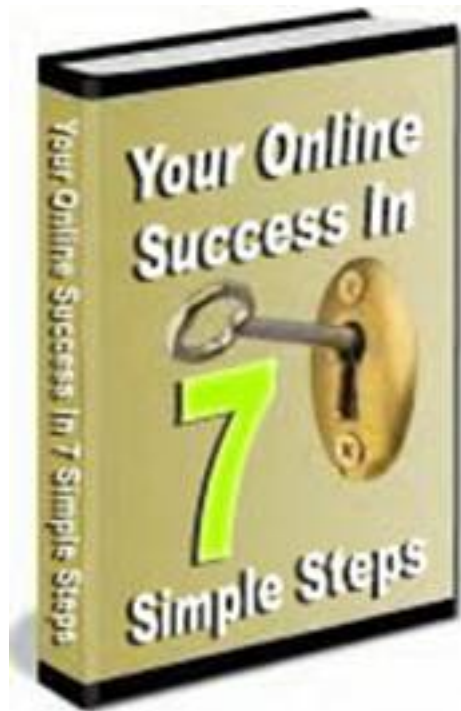


# **Your Online Success** **In 7 Simple Steps**

**By Ron Douglas**



**Note: Feel free to give away this ebook to your visitors, subscribers and customers.**

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This free 7-Part ebook contains many of the secrets the “big dogs” use for launching a successful online business with unlimited profit potential. It contains excerpt from the best selling ebook "Cracking the Internet Marketing Matrix" which features the strategies of 14 different Internet Marketing Pros.

As you would expect with a free ebook, there are affiliate links throughout the document recommending different products (just being honest). Based on my personal experience and research, my goal was to refer you to the best resources and services available on the Internet today – not just the ones that pay the highest affiliate commissions. I sincerely hope you find them valuable.

I also hope that you are able to apply some of the strategies in this free ebook to make money (isn't that really what this is about ☺). My friends are telling me I gave away too any secrets for free, but I don't care. If it helps one person improve their financial future, I'll be happy. All I ask in return is - if you find this material useful send me an email and let me know (you can read more about me at [www.RonDouglas.com](http://www.RonDouglas.com)).

Ok, enough small talk, lets jump right in...

### **Part One: “When preparation meets opportunity”.**

In part one we will focus on the planning and preparation that needs to take place prior to the launch of your online business.

Most Internet business newbies want to jump right in but don't know where to start. Others join different programs that promise them short-term wealth, only to give up after 30 days if they have not made any money. They begin to think it's not possible for them to really make money online. Nothing could be further from the truth.

**FACT:** Paid online content sales in the U.S. grew to \$1.3 billion in 2002, and the numbers are growing yearly. Over 10% of Internet users have paid for online content in this rapidly growing market.

Yes, you can really make money on the Internet. There are many successful people, who you never hear about, working out of their homes and making six figure incomes with their web business.

There are hundreds of markets that are too small for major corporations to target, but have the potential to generate \$200,000 per year for motivated entrepreneurs.

The beauty of the Internet is that you can create a product once and get paid over and over again for it using a simple website. The product can sit on a server waiting for customers to pay you to download it. The best part is it's not expensive to start up and the profit margin is nearly 100%.

Once you learn the secrets to starting a successful web business, there is no reason why you can't launch several websites each with different products that cross-sell to each other.

With an effective plan in place, there is plenty of money out there just waiting for you to claim it. However you've got to "get your mind right" before you jump in headfirst.

You must understand yourself. What are your strengths and weaknesses? What do you feel passionate about (besides making a lot of money ;-)? What are your skills? What are you an expert in, or what do you know more about than most people? The answers to these questions and others will help you to determine the product or service you should bring to market.

If you're going to make it on the Internet you need the right frame of mind.

To get started, I'd like to share some amazing knowledge provided by famous life strategist Dr. Phil of [DrPhil.com](http://DrPhil.com).

Through many years of study, Dr. Phil has come up with the common traits of all successful people. If you want to be successful, you must embrace and try to live by these common traits:

**VISION:** Champions get what they want because they know what they want. They have a vision that keeps them motivated and efficiently on track. They see it, feel it, and experience it in their minds and hearts. What is success for you? You won't get there without knowing what it feels and looks like.

**STRATEGY:** People who consistently win have a clear and thoughtful strategy. They know what they need to do and when they need to do

it. They write it down so they stay on course, and avoid any alternative that does not get them closer to the finish line.

**PASSION:** Are you excited to get up in the morning? People with a passion are, and they're energized about what they are doing. You need to live and breathe what it is you want, and be passionately invested in both the journey and the goal.

**TRUTH:** People who consistently win have no room in their lives for denial, fantasy or fiction. They are self-critical rather than self-deluding, and they hold themselves to high but realistic standards. They deal with the truth, since they recognize that nothing else will make their vision obtainable.

**FLEXIBILITY:** Life is not a success-only journey. Even the best-laid plan must sometimes be altered and changed. Be open to input and consider any potentially viable alternative. Be willing to be wrong and be willing to start over.

**RISK:** People who consistently win are willing to get out of their comfort zone and try new things. Be willing to plunge into the unknown if necessary, and leave behind the safe, unchallenging, and familiar existence in order to have more.

**NUCLEUS:** Surround yourself with a group of people who want you to succeed. They will move with you toward your goal. Choose and bond with people who have skills, talents and abilities that you do not. Winners give and receive by being part of other people's nuclear groups.

**ACTION:** Do it! People who succeed don't just sit and think about what they want to do. They take meaningful, purposeful, directional action consistently and persistently. Every step they take puts them toward the outcome they're looking for.

**PRIORITIES:** People who are consistent winners manage their challenges in hierarchical fashion. They commit to managing their time in such a way that does not allow them to spend time grinding along on priority number two or three if priority number one needs their attention.

**SELF-MANAGEMENT:** People who consistently win consciously and pointedly take care of themselves as individuals. They are the most

important resource they have in achieving their goals. They actively manage their mental, physical, emotional and spiritual health.

Once you truly understand yourself and what it takes for you to become successful, you can begin to construct a plan to accomplish your goals.

It starts by creating or finding a high demand product to market online that is based on your personal interests. The most profitable products you can market are online information products and software.

The product must be competitive and of good value. It must also provide you with a reasonable profit margin. The product does not have to be the best or the cheapest, but it does have to have at least one or two key features that separate it from the competition and provide a basis for good value. Hopefully you have identified a gap in the market and have developed a product that fills that niche.

The product must work. Nothing will sink your business quicker than a product that does not do what you say it will do. You must also get a reasonable profit from each item sold.

You can either create one yourself or buy the resale rights to a proven product created by someone else.

If you have an idea to create a new software application, a great place to find developers for a decent price is:

[DiscountSoftwareDevelopment.](#)

These developers bid against each other for your business, which results in the best price for you.

Alternatively, you may decide that you want to create an ebook. A comprehensive start up guide for creating an instant cash flow with your own ebook is available at:

[PublishYourEbook](#)

Another great tool for creating your own information product or ebook is available at:

[EbookCreationSoftware](#)

If you don't have time to create a product, two places you can find great products to market are:

1) [RonDouglas.com](http://RonDouglas.com)

2) [WealthySecrets](http://WealthySecrets)

More details on this material are available right now:

[\*\*Click Here.\*\*](#)

## **Part Two: "Don't sell the steak, sell the sizzle"**

In part two we will discuss a critical component of your online success – your ad copy. Successful Internet Marketers will tell you that the secret to selling is having an effective ad copy. There is no use generating traffic to your site if you can't convert it into sales.

It is a known fact that more than an impressive 90% of all purchases people make are motivated by impulse. People make quick decisions to buy based on the benefits and solutions offered by the particular product or service they're interested in.

When building your website, you want your sales page to trigger these impulse buying decisions. The best marketers are able to convince customers that the benefits they will receive from their product are worth far more than the price of the product. You want them to envision the product fulfilling a need or desire. Common needs or desires include: making money, saving money, saving time, self-improvement, better health, having fun, improved relationships, etc.

You want to describe the benefits of your product in ways that trigger positive associations. For example, if I was selling you a steak dinner which of the following examples would be more appealing?

***"Our special today is the steak dinner. We only use top grade steak from the finest cows on the farm. Our steak is clean, fresh, and made to order."***

**\*Or\***

***"Our special today is the steak dinner. Your mouth will water when you smell the aroma and hear the sizzle of our great tasting steak prepared just the way you like it."***

As you can see, the second example is more appealing because the way the steak is described causes customers to imagine the joy they will get from eating it. You can increase your sales significantly if you trigger the emotions of the customer.

When writing your ad copy:

- Start with a compelling headline that causes the reader to want more information.

- Always focus on the benefits of your offer and not the features.
- Use testimonials to add credibility and generate trust.
- If possible, give away free bonuses to add value to the offer.
- Give customers a money back guarantee to remove obstacles to their purchase decision.
- Use an incentive for them to take action (i.e.: price reduction for "Ordering Now").
- Summarize the offer and provide contact information for customer support.
- Always try to close the sale by calling for immediate action and giving instruction on what they should do next (i.e.: "click here and try now risk free")

The following words encourage sales and should be included whenever possible:

Free, love, safe, new, benefits, right, you, alternative, security, sale, now, value, fun, save, gain, money, happy, advice, how-to, discover, introduce, easy, your, proven, penetrate, suddenly, proud, healthy, guarantee, natural, fast, precious, secret, solution, magic, comfortable.

When writing your ad copy, the following words have been psychologically proven to turn the reader off and should be avoided:

Buy, difficult, death, obligation, wrong, failure, decision, fail, bad, deal, cost, sell, taxes, liability, worry, loss, hard, contracted, responsibility.

Writing ad copy takes practice and can be very time consuming. It's a good practice to visit websites that you have purchased from or were impressed with and observe their writing style and sales strategy. More details on writing irresistible and explosive ad copy are available right now at - <http://www.rondouglas.com/matrix.htm>.

If you haven't mastered writing sales pages, in only 2 ½ minutes you can quickly and easily create a sales letter guaranteed to sell your product or service...without writing! For details:

[AmazingSalesletters](#).

Once you have an effective sales page you are ready to put up your website. If you look at the most successful marketers on the web, you

will find that their websites are often only 1 or 2 pages with a very simple design. These sites are commonly referred to as "Mini-sites."

Many people think you have to have fancy graphics and pay a web developer to put together a site with a state of the art design. This is totally untrue. What generates sales is the text and not the graphics.

Here is what web designers will never tell you: You don't need to spend \$2,000 to have a website done. You can easily do it yourself!

There is software available that will create a website for you and show you step by step what how to go live with your site. The website creation software that I've used and highly recommend is available at:

[EasyWebCreation](#)

You can download the software and test it out for free. It will create a professional looking website for you that operates as well, if not better, than one a web developer can design.

You can also get professional graphic design (ebook covers, logos, banners, etc) for your site at amazingly low prices. I've used the following service for my ebook design and I highly recommend it –

[FantasticGraphicDesign](#)

Once your site is built all that left to do is get it hosted. You don't have time to waste worrying about your hosting service. Every minute that your site is down can cost you thousands. You want a reliable host with excellent customer service. The one I would recommend is –

[AlwaysUpHosting](#)

If you want step by step professional instruction, more details on this material are available right now -

[Click Here.](#)

### **Part Three – "Less work more money"**

In my opinion, the best part about having a web business is that once you get it going it basically runs itself. You have the freedom to work from anywhere in the world that has an Internet connection. All of your processes can be automated (except for your customer service inquiries of course).

Customers come to your site and can purchase your product through your automated online credit card processing service. The money gets deposited directly to your account. The product is then delivered automatically via electronic download.

If they don't make a purchase, you can offer them a free incentive in exchange for their email address. From there, you should have an automatic follow up system in place to keep in contact with them and encourage them to buy your product at a later date.

Your website is working for you while you're on vacation, while you're working on other projects, while you're spending time with your family, and even while you're sleeping! When you wake up, your automatic online accounting system will inform you of how much money you made while you rested. People all around the world can come to your site and see your offer 24/7, 365 days a year.

Other marketers from all around the world will market your product for you and you only have to pay them a commission (automatically of course) when they make a sale.

I don't know of a better business model than that. Think about the free time, flexibility, and potential profits. That is the power of the Internet. It's really changed a lot of people's lives, including myself.

Ok, let's get back to the e-course. Today we are going to cover how to automate your site and increase your sales while working less.

First, you need a system for processing payments from your site known as a merchant account. Since over 90% of all transactions on the Internet involve using a credit card, you cannot hope to be successful online without accepting credit cards.

You want a merchant account provider that is going to deposit the money directly into your bank account but not break your bank by charging outrageous fees.

Merchant account providers charge a discount rate per transaction that typically ranges between 2.25% to 7.5% per transaction. They may also charge an additional flat fee per transaction and a monthly fee for the service.

There are generally two types of merchant accounts. A merchant account will either charge a high rate per transaction with no monthly fees or charge a low rate per transaction with monthly fees.

The type of merchant account you should choose depends on the number of transactions per month to be processed.

If your product is an ebook, software, or any other electronic product you can use Clickbank ([www.clickbank.com](http://www.clickbank.com)) to process your payments. They are very reliable and have a huge network of websites that will provide your site with valuable exposure. The only downside is their fees are very high.

If you want a reliable merchant account with lower fees and excellent customer service I highly recommend –

[HighQualityProcessing.](#)

Most visitors to your site will not make a purchase on the first visit and once they are gone they may never come back. These are potential sales that are lost to your competition.

Customers are very fickle and even if you have a knockout offer, if only 5% of the customers who see your ad make a purchase you are doing well.

What happens to the other 95% of your website visitors? Do they leave your site and never return, or is there something you can offer to cause them to come back and make a purchase at a later date? And, of the 5% that make a purchase, how many will be repeat customers in the future? These are the things you need to consider to maximize your profit potential.

It is important to have a system in place to enable you to contact potential customers and give them a reason to come back to your site. You want to offer some type of free incentive to site visitors in exchange for their email address. Ideally, you want your free incentive to be a promotion for your main product. It should help to establish your credibility and motivate customers to make a purchase.

This is a great way to capture some of the 95% of visitors who were going to leave your site and never return. By sending them a free incentive or free information you have the opportunity to prove to them that you are credible. It is all about establishing trust with your potential customers (as I hope I am doing by giving away these secrets).

Customers who trust you will be more inclined to buy your products. It is also important that your product delivers everything it claims to offer because satisfied customers become repeat customers.

The free incentive you choose will depend on what your product is. You have to use a little creativity to determine what is best for your site. Typical examples include free ebooks, free multi-part e-courses, free software, free samples, and free trials. Feel free to use this e-course as a free incentive to giveaway to your customers.

To collect customer data and deliver your free incentive automatically, you need to have an autoresponder service. The one that I use and highly recommend is Get Response. Sign up for a free account now -

[SuperFastAutoresponders](#)

Your autoresponder service will collect customer data, enter it into your online database, and respond to the customer with the information for your free incentive. All you have to do is use their scripts to set up the form on your site and enter the messages you want to send.

You can setup the auto-responder to automatically send messages to your list as many times as you deem necessary. The service will also manage your list by handling any remove requests from those who no longer want to receive your emails.

If you want an all in one package that can totally automate your web sales, email marketing, digital product delivery, ad tracking, & affiliate program - I highly recommend this service:

[OneStopEcommerce.](#)

This is a great way to save money because everything you need is bundled into one package. It's a simple "plug in" solution to the complex task of building an integrated e-business system for your web site. Try it out for free for 30 days and I guarantee you'll love it!

[AutomationWizard](#)

Over time your customer list will grow and become the most valuable asset of your online business. In part 7, I will discuss how to use your list to basically print money whenever you need to.

If you like what you're reading so far, you'll love the full version:

[Click Here.](#)

## **Part Four - "Share the wealth & You will prosper"**

In part 4 we will discuss one of the most effective ways to dramatically increase your profits – starting an affiliate program. This powerful marketing strategy has taken the Internet by storm. According to Forrester.com, affiliate programs will account for 20% of all e-commerce sales by 2005.

An affiliate program enables other marketers to promote your products for you in exchange for a commission. The most common type of affiliate program is the pay per sale program, where affiliates only get paid when they bring in sales. You can determine what percentage of the sale to pay your affiliates. It's like have an experienced sales team working for you that you only pay when they generate revenue.

Consider this example:

\* Your product sells for \$50 and you decide to pay out 60% (you're pretty generous ;- ) to your affiliates.

\* You have 10 affiliates each averaging only 3 sales per week (very conservative estimate).

How much will you earn at the end of the year?

Ok, at 60%, you're paying out \$30 per sale in commissions and keeping \$20. That's \$60 per week (3 sales at \$20) x 10 affiliates = \$600 per week. Multiply that by 52 weeks and you're cashing out at an extra \$31,200 per year from the efforts of 10 affiliates making only 3 sales per week.

Affiliate programs are hot right now and everyone is looking for new products to promote. Whether you have many affiliates averaging a few sales each or a small number of high powered affiliates generating a plethora of sales, you can't go wrong when you're profiting from the money-motivated efforts of others.

How many affiliates can your site attract over time to market your product?

An affiliate program can explode your sales and make your business take off like a rocket. However, you must setup your program correctly. Anyone can start an affiliate program, but there are several

steps you need to take to have a wildly successful program. This lesson will introduce you to launching an affiliate program. In this part (Part Four) we will set the foundation today by introducing you to the ins and outs of launching a successful affiliate program. In part five we will take it a step further and discuss several expert strategies.

## **Starting Your Own Affiliate Program**

Your key strategy is to get influential people to help you promote your product. You want your affiliate program to be as attractive as possible to potential affiliates.

### **What do affiliates want?**

- Affiliates want to feel confident they will be paid accurately and on time.
- Affiliates want to have real time access to view their commissions and stats
- Affiliates want their promotion efforts to be as easy as possible, which includes having access to pre-scripted and tested marketing tools that work.
- Affiliates want to earn a high payout for their promotion efforts.
- Affiliates want to promote products that are in high demand and will convert into sales.

The more you can give them what they want, the better your chances are of attracting new affiliates who will blow your sales through the roof!

To start, you need a system for tracking affiliate sales known as affiliate tracking software. There is a huge range of affiliate solutions available, but I would suggest you avoid the big networks as they are generally too expensive and geared toward bigger, more established companies.

The affiliate tracking software I recommend is:

[AwesomeAffiliateTracking.](#)

It offers all the features you need at a reasonable price. Most importantly many of the more experienced affiliates are used to working with it. They know the system, understand how it works and trust it.

Your affiliate program should have the following features:

- A commission structure that is competitive in your industry
- Offer lifetime commission and/or residual income if possible
- Have real time visitor and sales statistics
- Ability to email your affiliates

You will then need to create some marketing material such as:

- A short text ad of 1 or 2 sentences for use in email newsletters and signature files.
- A long text ad of 200 to 300 words for use as a single mail out or small article
- A banner ( size: 468 x 60)
- A button (size: 120 x 60)

If you are new to writing ads, a great tool that will produce them for you (even if you failed 8th grade English) is available at:

[MillionDollarEmail\\$.](#)

In "Cracking the Internet Marketing Matrix" we provide you with step by step instruction for launching your affiliate program. We also show you where to get free resources such as banner creators, cgi scripts for tracking your affiliate program in house, and much more. What are you waiting for? Get it now:

[Click Here.](#)

## **Part Five – "Affiliates are looking for You"**

Internet Marketers are always looking for hot new products to promote. Many of the top marketers have huge lists with tens of thousands of opt in subscribers and customer contacts to market to. They know that promoting products that are of interest to their list is an excellent way to generate additional revenue. However, they can't keep promoting the same old products to their contacts over and over because they will eventually unsubscribe.

Affiliates are looking for you and your product, but you have to help them find you. You have to take the initiative to make potential affiliates aware of your product and give them the incentive to want to promote it.

The mistake that many new online businesses make is they spend all of their time promoting their product and not enough time promoting their affiliate program. Think about it. If you're running a company, would it be more effective to spend 40 hours a week selling products yourself or spend 40 hours recruiting a sales team who will each spend time selling your products for you?

The most effective strategy for recruiting affiliates is to contact other marketers and create Joint Venture (JV) agreements. A typical JV that marketers agree on is an increased commission payout and a free copy of the product in exchange for endorsing and promoting the product.

Obviously making JV deals is a lot easier with people you know because they will be more receptive to your offer. This is why it is important to network and build relationships with other businesses. Building relationships will help you become successful a lot quicker! Think of the Internet as your potential global family. The more friends you can make, and work with, the more success you will gain in the long run.

Most Internet Marketing tutorials tell you that you have to make JV deals only with the top marketers or "Super Affiliates." But as an Internet Marketing Newbie, how can you do that? Are you really going to attract their attention and are they going to agree to promote your product to their lists?

Picture this: You're Mick Jagger appearing at Yankee Stadium. In the crowd of 60,000 is one person who has a great song for you to record. Unfortunately, all 60,000 attendees want your attention. What do you think the chances are that Mick's gonna spot that one person in the crowd and give them the time of day?

Do you really want to compete with the crowd? Everyone is trying to get the super affiliates to promote to their lists. I personally know some of these people and can tell you they're constantly telling me how they are inundated with offers, free ebooks to read or software to try so they'll endorse it to their list. In fact, I know of at least one super affiliate who now charges to review your offering because he's overwhelmed with "offers".

I know...I know. It sounds so simple that you come up with a product, find some super affiliates who will promote your product to their lists of 1,000,000 and you'll be on easy street! Unfortunately, it just isn't gonna happen for the average person – at least not in the beginning.

### **What You Need To Do:**

Find alternative methods to promote your product.

Look for the second or third tier affiliate, rather than only the super affiliate. It's more likely you can actually talk to them on the phone and you also will probably have less competition for their attention. In fact, many may be flattered they you thought of them. (Remember, most people are taught to fish out of the same pond. Their pond may be a little smaller, but there are no other rod and reels there either!)

In "Cracking the Internet Marketing Matrix" we give you many different strategies for contacting potential affiliates and making your JV offers irresistible. This could be the missing piece to the puzzle that catapults you to becoming the next Internet success story! Act now –

[Click Here.](#)

The process for finding JV partners can be really time consuming. I've been doing it and it takes about 15 minutes trying to find 1 potential partner, because you have to hunt for the email address, the contact information, the search engine ranking, and all the other crucial information you need.

Want To Save 120 Hours Recruiting 500 Potential Partners?

I recently came across an absolutely brilliant JV software that will save you hours trying to hunt for JV partners.

This Amazing Joint Venture Software Will Provide You...

- The email address of each Super Affiliate in your market.
- Link popularity of each Super Affiliate web site.
- Alexa ranking of each Super Affiliate web site.
- Super affiliate web site position on the search engines.
- Super Affiliates listings by your keyword, or keywords.
- Super Affiliates contact information for company name, address, phone and fax number. You can contact them right away with your best offer.

And Much More!

The above is quite an impressive list, and this software gets my highest rate of approval at 110% for its ease of use, and pure brilliantness. I highly recommend that you visit the following website and test it out for free now –

[BigDogAffiliateTracker](#)

The saying – "It's not what you know but who you know" applies to recruiting affiliates through JV deals. Many marketers won't work with you unless they know you or someone they know refers you to them. If you want to get your product endorsed by top marketers, we offer a JV referral service when you purchase the "Cracking the Internet Marketing Matrix" complete package. Do yourself a favor and check it out now –

[Click Here.](#)

## **Part 6 – “Test and reinvest”**

If you’ve followed all of the instructions up to this point, congratulations! You’ve gotten further than most people do. You’ve taken action and you are no longer on the bench or the sideline – you are in the game!

Once you begin making money with your online business, you should reinvest some of it into your website and into your marketing campaign. It’s a good idea to put your foot in the water and test out new products and services. Put your profits to good use and your money will work for you.

The Internet changes rapidly and you should try to stay up to date with the latest trends, marketing strategies, website applications, services, etc.

A few of the latest hot trends I’ve come across are:

- 1) Adding Audio to your website.
- 2) Brandable free ebooks as viral affiliate tools.
- 3) Starting a monthly membership site.
- 4) Using Google AdWords to generate traffic to your site and your affiliate sites.

You will begin to see more sites using Audio messages to add value to their sales page. Adding audio helps you deliver a more personalized message to your website visitors. The selling power of your voice can be the difference in closing the sale or losing out to your competitor. You’ll be amazed at what the power of audio can do for your website.

I recently came across an awesome audio software that allows you to record messages for your site right from your telephone. I’ve never seen anything like it. Get audio on your site today while the trend is hot! Test it out for only \$1 –

[SuperWebAudio](#).

The second trend I want to discuss is brandable viral ebooks. Viral marketing is truly powerful. An example that you see everyday is with free email services like Yahoo. Every time someone sends an email using Yahoo's free email service, a small advertisement is at the

bottom of the message. Their email users are spreading Yahoo's ads around the Internet billions of times a day through email.

As I stated before, offering a free incentive is the best way to build your list and is widely used by Internet Marketers all around the world. Free incentives or free bonuses are also commonly used to enhance product offerings. Why not create a free incentive that your affiliates can use to spread the word about your product?

An advanced marketing strategy is to create a brandable ebook that your affiliates can distribute for free to keep their customers happy and promote your product at the same time. Using a simple software application, any of your affiliates can add their affiliate link to your free ebook and earn commissions by giving it away. This is a brandable viral marketing solution because any affiliate can brand the ebook with their affiliate link giving them an incentive to distribute the ebook to the masses for free.

The branding software I highly recommend for its ease of use and awesome features is available at –

[#1BrandingSoftware](#)

Another trend that I've seen is starting a paid membership site. This is really the next level of Internet Marketing. You may have heard that "content is king" on the Internet. The real truth is that "paid content is king" right now. Recent market research shows that paid content sales in the U.S. grew to \$1.3 billion in 2002, and the numbers are growing yearly.

In fact, over 10% of Internet users have paid for online content in recent years, and the demand is continuing to grow.

Think of this: one in ten people going online wants to buy content.

In fact, chances are that you've run across a paid subscription site recently yourself. These are sites where members pay for access to certain information. For instance, AOL has special "members-only" areas, where members who pay get extra services. And if you want the latest news about the stock market, you can pay to receive highly useful updates from the Street.com's "Real Money" newsletter.

There is no better way to generate ongoing income month after month than with a membership site of your own. It's really not that difficult to launch. If you want to learn how, I recommend that you learn from one of the master's of membership sites. This guy actually generated \$443,298.00 in 1 year with his membership sites and is now giving away all of his secrets. More details at –

[MembershipSiteSecrets](#)

The fourth trend that I want to cover today is marketing with Google AdWords. If you ever wondered where traffic comes from check out these stats from Jupiter Research:

Traffic Comes From:

Search Engines -- 25%  
Links from other Websites -- 24%  
Printed Media -- 18%  
Word of mouth -- 16%  
Newsgroups, E-mail and Television -- 9%  
Books -- 7%

Using [Google AdWords](#) is the fastest way to get targeted traffic to your site. Your ad can be shown in the search engines in a little as 15 minutes. You can also promote your affiliate sites and make a lot of money even if you don't have a website! It is a valuable tool for generating traffic but you must know what you are doing or you can waste a lot of money.

Before we dive in, let's review why AdWords is a great way for anyone on limited budget to advertise an online product.

- 1) More people use Google to find what they're looking for than any other search engine. Last I heard, between the Google search engine itself and Google's partners, over 200 million searches are conducted every day.
- 2) As long as you get your keywords right, it's perfectly targeted. You only attract those seeking exactly what you have and only pay when someone clicks on your ad.
- 3) You can bid on keywords for as little as \$0.05 a click.

- 4) If you make a few mistakes along the way, that's okay. You can make changes at any time, pause the campaign, and reduce your daily budget all the way down to a penny. You're in complete control of costs.

I can't give away all of the secrets here for free. If you want step by step instructions on setting up your Adwords campaign get the ebook "Cracking the Internet Marketing Matrix" -

[Click Here.](#)

For now, I will just highlight some important points to remember:

- Choosing the correct keywords is critical to having a successful campaign. Do your research. To avoid wasting funds only use keywords that are specific to your site. Utilize the Good Keywords software and other tools to assess keyword popularity.
- Put yourself in the shoes of the customers. If you were looking to purchase your product, what would you search for in a search engine? Give customers what they are looking for. Don't use popular keywords that are not applicable just to get more traffic.
- It's not always best to have the top PPC position. Many compulsive "clickers" automatically click on the #1 result when they have no real interest in buying your products or services.
- Always emphasize the benefits of your product or service in your ads. Focus on answering the question "why should I come to your site instead of the others listed"?
- Test your keywords and ads and analyze the results. Watch your statistics carefully. Non-productive keywords should be eliminated and replaced with more productive keywords.

After all is said and done, It's up to you to determine how much a visitor to your site is worth to you. Know what the sales conversion rate from your site is. Out of every 100 visitors to your site, how many sales do you get? This helps to determine how much you are willing to pay per click. Do the math. For example assuming:

- You convert 5% of your website visitors into sales.
- Your product generates \$50 in profits.

- You have a budget of \$200.
- You have a goal of making \$1,800 in sales in the next 6-weeks from your PPC strategy.

How many click-throughs would you need and what is the maximum you could bid?

At \$50 per sale you need 36 sales to make \$1,800 ( $\$50 \times 36 = \$1,800$ ).

To make 36 sales at a conversion rate of 5% you need 720 clicks ( $36 / .05 = 720$  or  $720 \times .05 = 36$ ).

To get 720 clicks on a \$200 budget the maximum you can bid per click is \$.28 per click ( $200 / 720 = .28$ )

In this example, you can bid up to \$.28 per keyword if you have a conversion rate of only 5%. However, by offering a free incentive and enabling yourself to market to the customer more than once, these clicks become more valuable. Each of the targeted leads you capture can be used for years to come. As a result, the conversion rate of your site increases which means more profits for you!

## **Part Seven – "New money is in the list"**

The most valuable asset of any Internet Marketer is their targeted customer opt-in list. The subscribers on your list are there by choice. They willingly gave you their email address expecting to receive information from you.

You have a fantastic opportunity to build credibility among these people by giving them quality information and things they are interested in. Once you build your credibility, your list will be responsive to most of the products and services you endorse.

Sending e-mails is the most cost effective and powerful marketing method. It costs next to nothing to market via e-mail and you can reach thousands of people instantly.

**FACT:** Jupiter Communications reports that email marketing will become a \$7.3 billion business by 2005.

**FACT:** Email volume has already eclipsed postal mail.

Once you build up your opt in list and establish credibility, you can make money for years to come promoting products which they are interested in. It's like being able to print money. You probably have heard the stories of marketers who have made \$10,000 or more overnight just by sending out an email to their list.

Here's an example:

- You have a list of 10,000 subscribers.
- You promote a hot new product that earns you \$25 per sale
- Your list produces a conversion rate of only 5%, which means 500 people actually make a purchase (10,000 x .05).
- One endorsement mailing will produce  $500 \times \$25 = \$12,500$

You just made \$12,500 by sending out 1 email to your subscribers. That's powerful!

Can you see why there are so many ezines and newsletters online trying to build their lists? There is gold in your opt in list. However you can't abuse your subscribers. Treat them right and you'll be rewarded.

## **Here's what not to do:**

- Don't send them endorsements for things they're not interested in.
- Don't bombard them with emails every day.
- Never promote anything that you would not buy yourself.
- Don't just send out advertisements – always give them something they'll find valuable.
- Never do anything to jeopardize your credibility because it's really all you have.

You can really make it big online but you must understand what it takes to be a success. You must adopt the practices of successful entrepreneurs and apply them in your life. Here's what successful people do that you should emulate:

- They thoroughly evaluate a business idea before proceeding.
- They schedule their time to be able to consistently build their business. They never treat it as a "when I have time to get around to it" thing.
- They will invest sweat equity in their business if they don't have a big budget.
- They will find a successful mentor or coach in the same business and model their behavior.
- They are willing to invest a minimum of a year in building a solid foundation to their business.
- They are not shy. They are excited about their business and want to world to know!
- They are not afraid to ask questions of others with more experience.
- They are not afraid to make a mistake – which is the only way you learn. But, they understand a mistake does not mean a failure.
- They don't take the lazy way out.

If you believe the hype in your email inbox and think it's easy and automatic, you are in for a rude awakening. Turning on your computer will NOT cause it to spit out dollar bills!

But if you learn the strategies of the experts you'll dramatically increase your chances of succeeding! It's all up to you now –

[Click Here.](#)

I truly hope that this e-course has inspired you to build your own successful online business.

Before I wrap it up, I would like to leave you with these final thoughts:

The major difference between successful and unsuccessful people is their attitude towards risk. You have to believe in yourself to be successful. If you are not willing to take on risk for fear of failure, you are limiting your potential to succeed.

***"Many of life's failures are people who did not realize how close they were to success when they gave up."*** - Thomas A. Edison

TO YOUR SUCCESS – BEST OF LUCK!

**Ron Douglas**

[www.RonDouglas.com](http://www.RonDouglas.com)

*Ron Douglas*