

*In this powerful report you'll learn...*

# **Starting Your Online Business In 5 Steps**



**Published by [The Internet Connection](#)  
2007**

## **Important Information**

You do not have resale rights to this product, but you may give it away free provided it is left intact. Please help to stamp out copyright theft by letting us know of any unauthorized distribution of this book:

[internetconnection@jerryplumlee.com](mailto:internetconnection@jerryplumlee.com)

ALL RIGHTS RESERVED. No part of this book may be reproduced or transmitted for resale or use by any party other than the individual purchaser who is the sole authorized user of this information. Purchaser is authorized to use any of the information in this publication for his or her own use only. All other reproduction or transmission, or any form or by any means, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system, is prohibited without express written permission from the publisher.

LEGAL NOTICES: While all attempts have been made to provide effective, verifiable information in this Book, neither the Author nor Publisher assumes any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional. If advice concerning business matters is needed, the services of a qualified professional should be sought.

This Book is not a source of business information, and it should not be regarded as such. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering a business service. If expert business assistance is required, the services of a competent professional person should be sought. As with any business advice, the reader is strongly encouraged to seek professional business counsel before taking action.

Published by [The InternetConnection](#)

## Introduction

Welcome to 5 Steps to your Own Online Business.

I'm Jerry Plumlee and I live in The United States. I've been self employed for nearly 5 years and made the decision to set up an online business over 3 years ago. After downloading a ton of information about starting my own Internet Business I never found a definitive guide that meets my needs. I decided to write this special report in an attempt to provide a great resource for others to use, and let them benefit from my mistakes. So here goes...

There are lots of numbers thrown around about the size of the Internet and the number of users. We know it is huge, but how big is it really. Well the latest information that I have available is that about 75,000 new users and 100,000 websites are added to the 'Net every DAY. I did a rough calculation a month or so ago and estimate that, if there was a Yellow Pages for the Internet, it would be about 20 miles thick. Doesn't this make you feel small?

Having looked at the stats what is really important is that we have a worldwide opportunity to do business with more than 500 million people. Even though you and I are very small fish in a very large sea this is some potential market, isn't it?

So how do we get ourselves heard? We need to become Large Fish in a Small Pond. How? Specialization and focus are the cornerstones of a successful Internet business.

### **How can I make money online?**

To make money online you need to sell something (it's a business not a charity) and people need to be interested enough in your product to part with their money even though they don't know you.

You basically have 2 options on what you can sell. You can either sell your own product or you can sell somebody else's product. It's the same as in traditional offline businesses.

If you already have a product that you want to sell online, that's great but most of us start out with an idea rather than a product to sell. If you don't have your own product you need to select products that tie in with your business plan.

The most common way to get started with an online business is Affiliate marketing. I'll go into this in more depth later but basically you act as

an agent for someone else and receive a commission for any sales made. The best known Affiliate programs are Google AdSense (where you sell advertising on behalf of Google), and Amazon.com (sell books, etc for a commission from Amazon).

Alternatively you can buy products with the right to resell those products in your own name. These are known as resell rights. In this case you get to keep all of the revenues for yourself. There are typically 3 types of rights

- Resell Rights (RR) – you have the right to sell a product to an end user. Your buyer is entitled to use the product for themselves only, and may not pass the product on to anyone else. You may not claim the product as your own.
- Master Resell Rights (MRR) – you have the right to sell the product and your buyer, in turn, has the right to resell the product again. Again you may not claim the product as your own.
- Private Label Rights (PLR) – you have the right to claim the product as your own and you can make any changes or additions that you want to. You can then choose whether to make the product available with Resell, or Master Resell Rights.

If you have your own products to sell then the power of selling online is undoubtedly the number of potential customers out there. Your best way to capitalize on the market is by entering Joint Ventures (JV) with other marketers, and by creating your own affiliate program (agents) to spread the word about your product.

## **GETTING STARTED**

In browsing through all the information I've downloaded I've realized that there are 5 Steps you need to complete to have your own successful online business. There are no shortcuts to making untold wealth overnight – sorry!

The 5 steps you need to complete (in this order) are:

- 1. Build your Online Business**
- 2. Build your Content Filled Website**
- 3. Build Traffic to your Website**
- 4. Build your Community**
- 5. Monetize your Business.**

You'll see from the list that the money only starts being considered in the last step.

How long will it take? Like everything you've ever done it requires some effort on your part to create your online business, and, as with most things in life, the more you put in the more you get back. So, if you're able to devote your full attention to this, you'll probably be able to have something going within a month but for the rest of us 3-6 months will be more likely.

The aim of this book is to provide you with some guidelines and point you to some resources I've found useful. Hopefully, this will help you to get going faster.

How much will it cost? There's plenty of free stuff on the Web and all it takes is finding where it is and the time to download.

### **SIDEBAR**

If you're seriously considering an online business you need to invest in a Broadband Connection. Trying to do it all on Dial Up is likely to drive you nuts.

Just remember that "you get what you pay for" so you'll be going through a lot of rubbish to find the gems in free stuff.

If you're prepared to invest some money in developing your Internet Business then I'd recommend Internet Marketing Center's "[Insider Secrets to Marketing Your Business on the Internet](#)". This is the course that set me on the path to success on the Internet and I cannot recommend the material too highly. It's well worth your investment of \$197.



**NOTE**

Just in case you haven't noticed the [Blue](#) underlined text in this book is a "hyperlink" and clicking on this will take you to the relevant website.

## Step 1 – Build Your Online Business

In order to establish a successful online business you'll need to get yourself heard on the Internet because otherwise you'll get lost in the "clutter" of hundreds of millions of websites. The way to get heard is to select an area in which you are (or can become) an expert.

Let me explain what I mean. It's unlikely that you'll be considering setting up an online business if you've never surfed the 'Net (you certainly would never have found and be reading this book). Just think about what you look for when you surf the 'Net. Information, right? How do you find this information? You use one (or more) of the many Search Engines.

Now let's assume you're using a Search Engine to help you find this information. You type in a search query and the Search Engine gives you a listing of what it perceives to be relevant sites. The Search Engines have spent megabucks developing software that rates the relevance of pages according to search queries. (They keep their rules very secret, and keep moving the goalposts – but more on that later).

The search results to your query are sorted in descending order of relevance, so the pages at the top of the search result are considered to be the most relevant to the search query you made. You then browse through this list and make your decision which pages to visit. The point here is that the nearer you are to the top of the list the more relevant (read expert) you are considered to be. Secondly how many times do you go onto the next pages of search results?

As an example I just did a search on Yahoo! (June 20, 2006) for the term Internet Marketing. The search yielded 190 million matches (that's 19 million pages if you're displaying 10 results per page) – how much chance does my page have of being viewed by the surfer if it's anywhere beyond page 5 or so? I suggest NONE. So you can now begin to see the importance of being considered relevant (or an expert) by the Search Engines.

If you already have a successful "real world" business and want to move it onto the Internet then choosing your business should be easy because you'll already be considered an expert by your existing customers. There are some other things to consider though, because you're probably creating your website to attract new customers, and they'll, more than likely, find your site through searches rather than by typing your web address in directly (not always true – see Traffic Building later). So

unless you're the "Hoover" of vacuum cleaners or "Amex" of credit cards you should probably go for a web address that reflects your product name rather than your business name.

## **How do I choose my business?** (Called finding your [niche](#))

I'll be honest with you here I found this the most difficult part of establishing my online business. If you ask around in forums on the 'Net, and read article on Niche selection they'll tell you that you should look to your hobbies and interests (like sport, etc). I must warn you that most of the obvious ones are taken and, if you pick a competitive area, like Internet Marketing you'll be up against some very savvy marketers and you'll have difficulty becoming regarded as an expert. But don't give up!

If you decide on say, "birds" or "home improvement" as your subject that's a good start. However, this is still a 'general' category that may have you facing serious tough competition.

Try narrowing that general category down just a bit further, like, to say, "bird feeding & care", or "building a patio extension", and you now have what many Internet marketers (people who make money online) as a "**targeted niche**" subject.

Even if you want to get into the broad subject of "earning money online", you can still refine that down some with a more targeted category of "earning money from home with secondhand items", or something along those lines. Use your imagination and you can carve out a nice little subject for yourself.

Take some time out right now and think about....

- What are your strengths? You're planning to build a business and you should focus on your strengths. Do you know your strengths?

### **STRENGTH = Inborn Talents + Experiences + Education + Skills**

If you have ever wondered how people make money on the Internet, there is now a great place to get a free guide. A website called Net Profit Buzz is giving away a free guide title "Residual Income Secrets" for a limited time.

[Get Your Free Copy Today](#)

- What are your interests and passions? Although being interested or passionate about a topic is not the basis for starting a business, this will hopefully become your main source of income and it is much easier to stay interested if you like the subject. If you're passionate it'll probably shine through on your website as well and this will definitely be more attractive to your visitors.
- What information are you looking for on the Web? Chances are if you're looking for it there will be others (among the 500 million) who are also looking.
- What kind of information do others ask you for in your day to day life? (If they ask you for particular advice then you're probably already an expert in that field). This is why I've chosen this field. I've found that I'm being approached more and more for advice on how to set up an online business.

Okay so you have a passion, and you'd love to run a business based on your passion. Unfortunately that's not enough (Darn). You need to see whether there are others out there who'll be interested in what you have to say on your topic, and pay for the privilege as well. (No money, no business)

At this early stage you'll hopefully have a number of ideas to look at because not all ideas can be turned into businesses.

## Research and Tools

The Internet is the greatest source of information mankind has ever known so it should come as no surprise that we can find out almost anything we want to know about what's going on on the 'Net. This is important because we now have to do some research on the topics we've chosen as possible business themes.

The first part of this research is finding out whether anybody else is interested in the topic(s) you've chosen. This is known as keyword research. Keywords are the words you type into a Search Engine to get information. There are many tools available for keyword research and they vary greatly in capability (and price).

I use a tool called [Good Keywords](#) (GKW) for my initial research. It is rather limited in the number of words it gives (max100) but it does allow you to search a number of keyword databases, and allows you to drill down for more information on a keyword. Although we talk about keywords it's important to understand that keywords comprise any

number of words that are used in Search Engines. So Cadillac is one keyword, and Cadillac Dealer London Ontario is another one.

As I said I use GKW for initial research because it's free! Finding out what people are searching for in your particular area of interest is the first part of the research, the second is finding out how much competition you'll have in that area.

In order to research my competition I use [SEOAnalyzer](#). SEOAnalyzer shows me the search keywords and the number of competing websites. I'm also able to get details such as a listing of the Top 5 competitors on Google. This has been a great help for the initial Niche analysis. SEOAnalyzer collects more information and, as a result, takes longer to return data than GKW. So I use GKW for the "rough cut" of keywords I'm looking for and then run these through SEOAnalyzer for more information on competition and details of the 5 top sites on Google.

Keyword analysis is closely linked with Search Engine Optimization (SEO) which is the process of setting up web pages so that they have the best chance of being highly rated by the Search Engines.

As a rule competition can make your life difficult but that all depends on the quality of the competition. SEOAnalyzer's Details of the top 5 in Google lets you look at the quality of your top competition. Based on this you can decide whether you want to compete in that market or not. While too much competition makes life difficult, no competition probably means that there isn't really a market in the field.

As opposed to the normal world, on the Internet we do not have the ability to have "face" time with our suppliers and customers so our reputation is critical. If you're presenting yourself as an expert in a field you need to be sure that you're supplying valid and believable information. Once you're on the 'Net you're reliant on others to accept your expertise and promote your reputation.

Protect your reputation at all costs. I'm emphasizing this here because you need to keep this in mind when doing your research in the next phase.

The next part of your research will put you in contact with potential customers as you try to find out what it is that people are looking for in your field.

I don't know whether you've heard about forums or groups? These are dedicated areas where people with specific interests gather to exchange ideas, or look for specific information. Two of the best known are [Google Groups](#), and [Yahoo! Groups](#).

Once you're on the Groups Search Page type in the keyword(s) for a group to look for and when you find one that looks interesting surf through it to get a feel of what kind of stuff people are looking for. Unless you're already active in the forum I would recommend that you stick to browsing until you're comfortable with your subject matter. "It's better to keep your mouth shut and let people think you're stupid than to open your mouth and confirm it."

Unfortunately this research can be time consuming to those of us who don't have ideas before we start but it is worth some deep research because getting your business choice wrong can prove to be expensive if you have to start over. (The expense will mostly be time).

At some stage you are probably going to spend some money finalizing your keyword lists. For me the best (read cheapest) tool for this is [Wordtracker](#). The biggest advantage of Wordtracker is that you buy the service for a specific time so if you have your keyword lists ready you can get 1 day access for \$8.

## **Paying Money on the Internet**

When you plan to start spending your money on the 'Net you must be aware that there are plenty of scammers out there trying to get details like your Card Details so I recommend that you sign up with a reputable online transaction Company to handle that side. What this means is that you give your banking (card) details to the transaction company only once and then you use the link they give you to shop with. The largest company in this field is PayPal which is part of eBay. I use them and have had excellent service without a hitch right from the beginning. You can sign up with [PayPal](#) (free).

For those of you who do not come from large, first world countries I encourage you to think globally. One of the most difficult things for me to comprehend at the beginning was that you will not be constrained by your location. More than 90% of my website traffic is from the US and I must always bear this in mind. So unless the nature of your business is strictly regional don't focus your keyword research on specific regional results.

I can get information on US loan consolidation from an online business based in Australia.

## Registering your business

You need to register your business on the 'Net. This is not about company or business name registration because that differs all around the world.

Traditionally businesses have been named and registered at the whim of the owners, and the business name may not give any insight into what the business does. On the 'Net, though, it is advisable that you register a name that shows what your business does. The reason for this is – Search Engines. Remember - most of your traffic will come from Search Engines and the Search Engines rank the search results in order of relevance. We do know that the domain name forms an important part of this ranking. So a page on thebizforum.com will rate higher than the identical page on dogsbody.com if the search keywords include "article".

### **Newbie Tip: What's A Domain Name (or it's sometimes called a "URL" – Universal Resource Locator)?**

A domain name simply put is "www.your-domain-name.com" or .net, .org, .biz, .us, .info. etc., and a URL contains the full path to your domain. Typically for websites it looks like "http://www.your-domain-name.com".

You now need to go and find a name for your business and register a domain. A domain is your piece of the Internet – it's your address, without an address nobody can find you. It is possible to share an address, or get a free address from a free web hosting service, but you should avoid doing this. Remember what you're trying to do here – build yourself a reputation. If your address is something like **www.xyzhosting.com/freemembers/1234567/index** then most surfers will recognize this as a free site. Their immediate reaction will be unprofessional and they'll move along very quickly. Be prepared to invest some money in building your online reputation.

Fortunately the cost of buying your domain (address on the web) is not very expensive, and services like [HostGator](#) offer domains for around \$6.95 per month. When choosing a domain name dot com is still the preferred Top Level Domain followed by dot net. You should only choose a country domain like .co.uk or .co.za if you are specifically targeting business in that particular area.

You may have to play around with name choices because there are already so many domain names out there, but that doesn't mean you can't find a good name. Interestingly the bulk of surfing is done by clicking on links, and not by typing in an address. This means that long domain names are not necessarily bad. Longer domain names also tend to give a clearer view of what the site does.

## **Finding a Home for your Domain**

After you've registered your domain you now need to have it hosted. There are thousands (if not millions) of web hosting companies out there. Prices range from free to ridiculous, but be wary of cheap hosting. When you're trying to decide on which host to use you should also search the 'Net to see if you can find any independent comments on the particular hosts you're looking at.

### **Newbie Tip: What's Web Hosting?**

Web hosting simply gives your domain name a "home". It allows you host your web pages and to have an email address – [you@your-domain-name.com](mailto:you@your-domain-name.com)

After a couple of false starts I've settled on [HostGator](#) and am very happy with the service. My account was created during the registration process and I was able to login immediately.

If your Domain Registrar and Host are different you'll have to go back to your account at your Domain Registrar to point your Domain to your new hosting account. When you're registering for hosting of your domain you should be aware that it takes about 48 hours for your domain address to be spread through the 'Net on the domain name servers (DNS), and you won't be able to see your site on the 'Net until after that.

## Step 2 – Build Your Content Filled Website

Okay, so you've got your subject, domain name & hosting secured, now you need to collect and research the information on it to put onto your web site. Otherwise, all you've got is a spiffy little plate. You need some "meat & potatoes" to go on it. And, free re-printable articles are a great place to start. This is especially perfect for those that don't like to, or don't want to write.

**Here are some article directories for you to begin your search for your subject:**

- iSnare -** <http://www.isnare.com/>
- HTTParticles -** <http://www.httparticles.com/>
- Reprint Articles -** <http://reprintarticles.com/?ar>
- Best Free Reprint Articles -** <http://www.bestarticles.biz/>
- Hot Articles -** <http://www.hotarticles.net/>

By now, you've should've found at least a few articles you can use on your web site on your chosen subject. And, hopefully you have either bookmarked those articles or copied and saved them in your favorite editor like Notepad.

This will make things much easier for the next part, which is actually building your web site!

### **Building your web site – web page design & development**

The easiest and quickest way to build a website is to simply use a "pre-built web template" and a **W.Y.S.I.W.Y.G** (This stands for "**What You See Is What You Get**" which let's you see all the changes you are making to your web page as you make them) **HTML editor**. You'll probably also need a Graphics Editor to personalize banners and headlines – it should be able to edit Adobe Photoshop images which are the industry standard graphic (file names usually end in .psd).

**Need help getting these? Not a problem!**

[Download Some Great HTML Web Templates Here](#)

[Download The NVU FREE HTML Editor Here](#)

## [Download the FREE GIMP Graphics Editor Here](#)

Next, pick out the web template you like, and then open it inside of the **NVU WYSIWYG HTML editor**. Make your basic changes to the template such as the name of your website, site menu item links, images, etc. Then be sure to save your newly edited template before continuing on. This will save you time later.

Insert your selected articles making sure you create a separate page for each article. This is easy to do. After you have inserted your article text into the HTML template, simply select: > File > Save As. . . and give the web page a new name. This way you can create multiple web pages without having to recreate the entire template again and again.

Once you have that all finished up, you can then upload your web site pages to your web site space (hosting). In order to upload to your website you'll need to make use of File Transfer Protocol (FTP) software. We use [FileZilla](#) and it's available as a free download.

At this point, you may be wondering how in the heck you can earn money from a bunch of free information. We'll be getting to that in the second step a little later on, so don't freak out on us. Remember that most people are surfing the 'Net looking for information and answers to their questions. Our objective in putting free articles onto our site is to answer these questions.

Right now, we're just concentrating on creating places to insert your "income sources" to.

## **Using BLOGS as an alternative to traditional websites**

Since the arrival of Blogs many webmasters are simply using these instead of traditional websites to launch mini product sites.

### **Newbie Tip: What is a Blog?**

A Blog is sometimes called web log or weblog. It is a type of online journal or diary, often including personal comments as well as web links and images. Many people keep a Blog as a type of personal creative exercise, but you can easily use this popular online type of writing to market your business.

With Blogs you don't even need to have your own domain name, or web hosting. You can use any number of free Blogging service providers such

as [Blogger.com](http://Blogger.com) or [WordPress.com](http://WordPress.com), that provide you with your very own sub domain you can promote without having to spend a penny.

All you need to do is use the free reprint articles as your Blog posts and there you go! Instant content that didn't cost you anything.

One important note though, when you are selecting your specific sub domain name for your Blog, you should choose a name that has at least one keyword that describes your subject. Like if you selected "bird feeding & care" as your subject, then you could select "bird feeding secrets" or "better bird care" or something along these lines. It will make it easier for your site to be found when someone searches for this type of information.

## Creating Your Unique Report

Whilst you've already loaded some re-printable articles onto your site your purpose is to get people to find your site, and then become customers. Using re-printable articles means that your site is going to have the same material as many of your competitors. The way to differentiate your site from theirs is to create unique content for yourself. Writing up a special report requires a bit more thinking power, but not too much. When making a special report, you'll need to do a bit of research first, and then type up your own original article, or content on your subject of choice.

It's not that hard. Honest. Think of it as writing a report when you were in school. That's all it is really. It doesn't have to be 400 pages long. Realistically, it should be short but highly informative.

Most special reports are distributed as **PDF files** because these types of files are independent of computer operating systems.

**Create Free PDF eBooks:** <http://www.pdf995.com/>

What this means is that no matter what type of OS your computer runs on, be it a MAC® or a Windows® system, as long as you have [Adobe Acrobat Reader®](http://AdobeAcrobatReader.com), you'll be able to read any PDF file.

Just like this eBook you're reading right this very minute.

Now, before you save your special report as a PDF file, you should save it first as a Word .doc file, or a simple plain .txt file so that you can add in little special "money maker" links before redistributing your final

version. If you don't have a word processing program such as Word, we highly suggest you get a copy of [Open Office](#). It's free, and it's a super program that is capable of creating Word .doc files.

It doesn't matter if you give away your unique report, or charge a fee for it. It all depends on what it is you want to accomplish with distributing your report.

If you want to get people to visit your Blog or web site, or you're promoting a specific affiliate program, give it away.

If your goal is to earn a little extra money with it, and build a newsletter mailing list, charge something for it and include a link to sign up for your newsletter for free updates to the report.

There is plenty you can do with a special report, and we'll discuss this more in the next Step.

## Step 3 – Build Traffic To Your Website or Blog

The next step in your journey is to get people to visit your site and access your information. This is a daunting task but there are many ways to do this.

If you're participating in Forums then include your URL or Blog link in your signature. It's important not to advertise blatantly on Forums because that will upset your fellow users and can lead to you being blacklisted from a Forum. Some Forums do have areas where details can be posted more openly and, in this case, make use of those facilities to promote your site.

Include your URL or Blog Link in your email signature, that way everyone you talk to via email will be made aware of your links.

You can join traffic exchanges where you'll be granted visitors in exchange for surfing other people's pages. I'm not sure about the true value of these exchanges because you're only getting 10 to 15 seconds of exposure to each visitor, but if your page is eye catching enough you may well get people coming back. I'm a member of these exchanges and often interrupt my surfing to visit interesting sites. They're all free to join.

[Traffic Swarm](#)

[AdLandPro](#)

[Triple your List](#)

[The List Machine](#)

[Listdotcom.com](#)

The most common way to build traffic to your site is to get traffic from the search engines by optimizing your site so that it appears highly relevant to the engines. This is called Search Engine Optimization (SEO) and is a topic all of its own.

By far my favorite way of building traffic is to write re-printable articles and submit them to Article Directories. These articles help me in three ways – firstly they build my reputation and credibility on the 'Net, they also create back-links to my Sites (these help in Search Engine Optimization), and increase my traffic by encouraging readers to visit my sites for more articles and information.

## **Writing an article about your niche subject & web site**

Writing a free, re-printable article is a super way to get yourself noticed and free traffic to your web site. The quick and dirty explanation is this:

- a) Write an original article on your specific subject matter
- b) Put in an affiliate link or two leading to more expansive information on your chosen subject
- c) Place a link back to your web site or Blog inside the Author Resource Box at the end of your article

## **That's all there is to it!**

The hardest part of this process is submitting your article to the free article repositories like the ones listed earlier. And the only reason that is difficult is because it's time consuming.

Some article directories will have specific "terms" that your article will have to adhere to before they accept and publish it onto their site. So make certain you read their "terms" and "policies" beforehand to save yourself a big headache later on.

## **A Shortcut to Writing Success!**

One of the best known "secrets" to producing your own info products and reports is to utilize the services of a quality Ghostwriter. A Ghostwriter can quickly take your niche subject and turn it into a 20 or 40 page report for usually under \$250. This is how most gurus keep a steady, never ending supply of fresh, new reports appearing each month.

## Step 4 – Build Your Online Community

Once you've got visitors to your website it's important to try to get them to join your community. By this we mean you should try to get some details from them so that you can stay in touch with them. Whether your visitors have found you through Search Engines or Traffic Exchanges you only have seconds to grab their attention before they leave your site again. Just think about how you surf. Do you spend ages on every site you visit? The likelihood is that you don't – if you don't see what you want you're off.

The other important thing to consider is if you're trying to sell something what are the chances that your visitor is ready to buy? Mostly they'll still be looking for information and won't be in buying mode yet. If they leave your site without you getting information about them they'll be lost to you (most likely forever). There's mounting evidence that people typically only buy after 5 to 8 contacts with an Internet seller. Remember you're only a page to them and they can't get a feel for you personally. The result is that they need to learn to trust you first before they'll think about doing business with you.

You should offer them something of perceived value in exchange for their contact details. If you're in a specialist Niche market (like Toy Trains) ask them to subscribe to a free newsletter that'll provide them with useful information. On the other hand if you're in a more general area offer them a free Report or eCourse on your topic. In exchange you should try to get their name and email address in order to stay in touch with them. This is a very sensitive area and you shouldn't ask for too much detail at first – the more you ask for the less likely they are to give you the information.

If you're planning on collecting peoples' details from your site then you'll need to have an autoresponder service to handle this.

### Autoresponders

**Newbie Tip: An autoresponder is an automatic response. More precisely, they are automatic emails sent in response to some action.**

In their simplest form an autoresponder is just an email acknowledging a guestbook signing, a comment or something like that. I'm sure just about everyone who has been on the internet for any amount of time and done anything has received quite a few of these.

You can get more complex with autoresponders. A good autoresponder package will allow you to send more than one email at specific intervals. They will even allow those emails to include custom information such as names, dates, time and so on.

Well, every webmaster wants to get people to not only visit his site, but to come back time and again. Repeat visitors are the most valuable visitors. In addition, if you are selling something, the classic wisdom is it takes more than one exposure to an ad to make a purchase.

Those simple thank you messages for signing a guestbook are actually critically important. You see, a visitor has stopped by your site and left you a message. Not only are you thanking him, but you are doing so later, after he has left your site. This means he will be reminded of his visit, and perhaps visit again. He may save the email because he wants to remember the URL or some other information. If you advertise something in this thank you message, your visitor gets to see it.

Of course, sending messages later is even better. If you can send, say, a message immediately, one a day later, one a week later and perhaps one a month later, you are doing great. Don't overwhelm them, just send them something useful and remind them of your site or product or whatever.

This is all done AUTOMATICALLY. This means you are communicating constantly with your visitors without lifting a finger. Whatever message you are attempting to deliver is made a hundred times more powerful by these simple techniques.

When you're collecting personal information off the Internet you have to be very careful that you can't be accused of "SPAM". You should preferably use a double opt-in method of collecting the information. Under double opt-in visitors are required to confirm their registration via email before being added to your list (and before being give the download link). You must always also include a means of Unsubscribing from your autoresponder series.

In terms of the USA "CanSpam" Act you are required to provide your physical and mailing address together with telephone contact numbers on all correspondence.

Once you've started building your list you need to communicate with them regularly. Don't flood them, but at the same time don't leave it too long that they forget who you are. There's a happy medium for everyone. The point of your mails is to build your reputation with your list. Throughout your online career you'll hear the expression "The Money's in the List", although you'll get tired of the saying, don't ever forget it.

Remember that the point of your correspondence with you list is to build their trust in you so don't use hard sell techniques in your mails. Make recommendations, and give them access to freebies but the hard sell must be left to the websites you guide them to.

There are very few online businesses that don't benefit from building lists. Remember to look after and guard your list because they are your future. Never recommend anything that you wouldn't want yourself because their trust is very fragile and easily broken.

## Step 5: Monetize your Business

By now you must be thinking "What took him so long?"

Now we come to the part where you begin inserting money generating sources into your content. There are several ways you can earn money online. Let's first talk about ways you can do this from your web site or Blog.

### Using Google's AdSense Program

Lots of people use this to generate an income from their sites. The most obvious reason for this is that it's free. Beyond that, when you have a highly targeted subject, such as we discussed in the first part of this guide, then [Google's AdSense](#) advertisements automatically fall into the same targeted subject too.

And, if you have, say, 10 different web sites or Blogs that each deal with a different subject matter, and each of those is comprised of, say, 20 pages of content, meaning your articles you have posted on a separate page for each of them as I instructed you to do, then you have 200 possible income sources right there!

Of course this doesn't mean that you'll be earning money from each of those pages, but at least you are giving yourself a 1 in 200 chance to do so. And the more pages you have, well, you get the idea.

There are plenty of great products that explain this process of using AdSense to earn money from your websites. I'm only going to provide you with the "bare bones" here.

So, first, you need to visit the [Google's AdSense](#) site and sign up for their free program.

And read all the available information on their program **BEFORE** you apply to be sure that your web site is acceptable per their terms.

## Using Affiliate Programs

### Newbie Tip: What are Affiliate Programs?

Affiliate programs are programs where you act as an agent for the owner of the product(s) and earn a commission when you sell the product(s).

You may remember that right at the beginning of this report I recommended the "[Insider Secrets to Marketing Your Business on the Internet](#)" training program. I am an affiliate of the Internet Marketing Center and sell their products for a commission.

In fact, the Google AdSense program is an Affiliate program where you advertise products (the Google Advertisements) on your site in return for a commission on all sales (clicks on the Ads).

Placing affiliate links within your content is another easy way to generate profits from your website, Blog, or information products.

The best way to do this is to create an article by writing up a review of the product you are an affiliate to and including your affiliate link inside of it.

Or providing more in depth information about the product via an article that will explain to your site visitors how this product can help or benefit them in what they are trying to accomplish. Again, including your affiliate link to the program you are discussing.

You could use one article per affiliate program. Or you could talk about a whole group of affiliate programs that compliment each other. This second idea will give you more of a chance to earn a profit from your affiliate programs you have signed up for also.

## Using Resalable Products

This is pretty much a "no-brainer". You buy the product that grants you permission to resell it. You resell it directly from your web site or Blog. 100% Instant Profits right to you...

### It's really that simple!

To expand on that even further, you can also use the tactics above and create a nice little "pitch" article explaining what's so great about it, how

it can help your readers, and why they should consider investing their money in it.

Of course, you can always take a whole hand-full of resalable products and re-package them thereby creating a new product.

There are many different ways you can use resalable products to create income for yourself online. This subject has been covered at length many times. As a matter of fact, here are some of them you can download now and examine:

A wise person once said, ***"It doesn't matter if you're selling the Greatest Product in the World, it won't make you one cent if no one ever knows about it"***.

And that's where promoting your site, or product comes in. How can you expect to make any money from your content if no one sees it? You can't!

### **But, where to start?**

First of all, submit your web site or Blog to search engines. You can do this manually, or pay a company to do it for you. It doesn't matter how you do it, just that you get it done! Now, if you don't have a website, or Blog, and don't want to build one, that's all right too. You just have to go a different route to get your product or content noticed.

**Try Search Engine Submitter:** <http://www.sesubmitter.com/>

Using auction sites and online forums are great arenas to begin selling your products. And to generate some traffic to your sites as well. Very versatile resources any way you use them.

Auction sites are pretty self explanatory. Forums on the other hand, take a bit of finesse when you advertise. Many forums don't allow direct advertising, so you need to use what's provided to you. And that means using the signature tag space. You can place links to your site, or products right from there. But do it tactfully. And always be sure your signature complies with the forum rules.

Another often overlooked way to advertise your products or content legally is through a payment processor such as [PayPal](#).

Often, when you select a payment processing company to collect your online payments; they also have a place where you can advertise your

online store. This form of advertisement should be used strictly for those selling products.

One last form of advertisement is through newsletters or [ezines](#). I'm not talking about Safelists here. Those aren't worth a damn. So don't waste your time on them.

I'm talking about newsletter ad swap programs and solo ads that are run inside the current issues for that particular ezine.

Of course there are plenty of other ways to advertise your site, but these will bring you the best results by far. Make sure you choose a targeted related publication to advertise in. Also, subscribe to a few issues and see what other advertisers promote their as well. This will help you gauge if your product is suitable as well.

Now we're at the end. And all that's left to do is play the waiting game. Don't expect massive windfalls of cash to roll into your account overnight. It just won't happen. But, over time, you will see the fruits of your hard work & efforts pay off.

Even after you put just one of these suggestions into action and you manage to earn an extra \$50, that's \$50 you didn't have before, right? Always look at things in a positive way, and take your success as it comes to you in little bite size pieces.

The best way to continue to generate profits for yourself from the internet is to take all the things that have worked for you thus far and repeat them over and over again. **Repetition** truly is the key to success in this business & in life.

### **Think about it. It's so obvious!**

So who knows? Maybe in a 12 months time, you could be one of those lucky S.O.B's who make a consistent profit that you can finally quit your day job. Or at least get started part time.

Whatever your future may have in store for you, I wish you the very best and hope that this guide has provided a good starting point for you with an endless bottom filled with cash!

### **Conclusion**

Our thanks for reading this book we hope you'll find the information useful and that it'll help you in your online business ventures.

Feel free to contact me directly for any further assistance...

To your online success!

*Jerry Plumlee*

**Contact Details:**

**Email:**[internetconnection@jerryplumlee.com](mailto:internetconnection@jerryplumlee.com)

**Website:**[The Internet Connection](#)

**The Internet Connection Newsletter has useful marketing tips and tools. Along with helpful step by step classrooms. My goal is to help you startup and market your home business. Your information will never be rented, sold or given away to anyone else. You can unsubscribe at any time. Join The Internet Connection**

**Each Newsletter Contains:**

- **Latest News**
- **Class Room**
- **Featured Article**
- **Special Offers**
- **Marketing Tools**
- **Site Updates**
- **Business Resources**
- **Your Free Downloads**

**[Sign Up Today](#)**

