it. The author is at the stage in life to demonstrate that this is possible for everyone. Why not download his motivational book for free:

[How A School Cleaner Is Living The Dream](#)

Just 3 Steps To Online Success

If you have already carried out some research into starting your own online business, you might already be feeling overwhelmed by the level of information available.

DON'T PANIC!

All Internet marketers face the overwhelm syndrome throughout their careers.

HOWEVER, you will be very pleased to know that the whole business can be broken down into just 3 STEPS.

This book is dedicated to introducing you to those steps and guiding you along in taking them with understanding.

By the time you have implemented the ideas and practices in this book you will be able to be successful in whatever niche or niches you enter.

BUT BE WARNED! 95% of all the people who try Internet Marketing actually *fail*. This is not because it does not work – it does work very well, and millions are made each year by many thousands of people across the world. But people fail because they want instant results!! Sorry that does not happen.

Years ago (about 10 or so) you could put up a one page website full of adsense ads and a tiny blogpost and get traffic from Google very quickly. But no more!

The one principle you need to remember if you want traffic from Google is that they are trying to give their customers the best experience they can. That means providing them with **quality content** and plenty of it.

You may have heard about the Google purges called by deceptively friendly names such as the *Panda Update*. These had the effect of delisting thousands of websites overnight!!

Among the types of sites that got delisted were ARTICLE DIRECTORIES. Ezinearticles.com was often to be found on page one of Google for thousands of keywords. But those keywords came from articles that were very poorly written. By this I mean, bad grammar, poor spelling and gibberish statements. Have the writers never heard of proofreading, spell check and peer review? (By peer review I mean to let other people read what you have written before you publish it. You know what you intend to say but does that come across in the way you have written it?). As a writer you need to demonstrate that 11 or so years of education have not been wasted on you.

You will still find recommendations to use article directories. Here is a list of ones being promoted still. By all means check them out, but remember you are looking for quality of content.

Top 10 Free Do Follow Article Submission Sites list:-

SN	Article Submission Sites Name	Domain Authority	Page Authority	Alexa Ranking
1	https://github.com/	95	84	62
2	https://seekingalpha.com/	90	67	1986
3	https://www.axs.com/	77	62	3705
4	http://hubpages.com/	91	69	9768
5	https://www.ehow.com/	92	73	11031
6	https://ezinearticles.com/	91	72	20314
7	http://www.sooperarticles.com/	67	56	82358
8	http://www.articlesfactory.com/	65	59	141113
9	https://www.articlecube.com/	56	55	355466
10	https://www.articlecity.com/	64	59	405946

However, by following through on the recommendations in this book you will product excellent content that people will actually pay you for so they can read it.

Ok. I know you are dying to know the 3 Steps To Online Success.

We will explore these 3 steps one layer at a time.

STEP ONE – Niche Research

STEP TWO – Product Creation

STEP THREE – Traffic

Doesn't sound too bad does it when listed like that?

We will now look at each of the three steps in more detail. As well as written information with images I will provide links to external trainings that I recommend you use. These trainings are free so worth spending time improving your knowledge about that particular subject.

As well as trainings (that are free) I will make some recommendations on a few products that will make all the difference to the success of your business. Yes I am an affiliate for these products and would get some small commission if you buy into them. But there are many thousands of products that I could recommend but these few are the only ones that I feel you need right now.

The recommendations will vastly improve the quality of your own products and increase the speed at which you can produce them.

QUALITY and SPEED need to be your watchwords (and in that order).

But avoid the trap of *perfectionism*. It is better to get a product out quickly rather than agonise over which font you should be using or the number of images you need to put in etc.

STEP ONE – Niche Research

Let's get one thing clear before we start, Internet Marketing exists to make you money.

Many websites are put up to provide just information, but those do not fall under this heading.

In reality there are just THREE (yes 3) markets where the vast majority of money is made online. Within these markets are thousands of *niches* which reach particular segments of those markets.

The 3 Markets are:

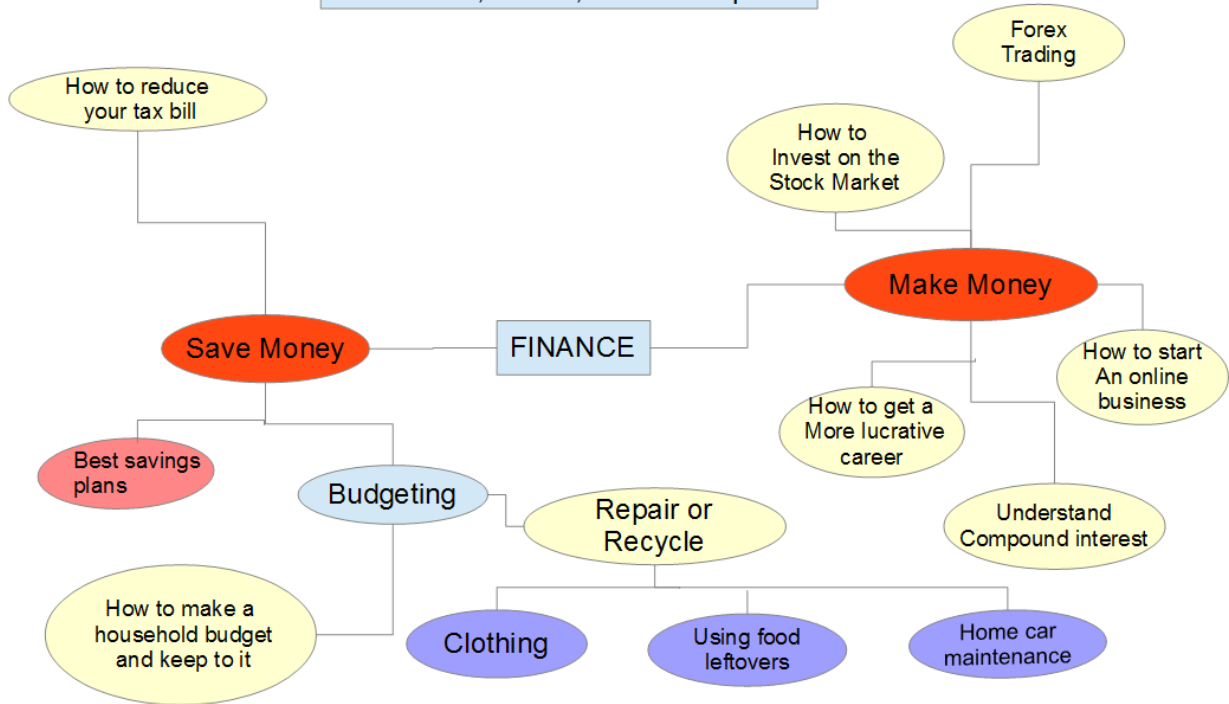
1. Finance
2. Health
3. Relationships
4. 'Other' There are still fortunes to be made outside the big three but these need even more in-depth research.

Now you can't be covering everything so choose which market you want to start with. The diagrams on the following pages give some idea as to how the markets are made up of niches. As you think about them you could draw up your own mindmap as a way of seeing how ideas relate to each other. These maps were made simply with Open Office – the free alternative to Microsoft office. The Draw program was used to quickly create the diagrams.

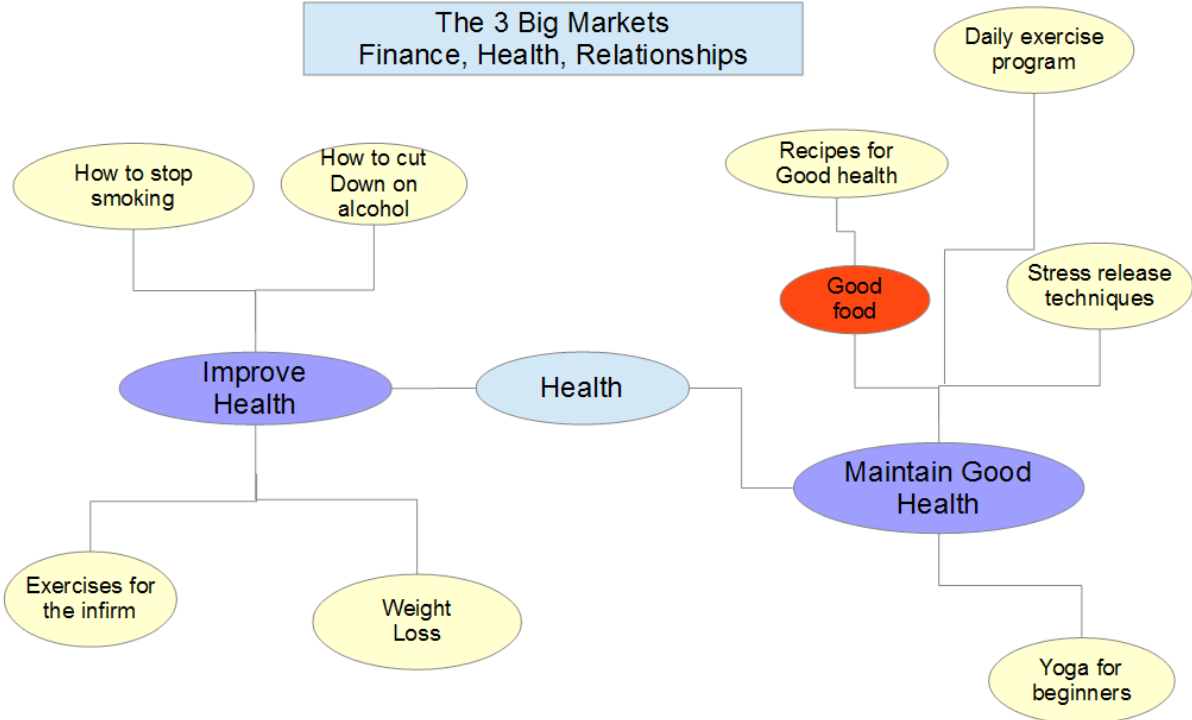
When you have an idea for a niche, even if it is in one of the big three markets, you need to see if there are already products on sale to that niche. They say there is nothing new under the sun. This is true of Internet Marketing. If noone is already selling something in this niche then maybe it is a “phantom niche”. These are niches which on the face of it sound good to you. But when you do keyword research noone is actually searching for that term.

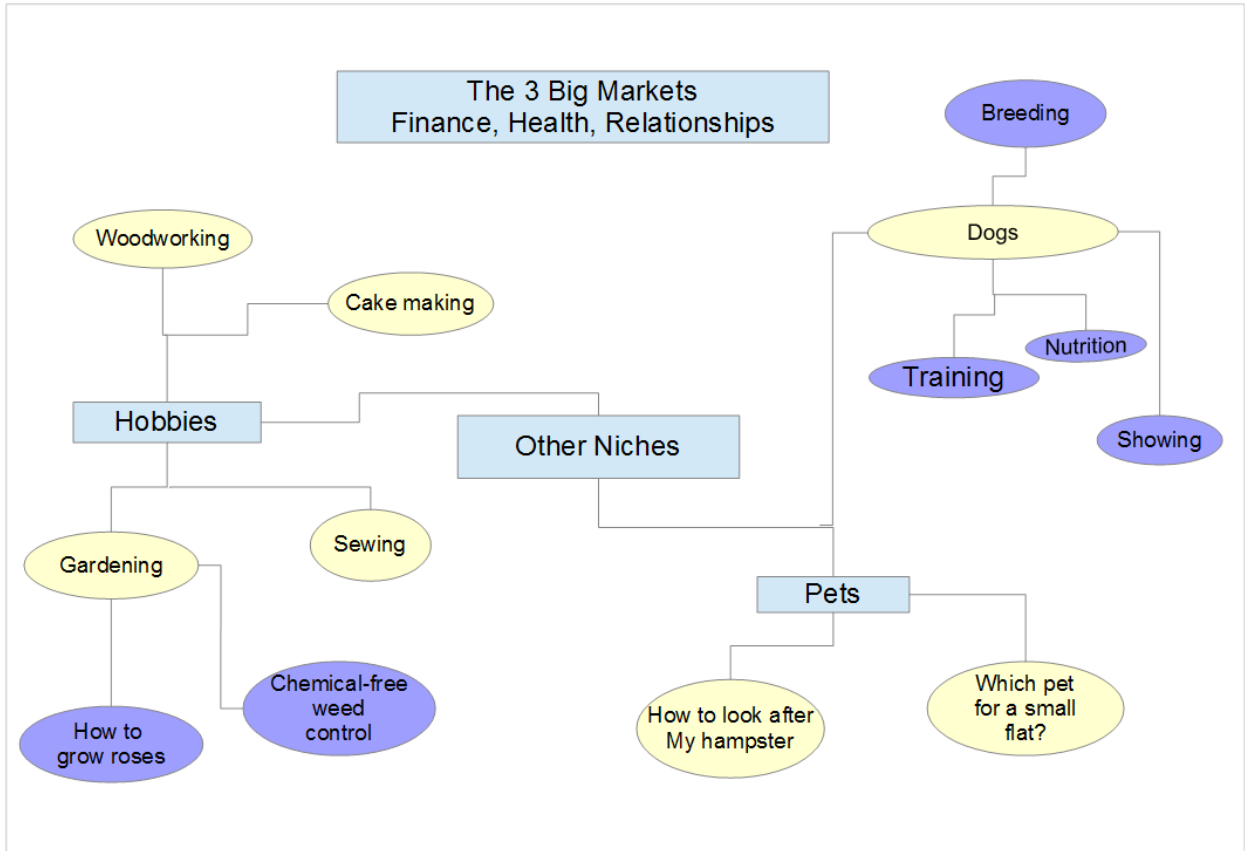
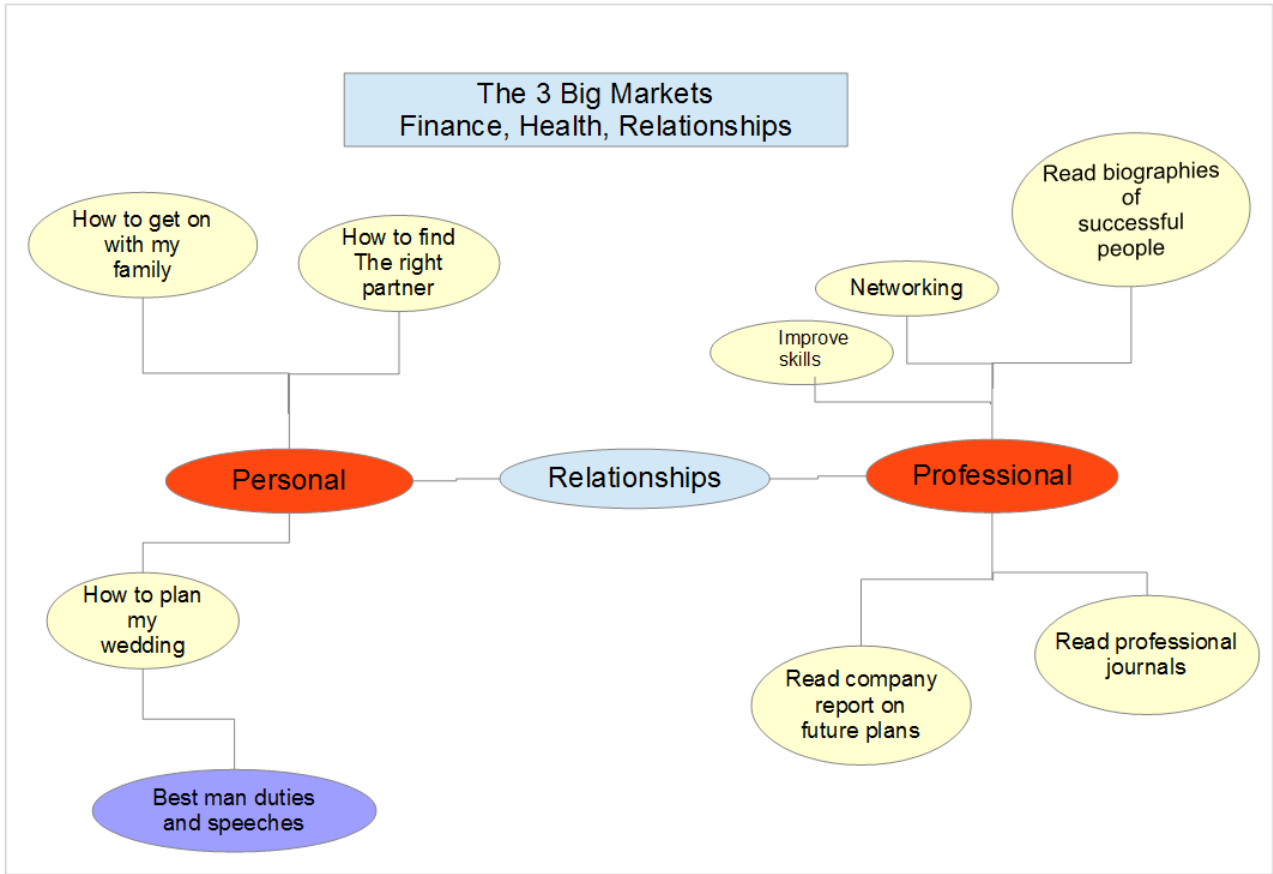
Another saying comes to mind - “don't flog a dead horse”. If your pet idea is in fact a phantom then forget it, move on. There are thousands if not millions of genuine niches you can yet discover.

The 3 Big Markets
Finance, Health, Relationships



The 3 Big Markets
Finance, Health, Relationships





Once you have a list of ideas in one of the markets then you need to check the popularity of those ideas. If people are typing words that relate to those ideas into a search engine such as Google, then you can get some data about them.

This is the meaning of *keyword* research. There many tools available to help you do the research, some are free and some are paid for. And they all give you slightly different results just to be confusing.

You can use the basic Google Keyword Planner tool. But these days it needs to be associated with a Google adwords account even if you do not plan on running adwords (ads that you see down the side of search results).

I have access to the Jaaxy keyword tool. It is a free access as part of a membership site that I am part of.

Keywords	Monthly_Searches	Estimated_Traffic	QSR	SEO_Powr
start small business online	33149	5636	33	90
how to start an online business on a	6904	1174	68	84
how to start an online business at a	6904	1174	100	84
how to start an online business on	6904	1174	71	84
start online business free	623	106	57	94
small business budget	316	54	200	83
start your online business	277	48	212	82
small business budget template	192	33	57	97
start online home business	112	20	35	98
starting business online	103	18	113	93
How To Start An Online Business On A Budget	0	0	27	84
how to start an online business at home	284	49	23	91
how to start a online business at home	284	49	3	91
start an online business from home	284	49	142	90
how to start an online business at a home	281	48	100	90
how to start an online business from home	281	48	91	90
start small online business	4074	693	37	92
how to start an online business with a website	64	11	1	93
on how to start an online business.	6904	1174	176	75

This is what the results of keyword research looks like. From your mindmap draw up a list of phrases that people might enter into a search engine to find information they are looking for.

In the keyword tool enter one of the keywords. This will bring back a list of associated keywords with useful information for you.

For the keyword for this book **how to start a small online business** you see interesting results. There are over 33,000 searches every month in the US and if my website got listed on page one of Google I could expect to get over 5,000 visitors to my website.

The QSR is important though. I will explain why. Whenever you put a keyword into Google you often get millions of results. But looking down those results you find that you quickly get some rubbishy recommendations. If you put the term in “ “ you get far fewer results. If you go to the bottom of the page and click through to the last

page it will tell you at the bottom the number of actual sites that use your specific term. That is the true level of competition you are trying to rank against. That number in Google will be very close to the QSR number in Jaaxy.

Here's access to your first FREE TRAINING:

[Keyword Research Training](#)

This is an example of the quality of trainings we get every Friday. They are always topical as the internet develops.

So Part One of step one is Keyword Research. This gives you a list of keywords from which you need to select a dozen or so to concentrate on for the next stage.

Part Two of step one is to research current product offerings. This stage is to see what products are already being produced to meet the needs of these searches.

Firstly, enter each keyword in turn into Google and see what comes back. Are there downloadable products for people to purchase? Check out each of the top websites and see what they are offering.

If there seems to be a good deal of products then go onto your next keyword.

After the search engine stage you need to go elsewhere. See what products (by products I am referring to e-books, videos, and podcasts) are listed on Amazon, even E-bay. Go to Clickbank.com and check out the Marketplace. Do the same at JVZoo.com. If suitable go to Whiley Publishing and see if there is a "Dummies" book for that topic. Publishers need hope of sales before they go to the cost of commissioning a book.

You are looking for an opening in the market. You will be buried alive if there are already plenty of quality offerings, especially from large websites. But as you work the keywords you will quickly come across the 'aha' moments where you feel confident you can offer the market a quality product.

Then go back and do the same with the next batch of keywords.

The result should be a list of 'angles' you can focus on with your own product.

Check list time:

1) NICHE RESEARCH

a) Keyword research – Monthly Search Volume
– QSR competition figure

b) Present range of products on offer

- Their price point
- Their quality
- Their 'angle'
- Their marketplace. How easy is it for people to find them

c) (briefly) outline the content of your own product. What keywords (needs of your customers) are you supplying the solution to?

**** Always remember this point. You are not just creating a beautiful product, but you are supplying a solution to someone's needs ****

For example, in the dog training niche, a product called How To Stop Your Jack Russell Biting The Postman may well stand out as being a 'missing' product. But at this stage don't get too caught up in specifics. You also need a list of associated keywords so you can quickly follow up on your initial product with more, quality, offerings.

Step Two -Product Creation

From an Internet Marketing point of view, we are looking at *downloadable* products. Physical products belong to e-commerce not Internet Marketing per se. But of course if appropriate you can *also* offer physical products alongside the digital downloads.

By downloadable products I am referring to:

1. E-books
2. Videos
3. Podcasts.

1. E-books are most commonly in pdf format. As well as the written word they contain (or should contain) relevant images. They can also contain hyperlinks to online resources. This enables the book to be a living, interactive thing not just a passive read.

They need to be of sufficient length to justify the price point you are pitching at. But above all the reader needs to appreciate that they have *quality* in their purchase.

2. Videos are now almost compulsory as a product creation. These can be either 'real-life' where you talk directly to the camera and maybe demonstrate a particular process. Or the videos can be animations. Often used as 'explainer' videos this medium is good for non-physical training situations. Graphics and the spoken word together make for great sensory input.

You will find such videos associated with this e-book.

3. Podcasts. One of the easiest product creations is to record yourself, or someone else, reading your e-book out loud. These are very popular in today's fast moving, always-on-the-go society. People can listen to you while on the way to work or out jogging etc.

To give real value to your product you can offer it in all three formats. This gives you the opportunity to offer the ebook at a relatively low price and then offer the podcast as an upgrade. Later you can package the two together and then reoffer them as a complete package. A series of videos on the same subject becomes a 'training course' in it's own right. Yet another medium you can offer alone, as an upgrade or enhanced package.

We will look at all three of these mediums in more depth.

But with all your wonderful product creation you need to keep 3 things in mind:

1. What gap in the market are you filling? What are the keywords you are focusing on? Don't get caught in the trap of 'keyword stuffing'. This is an outdated technique where you look for opportunities to repeat the keyword as many times as possible in the product. If you do that now Google will slap you!! Instead use the keyword naturally in the title and in the introductory paragraph. Then write naturally using the keyword if appropriate but using other, related words as needed to give the reader the information they are looking for. Google is very good at understanding 'associated' words. You will find that quite by chance Google starts ranking you for hundreds of keywords you didn't even think about. These references to Google apply to what you write on your website rather than what you put in an e-book. But your e-book gives you the related material to put on the website to entice buyers to part with their cash! *Your e-book carries on from your website.* After all you can't put 10,000 words on a website, can you? (Don't be a smart ass!! The point I am making is that you put enough on your webpage to interest the visitor. But you leave them begging to know more by continuing the read through buying your e-book or watching your video or listening to your podcast).
2. If you are not actually filling a gap in the market as such, then is your product of better quality than the competition? Or are you making your product easier for the customer to find?
3. Are you developing effective traffic techniques to get your product in front of potential customers? You can have the world's greatest product but if noone knows about it then your sales will be a big, fat, zero! More on traffic later. But having all these things in mind will help guide your product creation.

Types of Written Content

1. How to
2. FAQ
3. Interview with
4. List
5. Case study
6. Resource Directory
7. Idea generator
8. The First Year Of
9. Niche Business
 - Bookstore Owner's Guide To Marketing
 - Real Estate Agent's Guide To Marketing
 - Hair Salon Owner's Guide To Marketing
10. The Bridge – (combine 2 unrelated topics into one report)
 - Time Management For Single Parents
 - The Internet Marketer's Diet
 - The Home Schooler's Guide To Making Money At Home.
11. Shortcuts
12. Advanced Guide
13. Time Frame
14. Personal Profile
15. Planner
16. What To Do When
17. Pop Culture Lessons
18. Current Events Tie-in
19. Save Money
20. Make Money
21. Faster & Faster
22. Barriers & Mistakes
23. Turn Into ...
24. The 5-Minute Guide
25. Survival
26. Top Picks
27. Age Specific

These of course are just idea points. But they are developed more in a resource that you really, really need as an online marketer. The most important thing that you do is to CREATE CONTENT. You need to do it *fast* and to a *good quality*. If appropriate you can combine two or more styles in the same product.

The UCS is over 700 templates full of ideas which will inspire your content research and provide layout ideas that speed up the preparation of your written product – from blog post to written e-book to video script.

I recommend you to take a serious look at it. [UCS Info](#) over 200 pages!! not a scrappy “report”!!

These templates will help you to get your material together in an orderly way as well as provide new inspirations for ideas you had not yet considered. But I will help you go further when it comes to creating your finished product. If you have downloaded my free book (see below) you will see the presentation is very stylish. What in the past would have been probably a fairly bland style is now quite flashy! But that is for later. For now do your research and get your material together.

As you are not writing a novel, don't just sit there making up things in your own head. You need to do research, you need to find sources for your information. Beware of 'fake news' type of resources. These are those full of opinions rather than facts.

Once again the UCS will help you here in the chapter on “How To Research an Information Product”. It adds to your 'expertness' if you quote reliable resources as well as declaring your own, real life experiences (if those are appropriate to the book you are writing).

A Key Tip Here!

Don't try to be alone in your field of expertise! If you feel you are the only one “crying in the wilderness” then maybe you are in too small a niche. You need to be one of many but with an interesting angle. After all, just how many cooking and baking programs do we need on TV? Another one will do just as well if they choose a new angle.

In my free, motivational e-book “How A School Cleaner Is LivingThe Dream” I refer to Bob's Burger Bar. I am sure most of us can cook a burger and put it in a bun with some salad and sauces. But which business do you think has the better chance of success? Me opening “Bob's Burger Bar” and “Selling the best burgers in the state” or me running a McDonald's franchise? The answer has nothing to do with the actual burgers! The point I am making is that too many Internet Marketers try to run their own “burger bar”. Instead what they should be doing is aligning themselves with already successful online marketers. You have received this product as a direct result of me doing that. (If you would like a free copy of my inspirational book “How A School Cleaner Is LivingThe Dream” you can get it here. [FREE BOOK](#))

Step Three -Traffic

How do people find what you have to offer? As a minimum you need a website. This is a real asset for you to develop out over time. You then find so many ways to send people to your website.

In the past this could be quite passive on your part. Just put up a one or two page website, feature a blogpost and allow adsense ads to be put on it by Google. In return Google would rank the keywords in your blogpost and send you traffic!

THOSE DAYS ARE GONE!!

You now have to work to get traffic.

The first thing to do is set up a website. This is not as hard as it may sound. With WordPress you use templates which make website creation almost fill-in-the-blanks easy.

The first step is to get the DOMAIN NAME. You get this from a registrar of which there are hundreds to choose from. Hostgator, and GoDaddy are 2 well known US ones. I use Names.co.uk here in the UK.

So what are you going to use for a site name? Perhaps this discussion may help you?

Beware The Myth of The Exact Match Domain Name

Whenever you undertake training in Internet Marketing, you will get the advice that when you chose a domain name for your website, it should match as closely as possible the keyword you are focusing on.

This is known as an Exact Match Domain (EMD) name.

You may be advised that this will improve your rankings in Google. However, when you check the results of a Google search you will often find that an EMD is not top of the list.

Yes, one may be found on page 1 or 2. But it is not the Domain Name that Google actually looks at! This is because Google picks up the PAGE TITLE rather than the domain name. This forms the top line of the search results. Next comes either the meta description if one is used or relevant text from the page.

This forms what Google calls a 'Snippet'. It is those few words you see under the highlighted search result. This is important! It gives the searcher an immediate idea if this result is relevant or not.

As an example, I entered the keyword 'flower arranging' into Google. This returned 1.9 million results.

Ignoring the paid ads at the top of the page we have to go down to result 6 before we find the EMD called 'www.flowerarranging.me.uk'. (Not even a dot com site!).

The number one result was DIY: Flower Arranging - 8 Basic Flower Arrangements. It was on the domain "save-on-crafts.com". The DIY part was the page name and it had been saved with the file name 'eigbasflower.html'.

If your website is focused on a very small niche then certainly strive to get an EMD.

However, if you have wider interests then your domain name should reflect the wider range of offerings as in the domain name above. For example, dogtraining.com is better than trainyourjackrussell.com.

In fact these domain names were available at the time of writing:

dogimprovingacademy.com
dogfitnessacademy.com
hotdogtrainingacademy.com

All of which would give you great scope to have a wide selection of very relevant content. Over time this tells Google that you are an authority site not just some narrow-focused one.

[As a matter of interest, dogtraining.com is not available. BUT there is no website put up on this domain name. If you really, really wanted this domain it may well be for sale. Go to the website 'whois.com' and you will find the registrar who has it. Pop them an email and see if they or their customer are willing to sell it to you.

A few years ago I wanted the domain name "Caledoniancanal.com" but it had already been registered but not used. I was able to purchase it for \$2,000 and I am now slowly developing it out myself].

I mentioned above that Google now picks up the PAGE TITLE to know if it is relevant to what the searcher is looking for. So bear this in mind when you name your pages. Here is where you can call it How To Train Your Jack Russell and focus on that snappy little breed :(and put in on your larger dog training website alongside all the other breeds you write about and the nutrition guides you develop as well as behaviour guides etc. etc.

You have downloaded this e-book from my domain addingtowealth.com. If you go to the home page you will not find many links there but there are in fact many dozens of pages on the site for different products and services. I have this arrangement because

I do not expect much traffic from the search engines directly but rather from free and paid ads, recommendations from other people and responses to email campaigns.

In naming your website choose a name you can also use for your YouTube channel and Facebook Business Page. This helps establish a consistent brand across all media.

This also goes for creating a logo for your business if you want one. Make it simple to recognise and easy to reproduce everywhere! (Maybe even on tee-shirts if appropriate).

SETTING UP YOUR WEBSITE

These days these are the minimum requirements for a website. If you do not set your site up like this then Facebook for one won't allow you to run ads!

1. Homepage. Make this a static page which basically describes what your site is about.
 2. About Me/Us. This page tells your site visitors who you are as a person or company. When I check my Google Analytics I see many visitors go here from the first page they land on before they go elsewhere on my site. So this is important!! Even have a personal photo there. That alone will make you stand out among the thousands of competing sites.
 3. Contact Us. This is very important -AND A LEGAL REQUIREMENT. A real address needs to be available to site visitors somewhere on your site. This is a good page to put it on. Also provide an email address, telephone number and a webcontact form as appropriate. It looks more professional if your email address is in the format: name@websitename.com such as support@addingtowealth.com. You can redirect the emails to any email address you want but to your customers this looks stylish and official.
 4. Privacy Policy. You can download templates for these and adjust them to your site. At a minimum you put your sitename in the appropriate places and just read through and adjust as needed.
 5. THEN COME your product pages. You can have blogposts, sales pages, opt-in pages or just opt-in forms on other pages. These are all visible to your site visitors. But you need some hidden pages to conceal your product download links. Your Thank You pages also need to be hidden as the customers need to pay before you thank them :)
 6. Site menu. On each page there needs to be links to other pages on your site. Not necessarily to every page of course but to the ones mentioned in 1 to 4 above. This again is a Facebook requirement. So if they keep refusing your ads check the layout of your site.
-

SO! You need a domain name, hosting, access to WordPress, and maybe training in setting up your website. Would a community of thousands of individuals also be

helpful to you with their experiences and personal trainings? As well as FREE access to a powerful keyword research tool – Jaaxy as I mentioned before? As well as FREE weekly video trainings with a professional marketer. As well as direct access to the site creators? You get this all in one membership site. All you need in one place! Take a look at WA for free. As one of my 'friends' you can come in via my personal portal [HERE](#).

PAYMENT OPTIONS

You need some method for people to pay you quickly and easily. You also need the payment method to be lowcost to yourself.

For all of these reasons I use a Paypal business account. It is free and easy to set up. You can easily create payment buttons and place them everywhere! Also the main advantage I like is that I do not get involved in the processing of the transactions. There are no finance records on my sites for hackers to get to.

There are other options to take online payments. Just Google 'Online Payment systems' and see what is available in your country. This is important if your customers are in a country which restricts services such as Paypal.

LIST BUILDING

To be a successful Internet Marketer you need to *BUILD A LIST!* You need to collect email addresses of all your customers. This is done through opt-in forms.

I am sure you have seen them and used them yourself – You see an ad somewhere for a free product “Free guide to stop your dog eating it's poo” for example. You click on the ad and are asked to enter your email address so they can send you the link to the product. BANG! You are now *on their list*. You will then receive an ongoing series of emails giving you information and promoting other products for sale.

You need somewhere to store those email addresses and a method to send out emails automatically. This is best done through using an *Autoresponder* company. The big names in this industry are Aweber, Getresponse, Sendlane, and Mailchimp. There are many others as well. But you will find that all the top marketers use Aweber.

With your autoresponder company you can create sign-up forms in colours and styles to match your website. You then place the form code onto your website. This sends the customer's email details back to the autoresponder company where they are stored on lists. Yes, you will have many lists!.

To automate the process, you create a series of emails and schedule when they are to be sent out. You can also come in to your autoresponder service at any time and send

out a *broadcast*. This allows for special announcements, flash sales, or other one off messages to be sent at your convenience.

NOW COMES THE ONGOING WORK – Getting Traffic

This is now the time to work on getting visitors to your website.

By doing Step 1 – Niche Research well, you should have some idea as to the level of interest in the subject of your website.

Now to discover where your customers are to be found.

FACEBOOK

Are there Facebook groups set up for this niche? Just enter the niche name “Jack Russell Owners Group” or whatever the interest is, into the Facebook search bar. Be specific. Use one of the keywords you have on your list. Make a note of these groups, are they open to new members or do you need to apply to join if it is a closed group?

Then use another keyword and see if more Facebook Groups come up.

As you go into these groups you will soon see if there are any ads being displayed or not. If there are then maybe you can create a relevant ad as well. If no ads are shown see if there are rules about whether it is allowed to put hyperlinks into posts or post signatures. If not then it would be hard to get traffic from this group. Move on!

FORUMS

Use your niche name and put into a Google search for forums. i.e. Jack Russell Forum (this one actually brought back 26 million results!). Not many results would be actual forums. But there are many, many, results where you could make contact with the website owner and see if they are open to you submitting blogposts or articles (the difference being mostly in the length of the material). As an 'expert' author you would be allowed to have your website name in the article either under your name as author:

John Smith
petnutritionist.com

Or at the end in your biography:

John Smith is a well known expert in the world of pet nutrition, publishing 3 best seller books on Amazon and having thousands of visitors to his website petnutritionist.com.

In the old days, actual forums would allow you to put a link in your bio at the end of your posts. But this technique just got out of hand by spammers submitting absolute rubbish just to get their links in the forum. Many forums now have a complete ban on links but some will allow it after you prove you are a good contributor who brings value to the forum visitors. This takes time and consistent posting!

EMAIL

If you are really new at this Internet Marketing then you very probably do not have an email list of customers yet. But there are people who do have such lists. Many of them will send their customers an email FOR YOU. This process is known as using a SOLO AD. For a small sum of money you can reach many thousands of people. The best part is that by careful choosing of the vendor then the list is very targeted to people most likely to be open to your offering.

To find vendors of solo ads just do a Google search for Solo Ads. However, be careful in the quality of ads you buy. Cheap usually means rubbish – no humans actually click through to your website. You get a report of X number of 'clicks' but when I check in Google Analytics, each visitor to my website has only stayed for less than 2 seconds or so. No way have they read what's on the page. There are ad companies which guarantee a certain level of Open Rate for your solo ad so these are more worth considering. Best to run a trial with different companies. [I have had very poor results from the cheap ones such as those listed on fiverr.com and 10dollarsoloads.com].

Soloadmarketing.com have a good approach. They will send 6 followups to the list as well as your original message. They recognise the old adage that customers often need 7 exposures to a marketing message before they feel confident to act on it.

FACEBOOK is another good source of solo ad providers. Just put 'solo ads' in the search box. A good number of high quality providers come up.

Remember to have the email recipients directed to an opt-in page not your sales page. I know you really, really want to be making money! But the secret lies in building the list first. Have a free 5-7 page giveaway if they sign up to your list. This way you get maximum number of sign-ups. Later you can go through your list on your autoresponder and get rid of tyre-kickers who waste your attention by never opening your emails, and reveal the rest who are willing to open their wallets to you!

You follow up with a series of emails giving information as well as recommendations to buy. This is where you start seeing sales happen.

Once you start getting an email list then you can consider ADSWAPS. This is where you find someone with a targeted list similar (or complimentary) to yours. You arrange for them to send your email to their list and you send one of their emails to

your list (hence the name *adswap*). You find these partners in the same way, just Google them or put into a Facebook search.

If you have supplied blogposts or articles to websites as mentioned above then maybe the website owner would be willing to send out an email to their subscriber list. Worth the asking!

SEO – Search Engine Optimization

I am sure you want search engines to be sending you traffic. After all this is free, isn't it? To get the search engines to do that, they need to list your website on page 1 or 2 for a particular keyword. [When was the last time you went past page 2 of the search results?] In the past that was easy to do by the way you phrased a particular article, blogpost, or webpage. But when you have looked at many search results these days you find the top ones are all paid ads. 'Native' or 'Organic' search results are pushed way down the page.

I suggest you pay attention to your keyword research. Create articles and blogposts that use just one keyword in the title and first paragraph. Then write naturally for human readers. Use some of this info on your website. Let Google decide if it wants to rank you for that keyword or not. These days there is absolutely no guarantee of doing any process that will cause Google or the other search engines (yes there are others) to put you high in the search results.

REVIEW TIME

1. You have your website set up. It has an opt-in page offering either a free report of low-cost product (about \$7 is common). It's primary purpose is to collect email addresses. Your website also has a salespage reviewing your main product. You send out an email telling your customers about this page. You have a method to accept payments. You have a Thank You page which may also give a download link for the product. [I actually prefer to send out the download link in the first email I send to my customer].
2. To get traffic to your website you can use a combination of free and paid methods. Free methods include guest blog posting, writing long and short articles and putting them on your business Facebook page as well as submitting variations of them to other social media accounts as appropriate. When you have the start of an e-mail list of subscribers you can engage in ad-swaps. Paid methods include buying solo ads to get visitors to your opt-in page. You can also “boost your post” on Facebook.
3. With your growing list of subscribers, you keep in daily (or at least every 2-3 days) contact with them. Send out informational emails giving value to your subscribers as well as emails promoting a product – either your own or an affiliate recommendation.
4. If you are meeting their needs and actually have products for sale to them then congratulations you have a business!! Keep going.

Some resources for you

Live trainings – Free access as my guest

Keyword Research [LINK](#)
Researching Your Competition [LINK](#)
Researching Audience & Niches [LINK](#)
Building An Audience Beyond Google [LINK](#)
Understanding Marketing Funnels [LINK](#)

You can get access to this great membership site via my portal
[HERE](#)

Software to create wonderfully formatted e-books such as my inspirational story “How A School Cleaner Is Living The Dream” (If you have not yet downloaded your free copy you can get it [HERE](#)) it also provides wonderful e-book covers such as the one used on this book.

Take a look for yourself [HERE](#)

The UCS resource to make good quality products fast. If you missed the links earlier on you can take a look [HERE](#)

Workbook

*print out these pages and
use them to guide you in
developing your Internet
Marketing business.*

*Keyword lists
Product Creations
Marketing Plans*

Contents

What Market Am I In?
Keywords To Focus On
Domain Name
Product Research
Ideas For Missing Product
Research & Write Your Product
Traffic
Sales

Keywords To Focus On

[You will need access to Microsoft Office (Excel) or maybe Open Office (spreadsheet) programs].

When you get the results of your keyword research from whichever tool you use, then export them in csv format to your spreadsheet program. Manually review each keyword to see if it makes sense. If it does not then delete it.

Look at the Search volume of the words that are left and see if there are more than 100 monthly searches for it. Anything less then forget it. You could set the minimum up to about 250 if you like but not too much higher. Low numbers can make it very easy for you to rank very high in the search results for that keyword.

Look at the QSR (or equivalent in that particular keyword tool) to see what the real competition is. You are looking for a number 100 or below for excellent or 100 - 300 for good to middling. Over 300 then the competition to rank may not be worth the fight. Some Keywords may be worth keeping if you are using ppc advertising.

When you have your list of keywords to focus on then print them out and stick the page over this page of writing.

As you make use of each keyword then tick it off. You could have several columns of ticks. One tick is where you have used that keyword to do another keyword search. Another tick could mean you have used it in the title of a blogpost or article. Another tick could mean that you have used it in the creation of an e-book, video, and podcast (that's 3 more columns of ticks).

THIS IS IMPORTANT. I have wasted far too much time writing all sorts of things and then asking myself “what keywords am I targetting?” only to realise that I couldn't really tell you :(Another way to phrase it “what need am I supplying a solution to? Is my solution going to actually work?.

If you end up with more keywords than will fit on this page then just insert the printed pages from your spreadsheet program after this page.

Domain Name

(If you are using an existing domain name then you can skip this bit.)

From your list of keywords you should begin to be inspired as to the size of the niche you are in. Good monthly search volume, good competition figure and keywords that you feel you can write about / create videos about etc.

Just make a starter list below of domain names that you think might suit this niche:

dot com

other - .net .org

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Go to the registrar site you use – Hostgator.com, Godaddy.com, etc or Names.co.uk. Put in each choice in turn and see if it's available. You will also see a list of suggestions – some might even be better than your own ideas.

Buy the domain that you fall in love with and feel you can develop out to become an authority site in that niche. Remember, you do not have to buy hosting from the same company. If you have become a member here at WA (my personal portal to give you access [HERE](#) if you haven't yet come

over), then you can host up to 25 domains at WA as part of your membership. This alone can save you hundreds of dollars, pounds, euros etc every month.

Access the domain name control page at your registrar company. Navigate to the DNS section and redirect the servers to WA. Within 24 hours or sooner then your new domain will be live at WA ready for you to create your masterpiece.

MY DOMAIN NAME IS

(write it out precisely as I guarantee you'll forget it else)

Product Research

What products are already available to this market? Especially those available to this particular niche?

My Niche is _____

(write down the definition of your niche to guide your analysis of current products).

Books on Amazon Title, price and format

Books / Magazines in newsagents and book stores

e-books at Marketplace at Clickbank.com

e-books at Marketplace at JVZoo.com

NEXT

Select the template or templates from the UCS to inspire and organise your product creation.

(If you have not yet availed yourself of this essential resource you can get it [HERE](#)).

Use these templates to outline the contents and style for your e-book or video script.

Keywords you are targetting with this product:

1. _____
2. _____
3. _____

NO 4 or more!!

Research Your Product

List of sources for your information. It is good to quote from surveys, academic studies, and government commissioned research. Avoid the gossip sources and stick to verifiable facts. [Unless of course you are in the conspiracy niche. Then just sit in a chair and make things up in your own head like they all do].

Name and date of publication or online source. Copy and paste the website link into Notepad or other text program. This makes it easy to then add to your e-book so people can check out the source for themselves. (The fact they can do this usually means they don't bother :)).

Write your e-book. As you do that make a note below of titles that spring to mind. In your writing use: Main Titles, Subtitles, Bulletpoints, Numbered lists, and Quotes as appropriate. Use the templates as a guide but adjust as needed so your product makes sense and gives a logical sequence to your presentation.

Articles – word length 2,500 +

Title of Article 1: _____

Title of Article 2: _____

Title of Article 3: _____

Title of Article 4: _____

Blogposts – word length 600-2,500

Title of Blogpost 1: _____

Title of Blogpost 2: _____

Title of Blogpost 3: _____

Title of Blogpost 4: _____

Email subject lines:

(What pain are you relieving? What joy are you bringing? What success are you promising? You need to trigger an emotional need to read your e-mail).

4-6 words

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Subject: _____

Traffic

Sending to your own email subscriber list.

Date sent

E-mail title

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Solo ads or adswop

Date ordered

Who are you using?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Blogposts

Date added to your website / title

_____	_____
_____	_____
_____	_____
_____	_____

Guest blog sites you used - Date and source

Social media postings. Date and details

Pay Per Click (PPC) advertising. Date and source with price in ()

Are you using affiliates to promote your product?

Date, affiliate name and platform (i.e. Clickbank, JVZoo, Nanaquest, or other)

SALES !!!!!

Month 1 : _____

Month 2 : _____

Month 3: _____

Month 4: _____

Month 5: _____

Month 6: _____

Month 7: _____

Month 8: _____