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Jamie Ludlow presents,

Getting Started In Internet Marketing

The Complete Guide To Getting Started,

“With Free Giveaway Rights”

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Introduction

I have learnt many different things since studying internet marketing, but one of the main problems that prevents people being successful online is:

People have the wrong perception about making money online.

People don't help others achieve their success online as well.

So let's begin with number 1...

Change your perception about making money on the internet

One of the reasons people lose a lot of money online is because the advice they receive and the products they purchase do not work.

So if you want to be successful you have to ensure that the product you produce or promote is truly beneficial to your customers, regardless of what type of product you are selling. So if you believe the product you want to create or promote is not beneficial and may harm them in the future, DO NOT sell it to them.

In order to make money online you must give your customers real value or your reputation will be destroyed and this will be detrimental to your business.

Help others achieve success

When you become successful online the worst thing that can happen to you is to become arrogant. No matter how successful you are or how much money you make you will not be able to move up another level if you are not humble, because your ego will take over and shut out all input from everyone else.

Success in business is not about the famous people you know. It's about the unknown people that you have helped to become more known and successful. This should be the core principal behind all of the ventures that you do.

You should be open for criticism, listen to what others have to say (be it useful or not) and when you are successful, please teach the methods you have learnt to your friends and family to help other people become successful too.

Getting Started In Business

First of all well done for taking action on reading this report and before you continue I would like to first tell you that if you have the ability to turn on your computer, check your email and browse the internet then you can learn internet marketing and make it work for you so please stick with it and you will have a very happy future.

What is an internet business?

An internet business is an ideal way to run your own business that requires very little investment. It allows you to run the business in your spare time with no storefront, inventory and no huge investments! The internet business can be automated and will always be open 24/7. So that's why I would prefer to have an internet business over a brick and mortar business every time.

Why the internet?

The internet is used for two core reasons:

Bargain Hunting

Finding Information

If you want to find a real bargain the most convenient place to look is on the internet. People look to find deals cheaper on the internet than in the local stores.

Also when people are looking for an answer to a question or a problem the solution is usually the internet. If you want to look for the latest news you look online as newspapers are only updated daily where as the internet can be updated every second with the latest news. Also say you wanted to find out how to cure hayfever the best bet would be to look on the internet where information is readily available and best of all its usually free.

How much money can be made? - \$25,000 in 1 month?

Do you know while you work for someone else you will not have the tendency to improve yourself, but you will instead just stay content in your current situation and surroundings? This means your ways of thinking will be generated based on your stagnated environment.

Do you know that if you have a:

Bachelor's Degree, your lifetime earnings are \$1.3million

Master's Degree, your lifetime earnings are \$1.7million

Doctorate Degree, your lifetime earnings are \$2.6million

This is with a lifetime being about 40 years.

With an internet business you can be earning \$25,000 a month instead of the \$25,000 a year you may be used to with working the 9-5 job. If this were the case it would take you only 4

years and 4 months to earn the \$1.3million that would normally take you 40 years in your 9-5 job!

So if you were 25 now you would be a millionaire when you reach 30, but in your 9-5 job you would be 65 by the time you are a millionaire.

So with all that information drained into your head you can see that in reality whether you are happy on your current job or not, you know that you can do a lot better so let's crack on and get you on the right path.

Ideas For Your Business

I would like you to think about what you can do to make your business a great success. You should know that all businesses will never get too saturated (online or offline) due to different marketing strategies that can be adopted by each business. Hence the reason why some businesses make fortunes whilst others barely make enough profits to survive.

The main key however to a successful business is not dependent on what business you are in. It is to do with how you adopt and apply principles in your business. I can reveal the principles for a successful business right here:

Maximize the benefits to subscribers and customers

Maximize the returns to Joint Venture partners with the least amount of work required

Maximize the returns for yourself

So what does all of this mean?

Well before you start a business you need to first think “how can I make my subscribers and customers happy?” So you should look from the customers perspective and then think about giving them real value, such as more bonuses, free stuff, cheaper prices, quality products etc.

When you have figured what you can offer to keep the subscribers and customers happy then you must look to see how you can keep your Joint Venture partners happy. You may look along the lines of giving them higher commission rates, affiliate-set-ups, giving them immediate promotional tools or giving them access to your products without them having to request it.

So you have the first two bullets solved, right? So how do you solve the third and final bullet?

Easy...When you have the first two bullets solved and can keep your subscribers, customers and Joint Venture partners happy then you will maximize the returns for yourself automatically. Something called a ‘Reaction Process’ will occur.

This means if you keep your customers happy then they will buy from you in the future because you have credibility through your first success. If you keep your Joint Venture partners happy then they will want to work with you again in the future. This means future business for you and if you continue to keep everyone happy time and time again by offering real value then you will become very wealthy.

If you become selfish and just focus on making money for yourself, instead of benefiting your customers and Joint Ventures FIRST then you will most likely fail. You need to offer so much value that your customers almost feel as if they are stealing your product from you so that they are so satisfied that they will really want to do business with you again. The more you give the

more you get. Give your customers and Joint Venture partners what they really want and you will be rewarded 10 fold in the end.

Positive Business Attitude

Let me tell you that you can have the greatest teacher in the world to teach you how to do something, however it's still up to you to put the information to use. You need to push your limits to get the best out of what you learn and put it to good use.

This means that you really want to do something that you are passionate about and that you love doing so much that you could spend all day doing it. If you are truly passionate about the work you do then life will become so much easier and you will find it easier to be successful. When people try and push you down telling you that you are wasting your time you will find it easier to say "no, it's what I love doing and I am going to stick with it and make some money".

Remember that the only person that can prevent you from doing what you want to do is yourself. People can drag you down psychologically but they cannot stop you from attaining your passion. So when you are passionate about something you need to make it your aim to stay focused on your passion. Don't let other people bring you down.

So now ask yourself...

What is my 'REAL' passion?

How can I get what I really want in life?

What steps should I take to achieve it?

When you have the answers to these questions go and get started!

Now you may (you will) encounter problems when starting or running your internet business. Now do not become disheartened or put off by the problems you have to face otherwise your goal and your dreams are over.

There is no problem that cannot be solved. Everything can be solved if you take it one step at a time. The key is to not give up. If you keep going you will reach your goal. The faster you correct your problems the more successful you will be.

Continue to ask yourself questions such as:

What should I do to make my website look more professional?

What should I do to add more content?

What should I do to add more income streams?

What should I do to get more traffic?

What should I do to fix the copywriting?

You should be able to come up with many ideas to improve your site and these improvements can make massive differences to the amount you make in your business.

Just remember that the faster you solve your problems the faster you will reach your destination.

I would like to bring to your attention a famous comment from well know internet marketer Mike Glaspie. He said:

“Big people Think big, and make things happen”
“Small people Think small, and think people”

What this means is that you may see people post negative things about your business on forums and message boards etc. Now your first thought may be to post back comments to back yourself up or post back negative comments about the other persons business.

Instead you should just do nothing.

Yes that’s right. You can use the negative comments to see if you can use them to improve your business in any way. Do not engage in politics. You should spend your time and attention on your projects instead. Let the small people think about you, whilst you get on with your work and make things happen.

If you want to be successful:

Always be humble and friendly

Concentrate on improving your products all the time

Refer to message boards just for resources you need

So really don’t waste time posting on message boards. Instead spend your time FOCUSING on your work and helping others, be that your customers, Joint Venture partners, friends or even your competitors. If you put your heart out to help others then that help will maximize your success too.

Steps To Get Started

Planning

You have probably heard the quotes “When you fail to plan, you plan to fail”.

If your mind is focused on how much you would like to make instead of taking the necessary steps to make the business successful then you will really struggle.

There are 6 steps to plan before starting in business, these are:

What type of niche you want to tap into?

Who are your competitors?

How can you make your idea much better than your competitors?

What marketing strategies will you adopt?

What are your sources of income?

How much money do you want to make out of the project?

So let me explain in more detail...

What type of niche do you want to tap into?

Firstly I should explain that a niche is a target market. It is a small market within a bigger market. For example you may have markets such as men’s clothing, women’s clothing, t-shirts, suits, football t-shirts, jeans etc.

However a niche market would then go into one of these markets and refine it even further. So if you had the broad market shoes, you could then look at specific shoes and set up a niche for them. So you could have sports shoes, leather shoes, sandals, winter shoes, socks etc. Any of these could be your niche market.

You may wonder how you can compete in your market, but the way to compete and get good business is to be specific in what you offer. Say you were selling jeans you could decide to sell baggy jeans, straight line jeans, long legged jeans, or three quarter cut length jeans. If you just sold any of these specific types of jeans you would be able to specialize in them. There are so many different options available.

Remember you want to tap into a niche market that is of great interest to you.

Who are your competitors?

When starting out you need to start small. If you try and compete with the big companies out there from the start you will fail. You first need to specialize in a small segment and only when you have had years of success in that area can you expand.

You may see that Blockbuster's specializes in film rental and are the leaders at this, but you may also see that they do not have a large range of video games for rental or TV box sets. So if you wanted to set up a store next to Blockbuster's you could rent out video games and instead of people going to Blockbuster's to rent video games they will more than likely go to your store instead as you will have a bigger selection to choose from.

Of course your business will be online so you don't need to choose a location to setup you just find your niche and put your website online.

So do a search on Google (or any of the top search engines) on specific markets you would like to go into and find the internet business within that specific market. Research on their strategies and find ways to improve on them. The bigger your competitors are, the more weaknesses of theirs you will be able to find. This will mean more opportunities for you to tap into the industry you are pursuing.

How can you make your idea much better than your competitors?

The main point here is to basically find the competitors weaknesses and improve on them as mentioned above.

The more you examine and research your competitors the more weaknesses you will find.

What marketing strategies will you adopt?

As you are starting out as a small business you will not have so much money to spend on advertising and will not be able to do anywhere near the same level of marketing as the giant corporations. This means you instead have to leverage the small marketing campaigns you do.

So say you had a \$1000 budget to spend, but cannot afford to spend it all on advertising you may decide to start with flyer printing and distribution that costs you around \$100.

You can then track your success with the campaign using the following info:

How much money did it take for you to create 2,000 flyers? \$100

How much time did it take to distribute the 2,000 flyers? 20 hours

How much profit did you earn from sales generated by the flyers? \$300

So net profit = \$200 (200% Return On Investment)

So when the campaign has finished you can then look at ways to improve the campaign to get even better ROI (Return On Investment). You may decide to change the content on the flyer if you don't think it's good enough and then you would test some more to see the results. Keep tracking the ROI and if the ROI is not greater than 200% in the next campaign then go back to the original design as that had a better ROI and will bring in more profit, but remember to keep testing to get the best possible ROI.

When you have generated enough money from your campaigns you can then look at creating other marketing campaigns and using the likes of pay per click (PPC), e-zine advertising, classified ads, newspaper ads etc.

In order to get the best results remain patient. It's a good idea to allocate about 10% of your businesses profits towards marketing and another 10% towards maintaining your business. If your campaign does fail then you still have 80% to cover everything else.

What are your sources of income?

If you want to stick around and survive in internet marketing then you will need multiple income streams. Now this does not mean just sticking up banners on your website. This will just make your site look tacky, detract people from your site and generate next to nothing in revenue.

You want to build a residual income stream meaning that people rely on your service or what you are offering to keep them doing what they are doing. E.g. if you buy a house you need gas and electricity for the time you stay in the house.

Now residual income does not just have to mean a service or membership site. You can have a main product and have related products for sale too that you can cross promote and up sell your customers on later.

However! Only show your customers one product at a time! Once they have purchased from you then you can give them a range of products to choose from. Also stick to one income stream first and then once you have got that working then focus on getting other income streams working for you.

How much money do you want to make out of the project?

You need to be realistic when setting your financial goals for each project and the way to look at how much you can realistically make for each project is down to the amount of traffic you can get to your website and the conversion rate you can get.

So if you are selling a product for \$39.99 and your goal is to make \$1million you will need to sell 25,006 packages to reach your goal of making \$1million. If your conversion rate was 3% (meaning 3 out of 100 people visiting your site end up purchasing your product), then you would need to get 833,533 people to visit your site to get the required number of sales to reach your goal.

The better your conversion rate the fewer number of visitors you would need to see your site. With a conversion rate of 7% you would only need to get 357,228 people to visit your site to reach your goal. So this is why conversion rate is such an important factor in internet marketing.

I am not going to go into details about how to get traffic to your site and how to convert the traffic well in this eBook, but you must be realistic in finding out how much traffic you can get to your site each month. Also you must be realistic in setting your conversion rate. A lot of people regard a 1% conversion rate as good on the internet. I believe you can do better than that with the right knowledge which is why I am reviewing all the products out there to help provide you with the quality products that can improve your sites, but if you are new to the internet then 1% conversion rate is a very good start.

The other factor that comes into the equation when trying to reach your financial goals is the pricing of your product. Obviously the more expensive your product is the less units you will have to sell to reach your goal, however do remember that if you set your price too high then the conversion rate may drop and you need to find the right balance that will bring in the best results with regard to pricing.

If you had a conversion rate of 5% with a price of \$24.99 and then you changed the price to \$49.99 and the conversion rate dropped to 3% although the conversion rate has dropped you will still make more money with a \$49.99 product with a 3% conversion rate, so you need to keep an eye on this and it's a good idea to test different pricing strategies to see what works best for your product.

Your Product or Service

You will probably have lots of ideas in your head about what products or services you could create after learning about all the different niches that are available to enter. I will warn you now though you can only handle one project at a time!

You might be thinking to do 3 or 4 projects from the start to multiply your income dramatically, but I'm afraid it doesn't work like that. You may remember me saying that Blockbuster's weakness is in video games as they only have a small selection. The reason for this is because they cannot grow too quickly, if they do it could lead to disaster, so they decide to take their time and grow slowly which is what every business should be like.

Do one thing at a time and keep all of your focus and attention on that one thing and only when it is complete and at its best can you afford to look at other opportunities and ways to expand.

Your Business Plan

To make your business successful it's a good idea to map out a business plan so you know exactly how to make your business as successful as you possibly can. The key factors to look at when constructing your business plan are:

Time

Goals

Back Up

So again let's break these down and take a look at each one.

First we have time. In business time is your most valuable asset so you really want to make sure you make best use of it. If you do not manage your time as efficient as possible for your business you will not be successful.

So in order to manage your time you will need to cut down the amount of time you spend watching TV, successful people do not watch TV every day. You should spend your evenings working on your business and not watching movies if you want to do well in business.

Now if you eat healthily and do regular exercise then you only need to sleep 6 hours each day. If you do only sleep 6 hours each day then this will give you more time to work on your business including weekends.

Now you may see Friday's and weekends as a good excuse to get drunk, however I suggest you spend time on your business instead and when you are successful you will have a lot more time and money on your hands to go out and party.

If you cut down phone conversations with friends you will save a lot more time too.

If you think at all the different ways you can save time then you could easily save at least 30 hours a week! That equates to 120 hours a month and 1,560 hours in a year. That s valuable time that could be used to really grow your business.

The next thing to look at for your business plan is setting goals.

Now you probably think right I want to make and can make \$1million from every project I make, however this is not the right mindset to have. You can not accurately predict how much you will make until you test your projects.

There is no instant formula that will make you buckets of cash. If you want to make good money it will come over time. You will make mistakes and learn from your mistakes and after gaining valuable experience you will be able to make a lot of money on the internet.

So what I am telling you is to put what knowledge you do have into your projects and get them started. You may not make lots of money to begin with, however you then look at each project and think how can I improve on it?

Your first project may make \$2,000 and if you have set a target of \$100,000 then you will not be happy so you really need to be realistic. If you make \$1,000 or more in your first project then you have done a brilliant job.

Plan all your steps on each project on how you need to improve your business and not just on how much money you want to make each month! You will get better and as long as you look at your projects and give them honest analysis and look at ways to improve then things will get better and better for you.

The final thing to look at for your business plan is back-ups. So what so I mean by this then?

What I mean here is you may be looking at all the possibilities of making money online and think wow this is easy I'm going to hand in my notice and quit my job in 3 months time. I urge you to stop and think now.

As soon as you stop earning your steady income from your day job and you are not making enough money to survive then this will make you uncomfortable in business and things will just get worse for you.

Now I'm not trying to scare you. Yes internet marketing is a great thing when things are going well, however you need to get things running well for yourself before you look at quitting your day job.

If you want to quit your day job then I suggest you wait until you are earning at least 50% more online than you are in your day job (hence the reason to use your leisure time wisely whilst you are still working full-time). So if you currently earn \$5,000 a month in your job, wait until you are earning \$7,500 online before you decide to quit your job. This way you will be sure to have enough money to survive and will not feel uncomfortable if things don't work out as planned.

Your Email

Email is the cheapest way to communicate with your clients. Of course there are other ways to keep in touch with your customers as well such as, phone, fax, instant Messaging and live support.

However, we are all very busy working on our projects, so there is no way you can get in touch on the phone all the time and still take care of other parts of your business. Therefore, the best way for you to communicate with your clients is via email.

However, as spam filters are getting very aggressive to block out spammers, it's also having an effect on internet marketers when they fail to receive email from their subscribers or people who may be trying to get in touch with them.

Here is the truth....

Many newbie's are afraid to answer emails, as there may be people out there yelling at them or asking for refunds. However, you will find that when you answer your email, you will also be able to solve problems on your site faster.

Example #1:

If you've received email enquiries saying that they have not received the user IDs and passwords to the product that they have purchased, wouldn't you become suspicious of what has gone wrong with your auto-responder system and why it does not automatically send email to your customers after transactions?

By knowing this problem, you can give your customer his or her user ID and password immediately. In the meantime, you could also ask him or her why automatic emails from you were not received. The answers you get may vary: problems with your auto-responder system, spam filter blocking your email, your customer didn't submit his information or they simply did not do as they were told.

These answers are automatic responses from your customer, as they want you to solve their problem as fast as possible, in order for them to receive their products.

Example #2:

If you've received email enquiries from customers requesting for refunds, you should

take the opportunity to find out what was wrong with the product that they received, even though you have a policy saying, "No Questions Asked Guarantee."

You may phrase it this way, "I will be more than happy to give you the refund, however, I would like to know the real reason you asked for it, for I am truly curious as I don't have any customers of mine asking for refunds in the past."

Some customers who are freebie seekers will start bluffing you by saying:

- ⇒ He has got cancer
- ⇒ His mother is dying
- ⇒ Your product is too expensive
- ⇒ Your product is stupid

If you receive these answers, you'll know that they are what we call "Junk Customers."

"Junk customers" are people who are cheap and are always looking for bargains, and having them in your customer base is just a waste of your time.

Inputs by junk customers are not what you seek therefore you should just ignore the reasons given by these people and refund them their money.

However, some customers may give you useful and constructive input from emails such as:

"Your product is too expensive compared to this other product. If you could improve it by including this section, that section, it would definitely be worth the money. -

"The reason why I am not satisfied is because you're too slow in responding to my email. If you could improve your customer support services, then that will help you regain your credibility and my trust. "

What is this telling you?

"Your product is too expensive as compared to this other product" means that you need to take a closer look at your competitors' products to make sure that you have enough ingredients to be called the best product on the internet.

"The reason why I am not satisfied is because you're slow in responding to my email" means that you need to ANSWER your emails as soon as you receive them.

Are these inputs that you received from your own customers going to help enhance your business?

OF COURSE!!

By answering your emails, you will know exactly how to improve your business, as your customers are the ones who provides you with all the hints on what they really want to see in your product. This way, there is no reason at all for you not to be able to grow

your business.

Without a doubt your revenue will increase as well.

Hint: All the people I know, who made at least \$50,000 per month or more, know that the way to bring their businesses to the next level is by first listening to their customers, asking for their opinions, and then making products based on this feedback.

This is the key to your success as well. From now on, answer your emails and ask for input all the time from your own customers!

Here are your best strategies to keep in touch with your customers:

1. Support Desk

A support desk is not only used in big businesses, but also in small businesses as well. You can easily find scripts for support desks inside web resource libraries and install them onto your server.

Why a support desk?

Support desks allow you to reply to your email without being blocked by spam filters or junk mail that you receive every single day. This allows you to communicate with your customer without having to worry whether they receive your email or not, as they can check it online without any problems.

How does a support desk work?

Your customer simply fills out a form from your website with his user ID and password and message. As soon as you can see the message, you will be able to reply to the enquiry immediately.

Even though your customer cannot receive your email because of the spam filters that their servers use, they will be able to see your replies when they log in to the support desk with their user IDs and passwords. This way both you and your customer will be happy.

2.Sales Contact

The biggest mistake that you should never make is to use a support desk for sales enquiries. It will kill your business immediately. Email contact is best way to get your prospects to make pre-sales enquiries.

What do you mean?

Look at it this way, the best way for your existing clients to contact you to help solve their problems is via the support desk as they already have user IDs and passwords.

However, for prospects who do not even know you, signing up to obtain user IDs and

passwords to get in to your support desk system is just too complicated for them. This will reduce your chances of getting more customers.

I highly recommend you to provide your prospects with your email address as well as a contact form on the "Contact us" page. With this, they will be able to input their names, email address, phone numbers in case the email that they have provided is being filtered by spam guard on their email servers.

3.Frequently Ask Questions (FAQ) Center

The first resistance for prospects interested in doing business with you is when you don't provide detailed information about your offers or products.

Prospects are very picky and have a choice on who they want to work with. They tend to be lazy asking questions these days, since everything is just one click away. Therefore, if you don't have a FAQ page now, you'd better make one because it brings two benefits to your business:

A.Reduce Support Time

By having a FAQ page, you will reduce more than 60% of support time, as you won't need to keep answering the same questions over and over again, when these answers are already on the FAQ page on your website.

B.You Increase 25% more sales

When you put up a FAQ page, you are telling your customers that you are very serious about your business. It also tells them that you are just not out there for their money, but you are a true professional Internet business owner.

In addition, many prospects simply never try to write you an email because they are just too lazy to do so. However, through the FAQ page, you are able to answer their questions immediately. This way, with their doubts cleared, they will just go ahead and put in their credit card numbers.

4. Voice mail and Fax Number

Voice mail and fax numbers are essential for emergency purposes only. If your customers pick up the phone and leave you a voice mail, it should be your first main priority to listen to your voice mail. On the other hand, it is also a great tool to use to tell your customer that you are not just a scammer who is trying to get his or her money.

The first thing that I would do when I am considering an online purchase is to see whether the website has a phone number or at least a voice mail in case I have a problem during the process of purchasing the product. However, I do not plan to call or fax them, but I just want to know if this website is trustworthy. This factor also explains why some customers purchase from some sites and not from some other sites.

After running tests it is proven sales increase by more than 20% just by having a voice mail and fax number on your contact page.

Your Sales Website

The first reason why most websites don't sell is because they don't have copywriting that is as well done as a professionally designed website. Remember that your website is your store front. It is similar to having a good looking store in the shopping mall where you can attract more prospects to visit your store rather than other stores.

However, this doesn't mean that your website has to be extremely fancy or even include fancy programs such as: Flash, animation or action scripts. As long as it appears to be neat and professional, your site should be able to sell very well.

There are TWO important factors to a good sales website:

1. Copywriting

Without good copywriting, regardless of how beautiful your website is, it will never sell.

Many well-known marketers know that they need to focus 100% of their energy to write a good sales letter because that is where their money is coming from. That's why you will have some marketers say that his site has a conversion ratio of 5%, while others have a sales rate of 10%.

What am I talking about in here?

"Great Copywriting Skills"

I don't want you to worry about copywriting for now, as I will tell you about the best copywriting products you can get in my reviews at www.InternetRichesMonthly.com.

2. Professionally Designed Website

Many marketers have started not to use graphic designs anymore, due to these two reasons:

- a.They can cut down their graphic design costs
- b.Their websites will load faster, as graphics take up a lot of memory.

However, personally and professionally, I love to use pretty graphics for the purpose of advertisements, which usually come with headers, logos, background, software boxes, as well as order buttons. I do not have anything against using graphic designs and I think there are advantages and disadvantages to using it.

Anyhow, there are some reasons why you should consider using graphic design for your website:

A. Brand Recognition

For each website that I build, I will always include the sentence, "Jamie Ludlow's.... or

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Jamie Ludlow presents..." to let people know who I am. If you are an unknown, and would like to be known in the internet marketing world, I highly recommend that you include your name on the header of every site that you create.

Imagine if your site has more than 1,000,000 visits every year, it will mean that there are more than 1,000,000 people who have been exposed to your name already. Whenever they see your name in the future, even though they have not yet made a purchase from you they will say, "Hmm, I know this guy, he is everywhere."

In addition, this creates an impression on them that you must be somebody who is famous. Otherwise, there will be no way your name can be found everywhere. This creates a chain reaction so that whenever somebody mentions your name, they would have thought that you have been there since a long time ago.

In fact, whatever you sell, people will assume that your offer is GREAT because they already recognize your name. This is what we call Brand Recognition.

B. Direct Selling

We all know that the key to be successful online is how fast you present your offer in front of your customers. If I visited a website, I usually anticipate that the site will be able to tell me the immediate benefits that I will receive without scrolling down the page.

As there are billions of websites out there, I've chosen to use the header as a tool to tell my prospects what they will be getting by reading further.

This strategy has been used in so many successful e-commerce sites. Here is what they do...

They simply place images which look like banners on the site, showing all the benefits that prospects will receive. As soon as the prospects feel that the offer is irresistible, he or she will try to find more information on the offer. Without a doubt, this creates revenue for the site.

Of course there are many other aspects of marketing techniques which you will need to learn in order to sell more. For now, you just need to remember that one of the biggest determinants of your success to making money online is how great you present your website to your prospects.

Marketing and Implementation

There are several steps which you need to take in order to know exactly whom you should target for your site. In this case, an online business will have a different marketing approach as compared to an offline business.

For an offline business, as long as your offer is a high quality product, and you put your store front in the location where the demand of your product is very high, you are almost guaranteed to make money immediately.

Let me give you one example...

Assume you have a men's clothing business in downtown Boston and you would like to target prospects who may be interested in suits, ties, belts, socks and leather shoes. Since the location of the store is in the financial district where people are looking for suits all the time, you can easily get the right people to purchase your products. This is what we call, Instant Traffic.

However, there is no Instant Traffic for an online business!!

You can't just build a professional website, and expect everybody to come and visit your site immediately. That will not work with online media.

However, even though that is the downside of an internet business, the advantage of an online business is that you can target almost anyone that is truly interested in your offer, wherever they are located.

That's what we call cyber space.

If you're into the internet marketing industry, there may be more than 20,000,000 people who would like to make money online. Without a doubt, you can target all of them.

The only challenge for you is to your ability to get 20,000,000 people to look at your offer. In other words, you need to know exactly how to create Online Instant Traffic to your site.

As of this point, I just want you to understand that there are only two types of people who will come to your site. If you know exactly who they are, by using the right approach, you can easily turn these prospects into your customers almost immediately.

Here are two types of prospects that will be interested in your offers:

1. Freebie Seekers

Freebie Seekers are prospects who are very sensitive to the word FREE because they are just visiting your site to grab something for free.

That's why if you go ahead and advertise your site about making money online for \$49.99 without considering these Freebie Seekers, you can easily get broke before you even get one sale.

However, there are a lot of upsides to these prospects as well. If you can build trust within them, then you can have them as your loyal customers for a very long time.

What should I do with Freebie Seekers?

Well, it all depends on what you are offering.

If you are selling a service, the best way is to give your prospects a free trial on your service, such as 15, 30, or even 45 day free trial periods.

If you are selling an informational product, these are three things that you should do in order to turn these freebie seekers into customers:

a. Inform them

Freebie Seekers are prospects that are only hungry for free information on certain subjects, but not buying this information from you. The first rule here is to inform them as much as you can. Start by telling them who you are, what do you offer, and why your system will benefit them in many ways.

For example: - If you're selling them an internet business opportunity product, you can simply tell them all the benefits of an internet business.

b. Educate them

The second thing that you should do is to tell your prospects on how your system works, why it's so easy to use, and how it will make them hundreds of thousands of dollars every month.

One of the techniques most well-known marketers use is the "6 days e-course", where prospects will receive 6 articles in 6 days that teaches them exactly what they should do and what steps they should take to make money online. This will get them interested in your system.

As you turn those prospects into pre-qualified customers, you would have already done a great job in building yourself to be an authority in that industry almost immediately. Inside the 6 days e-course, you need to....

c. Sell them

Don't just teach your Freebie Seeker prospects without telling them about your products on every article you write.

In each of the "6 days E-course", it's always a great idea to tell them about your system and try to relate it in ways that will reference them back to your sales site.

In the 6 day, the last day of your E-course, you must tell them that your product will help them make money online instantly, in which they should GRAB the opportunity immediately.

Also, you can always put a Call to Action statement by telling them that if they don't get it today, it will be too late for them to acquire the product at a lower price or with the extra bonuses.

Remember: If you are selling physical products on the internet, such as: televisions, digital cameras, computers, or laptops, your site is only categorized for prospects that are seeking for bargains on the internet.

2. Bargain Hunters

Bargain Hunters are people who already know exactly what they want and are searching for it in your site. This type of prospects are those who do not need to be taught "How to do this and how to that", as they already know what they want.

All you have to do is just show them the benefits of your offer such as, lower prices, free deliveries, same-day shipping or bonuses.

We usually call this Direct Marketing.

With Bargain Hunters, as they have already compared your products with products from other stores, the best way to sell to them is to show them that you can offer them more benefits as compared to your competitors.

And if they think that your product is irresistible, you have just sold them right on the spot. This is what we called a "Yes or No" offer, so you have a 50/50 chance here.

However, there are always ways to increase your chances to 60/40 or even 70/30; it all depends on how great your offer is.

In conclusion...

I want you to know that selling to the Bargain Hunters and Freebie Seekers market has its own challenges. With Bargain Hunters, you need to ensure that your product is better than that of your competitors. It means that you need to focus on high quality products.

On the other hand, with Freebie Seekers, you should be more focused in educating them first before they will take action to purchase your product. This usually takes some time as you need to gain their trust and build your creditability with them first. However, once you successfully done that, they will be your customers forever.

Remember: Regardless of who you choose to target, both the freebie seekers and bargain hunters complement one another. Also, there is no way in which you can find out whether the prospects that go to your site are freebies or bargain hunters until they purchase your product.

If you target prospects that are into business opportunities, this means that you should have a website that offers a high quality product. At the same time, you will also need to have a special site that provides these freebie seekers enough knowledge on your system in order for them to take action on your offer.

Maintaining and Expanding

In the process of maintaining and expanding your business, there are many obstacles that you will face such as customer support issues, website contents, and finding Joint Venture partners, getting traffic, improving your site or even creating a new project.

Average marketers work about 8 to 12 hours a day. Of course there are some marketers who work about 20 hours a day like you and I do. While your business is running 24 hours a day and 7 days a week, and the only person who works on your project is yourself, the

only limitation that we have is time.

Time is the only factor that limits us from getting what we want from the expansion of our business. That's why we need to learn how to leverage our time for success.

How can I leverage my time?

Leveraging your time is having other people do your daily routine job, so you are able to have more space to work on your new project or something else that you truly enjoy.

Honestly, I wouldn't enjoy answering my emails if I received about 1,000 emails per day, which will take me roughly about 5 hours a day to reply. If I have to answer my emails all the time, I would have to spend about 35 hours of a week just on answering emails.

Is it worth it to spend 35 hours a week to answer emails? Of course NOT!

This is as it is better for me to utilize my valuable time on the expansion of my business as well as the building of my new project. The key here is to leverage by having someone else become your customer support.

You may say, "Are you crazy? Do you know how much I have to pay? \$2,000 a month for an assistant? No way!! "

I did not tell you to have a full time employee to answer your emails because that would have been an insane idea. Just leverage on websites like elance.com where you can easily outsource your work to other people for a lower price.

Example: I would have my email answered by my assistant in Texas, I have my e-commerce site done by my programmers in Romania, I have my proof readers done by my editors in Australia, I have my shipping and handling done by my assistant in Boston.

By having all these jobs done by others, you can easily save at least 100 hours or more per week and use this time for other projects which are worth your time.

How much does it cost to have a customer support assistant? \$80 per week

How much does it cost to have a programmer to work on a site? \$500 - \$1,000 / project

How much does it cost for editors to edit a site? \$3 per page

How much does it cost for handling costs? \$3 per package

How much time would this save each week? 100+ hours

As my business grows bigger, more and more of my work would be leveraged on to others. This would include tasks like finding Joint Venture partners, designing web sites, copywriting, adding content, search engine optimization and getting traffic.

This will give you more free time to work on the projects that you truly enjoy, and at the same time still have other parts of your business taken care of.

Remember: Outsourcing your project is not something that you should even consider in the beginning of your venture. It's because you need to learn about every single aspect of your business first, learn from the mistakes that you have made, to be used as input for your next project.

In addition, if you make mistakes on outsourcing your project, it can easily cost you hundreds or even thousands of dollars. For people who are just starting out, making mistakes will easily lower their self-confidence, as they may perceive that the internet business is a waste of their time and money.

The key is "Experience it first before you outsource"

Here is what you should do...

In the beginning of your venture, each part of your business, including answering your email, packaging your products, finding Joint Venture partners, or even sending your products through stamps.com or your local post office, should not be outsourced at all. You should try to do it yourself at least several times before you get bored of it.

As a conclusion to outsourcing, the only reason you need to outsource your routine work is when you feel that those daily maintenance tasks will slow you down or obstruct you in growing your business.

Closing! note: By applying these "7 Steps" to your online business, you should be able to grow your one-man business into a multi-million dollar business immediately. In fact, these steps are the secrets behind each successful marketer. Now, that you're ready for the meat of internet marketing, go ahead and read the next sections.

Types of products or services that you can sell online

Before I continue further on the types of products or services that you can sell online, I would like to share with you that many people have told me that they hate sales people as they are regarded as unethical.

Well, have you thought about this?

Without these sales people, you can't buy bargain clothes in the shopping mall, go to restaurants to eat, enjoy talking with friends using your cell phone, purchase cheap computers, shoes, cosmetics or buy a BMW. This is as all these products are sold to you by sales people in the sales department of these companies.

Why there are sales people in this world?

Because they know that people will definitely buy their products as long as they are sure that have something good to offer.

Think about it logically...

Human beings are very intelligent with their money, they know how hard it is to make money and so there is no way you can give people something crappy and expect them to pay \$1,000 to you for it.

In fact, selling requires a lot of knowledge and bravery in order to be able to approach each individual prospect. We can't force people to buy something. What all sales people do is simply offer customers something which is truly useful to them.

If you still HATE the word "Selling", you have two choices:

Go back to your 9 to 5 job where your boss will always be barking at you for being late to work. While the CEO of the company is increasing his assets by millions of dollars, leveraging on your hard work, while you are still struggling to pay your bills on time.

OR

Start realizing that you have a chance to build your own business with no inventory, no cold calling, no personal contact, no huge investment and no storefront.

The beauty of the internet business is that you don't need to meet people, do cold calling, or even talk on the phone, as everything is automatically done for you, even while you are on a date.

Let me explain in more detail on the two types of "selling":

a. Direct Contact

A telemarketer calls you up in the middle of your dinner time with your family and asks you if you would like to switch from one phone provider to another phone provider.

This type of selling usually creates a lot of negative impact, as people hate being sold on their faces. That's why many telemarketers fail miserably, because they can't take the word "NO" from people directly.

This is not what we're going to use on the internet business...

b. Indirect Contact

Wal-Mart, a Giant Retail Store, mails you a newsletter telling you about their 'Huge Inventory Sale' where you will receive UP TO 50% on all products that you see inside the store from June 15 – June 19.

How do you react when you receive the newsletter?

Visit Wal-Mart and choose from the variety of products inside the store. If you think the price is truly a bargain for you, you'll buy it immediately.

Do you see the differences?

Wal-Mart didn't call everybody up to inform each individual that they are having a Huge Inventory Sale. All they did was send the newsletter to the people in their customer database, and then they will go ahead to visit their store to buy their products

You may not realize that this is a selling strategy that many companies have used to make their previous customers come back to their stores. Whenever they have an announcement to make, all they have to do is send the announcements to their customer list and they will go back for more.

Here is one little story that you may not know...

Last December, I decided to purchase my winter clothing because the weather was getting colder. I noticed that 5 out of the 8 stores that I purchased from, the clerks did not hesitate to ask me for my mailing address.

When I asked them why they were asking me for my mailing address even though I was paying with cash, they explained that this was in the event if I wanted to exchange the clothes, they won't have to trouble themselves to locate bar code number later.

However, two weeks later I received a postcard from three of stores informing me about the sales that they were having in their stores.

What does this tell you?

This is another Selling Strategy which they use to entice me to come back to their stores for more products.

Do they have to call me up?
Do they have to sell me straight on my face?

NO!!

This is the strategy that we use on the internet Business all the time. And it's a very smart approach to adopt.

1. The two types of selling techniques on the internet

There are basically two types of selling techniques on the internet:

- Selling your own product
- Selling other people's product

Let me give you more details on selling...

a. Selling Your Own Product

There are many advantages and disadvantages of selling your own product. Some of the disadvantages are that you will need to handle all aspects of your business, including customer support, shipping and handling, refunds, paying affiliate commissions, creation of the product and testing your website conversion ratio.

On the other hand, you are able to own your customers, up-sell to them, make the most profits and gain credibility.

Therefore, it's not an easy job at all because it requires a lot of focus on details to make sure that your product is a very high quality product, the conversion rates from your sales letters are high, your affiliate program is very easy to use and your promotional tools are tested all the time.

In fact, it could take months and months before you will be able to complete your project. Furthermore, if your product is not good enough, you'll be complaining to me on why your product is not selling.

Wait... I am not telling you this to scare you. Instead, I am referring to the risk that you need to take if you truly want to create a new product.

Don't worry!!

If you keep reading further, you will learn exactly how to make your product sell, regardless of what kind of condition your product is in right now at the market.

Here are three things that you need to focus on in order to have your product sell and to make the best product within your industry:

- High quality products
- Detail oriented
- Quantity and pricing on your packages

I will explain each one of them in detail, and if you pay great attention, you have a 99% guarantee that your product will sell.

i. High quality products

The Quality in each product that you create is a major factor of your success on earning the most profits online.

You have heard the phrase...

**"If you want to create a product,
create only a high quality product,
or don't create at all."**

Without a great product, regardless of how great your sales letter, promotion tools or conversion ratios are you will never make it online. Many marketers whom I have met were just focusing on money. All they cared about was making a crappy product, website and promotion tools, and hoped to make \$1,000,000 immediately.

On the other hand, they forgot that the principle of Word of Mouth advertising is actually faster than any promotion tools.

Look at it this way, if your product is truly GREAT, one person will tell another person. However, if you produce junk, one person spreads the word to 10 people immediately like a virus. This is why we say bad publicity is faster than good publicity.

There are some advantages to making a great product:

- Your credibility is increasing immediately.
- Customer will buy all your future products.
- Joint Venture partners will be more than happy to work with you, as they know you're serious about maximizing the value of your product.

Here is what you should do...

Build only a high quality product. Even though it takes one month more than usual, at least you don't have to waste another nine months with a lot of pressure and unhappiness just to regain trust.

ii. Detail-oriented

Product quality is very important, but being detail-oriented is the key ingredient to make your product sell like crazy.

For example:

Assume you make Sirloin Steak for your customers. Instead of just giving them only the steak without any sauces on it, you could add gravy with red wine to make the steak juicy. Additionally, you could also include broccoli as well as macaroni and cheese as your side dishes.

In order to make your food much better, you can present the food on a very pretty plate with carrot decorations. This will help to enhance the appetite of your customers.

You see...

I gave you this example because I wanted you to know that even though the Sirloin Steak was already very tasty, but with all these additional details added, it will make the product irresistible to your customer.

This tells you that when you make a product, try to present your product with as much detail as possible. Instead of just a white CD holder for your customer, try to design a nice cover so that people will feel that it is a great product.

If you sell information products....

Your key to selling a great product is to provide as much information as you can because I have seen many newbie marketers trying to hold back information, as they think that they can use that for another opportunity.

Some information products I receive from these newbie's are great, but we are all humans and therefore we can smell whether the author is holding back or not.

We do understand their purpose of holding it back as they want to up sell the customer later on. However, they don't realize that in the process of hiding, the product becomes amateurish.

In many cases, where a product was supposed to sell 10,000 copies without any problems, but because it was not detailed enough, it sold only 800 copies.

Will I run out of ideas if I revealed the secret? Not really!

Regardless of how much information you give away on your product, at some point you will come up with 10 ways to expand your idea further more than what you had initially thought possible.

I know it may sound illogical at this point since you have not yet experienced it. However, I want you to give it a shot and not hold back any information which you want to reveal in your products.

This will create a Detail-Oriented product, and in many cases instead of selling 800 copies, you can easily sell 10,000 copies by giving away more details.

And if your product is selling for \$100 each, you will make a gross profit of \$1,000,000, instead of \$80,000 by keeping your secret to yourself.

How does that sound to you?

iii. Quantity and Pricing on your packages

The Quantity and pricing of your package is one of the biggest keys to make your product sell well.

The solution here is to have a product which people called a Bargain.

Quantity and pricing are co-related with each other. If you have a product that is of decent quantity, you will have to have a decent pricing. The higher the quantity of your products, the higher your pricing options go as well.

Let me give you more details on how it works...

Suppose you have a product that is of very high quality, decent pricing, and high quantity as well selling for a price of \$197. Your competitors, who are selling same product for \$997, could easily sell 10,000 copies, instead of just only 1,000 of them.

Of course there are some other factors which will prevent you from selling 10,000 copies such as, sales letters, promotional tools and traffic sources. At least you understand that the pricing and quantity of each product can affect the number of copies you sell.

Here is one secret which you must learn....

Successful marketers are people who know exactly how to sell high quality products for a low price because they can easily resell to their customers again.

Instead of just selling their high quality products for a price of \$997, where they only get 1,000 copies sold, they sell it for \$197, and get a sales volume of 10,000. This way, they will now have a 10,000 customer base which they can resell to over and over again.

As we all know that the success of your business is not dependent on how many million you make, but on how many millionaires that you create.

"The happier your customers are, the more people will trust you to make a high quality product at a low price, and the more money you will make".

Many marketers that I see out there are in a rush to make \$1,000,000 immediately with their ideas. In the end, they only sold to about 1,000 customers. However, if you learn to sell your product at a very low price, you will be able to gain customer loyalty for a long time.

As your customer knows that whatever you say has true value as they have already experienced it, you can easily resell to them.

b. Selling Other People's Products

An Affiliate program is when we sell other people's products.

There are many factors why you should engage yourself in an affiliate program in addition to making the most income without losing your credibility:

a. Protect your subscribers' interest

Your subscribers are important for you to stay in this business. They are the ones who have given you their names and email addresses because they trust your judgment and believe that your offer is truly useful to them.

Assume if you are sending out an endorsement for your Joint Venture partners, you should provide them with a high quality product which is truly useful to them, instead of thinking how much commission you get paid for.

By focusing on bringing true value to your subscribers, you will create trust within your customers. This is an extremely important factor if you wish to remain in business for a very long time.

b. Earn the highest commission rate

As you are protecting your subscribers' interest, it means that you should not keep sending email to your subscribers the whole time. My best recommendation is to send offers to your customers in your subscriber base only once a month. Some marketers even send their subscribers only four times in a year.

This tells you that if you would like to gain the most out of your subscribers, you should seek for the highest commission rates with the best conversion ratio.

Here is how you could maximize your income from affiliates:

i. 40% commissions for physical products & 50% for digital products

The reason why you should be looking for a 40% commission for physical products, instead of 50% is because there is a cost involve on shipping and handling for physical products.

The cost of sending the product could roughly take about 10 — 15% of the revenue out of the owner of the product. Therefore, there are many Joint Venture partners who will be a little hesitant to give away a large amount of affiliate commissions to you.

On the other hand, digital products do not incur shipping costs at all. In this case, you should be able to ask for a 50% or even higher commission depending on how good you are at selling.

ii. 40% commission with second tier on membership sites

The reason why I prefer second tiers for a service business is because I have seen many of my affiliates depend too much on others to promote their products.

What does that mean?

Assume one company offers a 35% for 1 tier and a 35% for 2 tier commission rate for its product. Marketer A will usually try to introduce marketer B with the hope that marketer B will be able to sell this product to their subscriber base.

Since marketer B is under A, B will think that if he or she endorses, A will have the same commission rate as B, and the chain reaction will reoccur again where B will introduce C, C will introduce D, and so on.

In the end, nobody will endorse the product, as people tend not to be keen if he or she is not the only one that will benefit selling the product. This tells you that human beings always think about themselves, and not the benefit of others. Therefore this second tier structure will sometimes become a disaster if you are using it to sell a product.

What if I gave away 50% for 1 tier and 25% for 2 tier commissions?

This can motivate affiliates to sell, instead of just being dependent on the second tier marketer. However, this is still the least effective way to maximize your profits.

Why is that?

Based on my experience for digital products, it's better to give away 60% or even 70% on affiliate commissions without having to have second tier marketers. This strategy will allow you to find effective affiliates who are serious to maximize their commissions as well as maximize your profits.

Why you are so sure about this?

Very simple! When you focus on giving away 70% affiliate commissions on a product, many marketers will tell you that you are insane. In addition, lots of them will tell you that you are too generous on your commissions. Without hesitation, many of your Joint Venture partners will endorse your product within that week.

Of course there is one weakness in not having second tier commissions. You need to find your own Joint Venture partners, as no one will be interested to ask their friends to join you, as there will be no benefits to them.

Hint: I have already given you the advantages and disadvantages of using second tiers. All you have to do now is to understand what you are trying to focus on.

If you're focusing on making money, you should use a one tier commission plan

If you're focusing on getting more affiliates, you should use a two tier commission plan

Why do you like the idea of second tiers for services?

There are "two reasons" why I love second tiers for services:

- It provides you with an accumulative income which you will receive every month. This means that the more people you have working under you or the more down lines you have, the more residual income you will make.
- If the people whom you referred the service to love the service, they will have a tendency to introduce the same system to their friends as well, almost automatically.

In this case, you will receive second tier commissions without the "forcing" that is done for product sales. You may say, "People will definitely do the same thing with products as well."

You may be right on one point!!

However, you also need to understand that the product market can easily get saturated, due to the nature of the market. Especially if you're talking about Digital Products, which can be easily copied and downloaded at any time. Most people will not ask their friends to buy the product but instead they will just email the e-book to them.

Why are services harder to become saturated?

Assume that there are 5,000 people subscribing to a service this month, and 6000 users next month, but on the third month, the numbers drop to 5,500 users. This means that there are only 5,500 people who are exposed to this service, since users that discontinued the service are unable to access this service anymore.

This is unlike digital products, which has a One-Time usage. This means that if there are 5,000 people who have bought your E-book, there could be 10,000 people who have read it, or maybe even 20,000 people who have already downloaded it.

Closing! Note: Selling Services is a great way for you to earn a long term residual income, especially if it comes to two-tier affiliate programs. This is because you are not just earning a monthly residual income, but also have your down lines make the residual income for you.

c. You must have already used or reviewed the products yourself

Many marketers endorse other marketers' products because they intend to make instant money. This is insane because you are risking your credibility if you just endorse any product without knowing whether the product that you are referring to your subscribers is a good product or not.

The key in here is to review every single product which you think may be good for your subscribers before you email them. Always think about your customers first and not yourself. It's not about the money. It's about the quality that your customers will get and appreciate you for introducing it to them.

If you fail to review every product that you endorse, your subscriber base will soon become not responsive anymore. People in your database will start to ignore you, and even put email messages from you into their Bulk Folders or Spam Folders.

d. The product MUST have a high conversion ratio.

The main ingredients for making the most money on affiliate programs is to find out the conversion ratio of the product that you would like to endorse.

Let me give you an example on this...

Product A = \$97

Commission = 50%

Conversion rate = 3% of visitors per sale

This means that for every 100 people you sent to this site, you will receive 3 sales, which equals to \$145.50 worth of affiliate commissions to you.

Based on your past endorsements, if you can get an average of 2,000 unique visitors to go to site that you endorse, you will be able to generate about 60 sales without any problem, which equals to about \$2,910 per endorsement that you send out.

How can I determine the conversion ratio?

The best way to determine the conversion ratio of a product is to ask the owner of the product to show you concrete proof of his market testing along with other Joint Venture's endorsements.

To be honest with you, 8 out of 10 marketers are not telling the truth about their conversion ratios, as they overstate their conversion ratios to make you endorse their products. If they are legitimate enough, they will easily say, "Here is the proof that you requested; if you need more, please feel free to drop me a line."

Remember: if you use these principles above on finding the right products for your subscribers every month, not only will you receive lots of respects from your subscribers, but also a lot of affiliate checks are going to your pockets each month.

Am I going to lose my customer base by endorsing others people's products?

If you use the principle that I explained to you earlier, you will receive a lot of credibility from your subscribers. That is why you will never lose your subscriber base. However, if you try to endorse every product, you are definitely not going to make it online.

In other words, "The words that you say will turn from Gold to Trash, if you violate the principle." So, everything is dependent on how you present your products to your subscribers.

Other advantages to selling other people's products...

- You don't have to care about customer support
- You don't have to create any products
- You don't have to fulfill the orders
- You don't have to test your promotional tools

It means that all you do is sell, sell and sell. You don't have to worry about anything else because the owner of the product will take care of the transactions, product fulfillment and product development.

1. How to create your own information product

Some people think that it's impossible for them to come out with an idea for a product because they have to be very creative.

Don't worry too much! I know you will tell me a different story after you have finished reading this section.

What is an information product?

Information means "Info." Product means "Specified or Targeted."

Therefore, an information product means information that is targeted to specific audiences.

Example #1:

You're an expert in dating and have dated all the girls in your town. Therefore, you can write on the topic of dating with practical examples.

Example #2:

You're an expert in Italian Cooking. You can develop 100+ recipes on Italian cooking even though your readers have no prior experience on cooking Italian Food.

Example #3:

You're a very masculine guy and could write on the how to develop biceps, triceps, backs and shoulders.

Example #4:

You just lost 40 lbs in 8 weeks. Many people envy you. You can give your strategy on losing weight, including what you should eat and what you shouldn't eat.

Example #5:

You're a Japanese Native Speaker who knows how to speak fluent English. Now, you would like to teach American people how to speak fluent Japanese. You can write about the easiest way to learn Japanese in 30 days or less.

I could come up with tons of other examples on how you can come up with your ideas for your information products. However, the examples above have already given you a brief idea on your approach in this matter.

If you still can't come up with any workable ideas, you can ask yourself these questions:

- What am I really good at?
- What subject areas am I most interested in?

- Which topics do people ask me for advice on?
- What are skills that you have which you think are unique?

Ask yourself these questions and you can easily find the solution without any problems at all. You can observe daily life and evaluate what other people are lacking on, and create information products to fulfill these needs.

I have now given you enough ideas for information products and by now, I assume you know how to create your products as well.

Let's move on to the next step...

Assume that you have decided to create your own information on teaching people "How to lose weight in 30 days." You may be thinking that most of your competitors have already done the same thing, and therefore wonder how you can beat them.

If you recall earlier in I discussed about:

- High quality products
- Detail oriented products
- Quantity and pricing on your packages

These are the elements to make your information product sell well. On the other hand, you may also ask me...

"How can I build a high quality, detail-oriented, product which is low-priced and come in large quantities?"

Here is what you should do if you have an idea and feel that you are able to market it online...

Do It Now!

As soon as you have your idea about the information products that you would like to create, take action immediately. Don't even think of delaying because you may then start to think that your idea is not good enough as compared to your competitor's products.

Your only resistance then is to get the ball rolling. So, just go ahead and do it because as soon as your ball is rolling, it will be difficult to stop.

>> Research the Market

The first thing that you need to do is to research and purchase as much information from other sellers who are also marketing information that you would like to write on.

This way, you can obtain a lot of input before you even begin to develop your own information product. In addition, you will be able to take advantage of chat rooms or message boards on specific markets to research on. You should also take advantage of your local book stores or libraries, including the convenience of the internet for your

research.

Try to gain as much knowledge on the subject that you would like to pursue. Be an expert and gain your resources before you begin writing on the subject.

>> Create the package

Many marketers teach you how to make an e-book that sells. I believe that you should make a complete course or package showing your readers step-by-step how to become an expert in this area.

For example, if you are talking about losing weight in 30 days, instead of just writing a book to show your audience how to lose weight, you can also produce a video or a CD tutorial which shows them what food they should take and what exercises they should do.

This complete course will give your customers the exact strategy to lose weight based on what you are teaching. This way, you will have many students and also become an authority figure in your field.

There are two reasons why you should create a package, instead of just an e-book:

- By creating a great package in your niche, for example: selling a weight loss course, you develop yourself as an authority figure in your field almost instantly.
- You make more money by selling a complete package, instead of just an e-book, as customers are always looking for GREAT quality product instead of just cheap price.

>> Test it by giving it away

The main reason many marketers fail is because they forget to test their products. Don't let that happen to you.

You can test by giving your product away to your friends, other sellers within your niche, your family, and get them to review your product. Ask their opinions on what they think about your product and how you can improve it.

It's a very important for you to be open to suggestions at this point, as you need a lot of input for product improvements in order for your product to become the bestseller in the market. Some people may give you negative input such as, you won't make it or it's impossible for you. **IGNORE THEM!**

Remember: Nobody knows about your project more than you do. Your success or failure is not based on how other people judge you, but on the action which you take to see what you truly want to see.

>> Market Your Product

Once you have created a great package, it's time for you to market your product. The first thing that you need to do is to test your marketing strategy by using pay per click and e-

zine advertising. If you have a subscriber base already, send your product to them.

Make sure you keep track of each campaign that you test to see why some campaigns sell well, some have high sales ratios, some fail and some just produce lots of subscribers but no sales.

Note: Don't collaborate with a Joint Venture partner before you have concrete proof that your product sells or else you will simply be ignored. Test your ads, sales letters, headlines, sub-headlines, images and order forms. After you have already created the highest sales ratio for your site, then only should you find your Joint Venture partners.

You will be surprised that many partners will want to sell your products again if you focus on testing your conversion ratio first, before asking them to work with you.

How to choose a cool design that sells

The reason I say Cool Design is because I realize the importance of having a sharp look for your product. This is very important to make your customers feel worthwhile to pay for your product.

Let me give you this example....

I love watches. I am a fan of watches even though I don't have many watches. Some of you may be familiar with brands like Gucci, Rolex, Movado, Kenneth Cole, etc. These watches are very expensive. Some of you may be thinking of purchasing one after you have made enough money from your internet business because you certainly deserve it.

Let me ask you one question, "What is the function of a watch?"

To tell you the time so that you don't have to be late for work, appointments, dates or the super bowl. If that is the only function, why do people choose to wear a Rolex instead of a \$1 watch?

The answer is Value.

People purchase your product not because of how good your product is, but they buy because there is value attached to it.

You may be right when you say, "I know that, that's why I created a very complete information product So why should we care about the design?"

Ok... Just say you have gathered and written a complete information book on using Microsoft Word. As soon as you receive a sale, you just press "Print", bind it up, and send it to your customer.

Guess What?

Many people will complain saying, "All I got for paying you \$97 is just 150 pages of paper?" Even though you've included so much information, they just thought that this is total garbage for what they paid for, and you will hit a high refund rate.

Instead of just giving them a Word print out, if you can provide them the information in a book format, they will think that \$97 is worth the money. "How about if it comes in a cool design binder?" \$97 will not seem to be expensive at all. It will be perceived as a high value product by your customers. My main point here is that your focus should not just be the information that you are selling, but also on the look and feel of the package.

1. Choosing a format for your information product

There are two types of formats that you can choose to publish your package:

I. Print Format

11. Digital Format

Let me explain in detail about each format.

1. Print Format

Whatever you sell, if it's an information product that costs \$200 or more, it would be a great idea to have your product in print format as customers would like to feel the true value of what they've paid for. Based on my experience, it could also cut the refund rate to 2% or less.

However, there are some drawbacks when you use print format:

1. Print formats such as: Books, CDs, Videos, or Cassettes can be very expensive. Covers, label designs, distributions and printing can easily cost you thousands of dollars.

2. The cost of shipping and handling could also be another drawback as well, as it will cost you roughly \$5 for nationwide and \$24 for international shipping.

But, let's also look at the bright side of print format...

- Customers feel that what they purchased is worth the money. A printed product can give you a higher perceived value.
- Piracy is lower. At least with a hard copy you don't have to worry about somebody stealing your product and selling it elsewhere.

Here are some print format designs:

1. Book

Quark Express is the format that every printing company requests because this application is user friendly. Alternatively, you can also use Microsoft Publisher.

However, based on my past experience, if you have lots of graphics, Microsoft Publisher may not be a good choice because some of your graphics might not be printed exactly where you want them to be. Don't forget to design your cover....

Regardless of how broke you are, you need to spend money on designing the cover of your product. Many printing companies provide design work on an hourly rate.

However, before you look for a designer, go to a local book store to get an idea of the type of design that you would like. The best way is to compare 5 best cover designs in your niche that you believe will make people want to read further.

Once you choose the right one, go to the cover designer and ask them to design the best one for your information products. This could save you a lot of money, as your designer charges by the hour.

Another important aspect you have to remember....

The cost to print your book depends on the volume you would like the printing company to print. Of course the higher your volume, the cheaper the printing cost would be.

Some companies may tell you that if you print...

100 books = \$8.50 per book
300 books = \$7.35 per book
500 books = \$6.75 per book
1,000 books = \$5.50 per book

Plus more...

However, in the beginning of your campaign, it would be a great idea to print 50 to 100 books for two reasons:

- A. If you make mistakes, you don't have to throw away 1,000 books that cost you \$5,500
- B. You may not know the market yet.

One of the most common mistake newbie marketers make is anticipating sales of \$1,000,000 as soon as they launch their product. This mistake could well lead to another bitter lesson.

It is not my intention to discourage you from setting a lofty goal but rather high expectations on the number of packages you could sell can have a detrimental impact on your cash flow.

2. CDs, Videos, or Cassettes

CDs, Videos, or Cassettes are cheaper versions of your physical products. The cost to produce them could be as low as 30 cents per CD or cassette, while video can be produced for as low as \$1 each.

As the usage of videos or cassettes becomes less popular, many authors choose to use DVD or CD for their information products, which is more efficient as well as cheaper in compared to video or cassette. In fact, the cost of producing CDs or DVDs, including the labels and box covers, cost an average of \$1 to \$1.50 each.

I would highly recommend you to use this format if you would like to look good in front of your audience for a lower cost.

However, there is one thing that I have to remind you....

The selling point in using CD formats is the design of the cover and labels on the CD. If your product is highly priced, it's important that you engage a professional to design your cover.

I have seen some marketers use paper labels for products that cost \$97 or more. It will sell, but it will also create a higher refund rate as the perceived value is lower. I highly recommend that you spend 10 cents more on each CD by using a glossy label instead of paper label to give your customers a greater satisfaction from your product.

3. Custom Binder

The Custom binder is the most expensive format for your physical product. This is because it contains both the manual and the CD in the whole package.

If you're selling a huge package, that contains both the CDs and the manuals, it is a great idea to use a custom binder, as it looks very professional in addition to giving a high perceived value. However, there is one drawback as it is very pricey.

Custom binders could cost you a lot of money. The cost to produce each package complete with manuals & CDs can easily cost you between \$25 and \$30. Additionally, the cost of shipping your product can be as high as \$40 for nationwide and \$100 for international.

The high cost involved is the reason why I don't recommend this format unless you have got experience selling over the Internet before.

2. Digital Format

The Digital format is the cheapest type of publication format that you can use to make money online, especially if you are selling an e-book. With today's technology, you can actually use any format of digital publication e.g. pqr, zip, exe, html, and etc.

However, many computers have started to block all files that have a .exe extension to prevent the spread of viruses. If you must use a .exe file, your solution should be to convert your file to a zip file.

Here are two recommendations available when choosing the type of digital format:

Web Compiler — <http://www.webcompiler.com>

Web compiler is an HTML compiler that allows you to change the HTML specified into an "executable" file. You don't have to be an expert in it. Just read the manual, and you should be able to master it in a few minutes.

Adobe Acrobat — <http://www.adobe.com>

"PDF" (Portable Document Format) is a popular format for documents such as e-book; since they can be viewed by anyone with Acrobat Reader. (It's free.) This means that your customer can read it anytime they want. The Acrobat software allows you to convert

anything into a file, with its original appearance preserved. The product can then be distributed for viewing or even printing in any system.

If you publish in "EXE" file, it's very important that you use:

WinZip - <http://www.winzip.com>

WinZip is software that allows you to compress all your files into a zip file. Regardless of the file type, be it pdf, exe, jpg, gif, or even doc, WinZip compresses them all into zip files, so that you are able to attach them through email or put it on your site for downloads.

Since it's free, WinZip is widely used by 135 million users on the internet. It is also a frequently used tool by internet business owners for file sharing. You should always have it ready on your desktop.

There are some drawbacks when using electronic formats...

1. It may take a while to create a product in an electronic format as you need to learn how to use the new software. However, as you get used to it, everything will definitely get easier.
2. Piracy is very easy. As long as people have your pass code or download URL, they can access and copy your e-book easily, so it's essential for you to make your downloads difficult to search.

Here are Three Ways to make your download links more secure:

A. Block spiders from search engines.

Every month spider robots from search engines, such as Google, Msn, or Yahoo, will crawl into your website to find relevant search terms to store into their databases.

The purpose of these spider robots is to crawl into your site to find the relevant keywords in order to properly list your site in their search engines.

The problem with Spiders is that they do not know the difference between a regular link and a "Download Link" which is supposed to be secured in a regular site. Its job is just to find relevant search terms and save it in its database. In this case, if you are slick enough, you'd be able to find anybody's download link for free.

I won't tell you how... as I am not teaching you how to hack, but I will show you how to block spiders from your site. Here is what you should input in your HTML code:

```
<html>
<head>
<META NAME="ROBOTS" CONTENT="no index, no follow">
<META name=" allow-search" content="no">
</head>
```

Just input the code at the start with <META> between <head>... </head>.

This will prevent search engine spiders to crawl on your download link URL.

B. Make your Download Link complicated

Besides blocking the search engine spiders, another way to make your site more secure is to make the download links harder to remember.

Instead of just naming your link <http://www.mydomain.com/downloadpage.html>, you should use <http://www.mydomain.com/specialkdc/sjdf9j3ksa.html>. This way, you can eliminate 98% of the people who want to steal your product.

You should also modify your download links every month or bi-weekly in order to keep it safe and secure.

C. Put a reward on your E-book or Members Area.

Another way to prevent hackers is to post a reward on your site for customers who provide information on others who are giving away your download links for free.

You can post a reward of up to \$100 for your customers to give you this information. Lots of marketers have used this strategy and it works all the time.

Of course there are many other ways to secure your digital products such as: automatic individual user ID and password in members' area, previews on your digital information only when you're online, and many other prevention methods.

Whatever you choose, it is very important for you to cover every possibility to prevent unwanted hacking or stealing of your digital product as it is your bread and butter.

On the other hand, there are many advantages to using electronic formats...

1. Publication is fast and cheap.
2. Updating is very simple.
3. Distribution is just a matter of writing an auto-responder email.
4. No shipping and handling required.

Note: You should sell your products in a digital format when you first start your online business, because production costs involved are extremely low. This way it gives you more cash flow to build your online business.

Also, if you choose to use to publish your product in a digital form, remember that the price range for an e-book should be less than \$97, while the price of software should be less than \$197.

10 hottest products or services that you can market online

Many people have asked me, "if you could choose what you want to sell online, would it be

products or services?"

If I am lazy and prefer to work project by project, of course I will choose to sell products, instead of services. This is because the time spent working on a new project will be more profitable than dealing with services all the time.

Besides, selling services is very time consuming. You need to make sure that your customers are very satisfied with your service on a month to month basis. Only then will you be able to maintain your business performance.

On the other hand, if your product is a little different, you just need to make sure that your customer receives your product, that's all!

If products are so great, why do people still choose services?

They can receive more income on a monthly basis. Even though selling services is very time consuming, it generates more revenue if you know how to take care of your business performance on a monthly basis.

Most marketers will not choose to sell services earlier in their ventures because they don't like the commitment of being there for their customers 24/7 everyday, as they prefer to work 20 hours a week, and making \$100,000 a year.

However, as they grow bigger, they start to tire of selling product after product, e-book after e-book, and finally settle for selling services to their customers. That's the reason why you'll see that many top name marketers do not seem to come out with new products at all, as they've already decided to focus on services.

Which one should I focus on?

My suggestion to you as a beginner is to start with selling products first, and move on to services later.

Here are two reasons why I need you to focus on selling products:

- a. In the beginning of your internet business career, you may not know exactly what type of niche you want to focus on.
- b. Different businesses require different marketing strategies. Even though you think that you have already learnt many marketing approaches from this e-book, there are still many ingredients that you have yet to encounter.

The reason I say this is because I've personally read 100's of books on internet marketing strategies. However, when it comes to putting strategies into practice, it can turn out to be a little different.

For example, I had thought that Project A would have been a success with e-zine advertising as a marketing strategy, but I was wrong as the best way for this should have

been a Joint Venture partnership strategy. Then, I had thought that Project B would have been successful through Joint Venture marketing, but I was wrong again as the best approach for this project should have been pay per click. Then, I used pay per click for Project C, but was wrong again, as the best approach for this should have been a viral marketing approach.

By allowing yourself to sell several products online, you can easily figure out which type of services business you would like to be involved in. This also allows you to test the market on which approach should work best for you.

Another solution that most well-known internet marketers do is to sell both products and services.

Many marketers have started to sell products that lead customers to the service they provide.

For example:

- They sell an information product for \$97 AND
- Provide full service for \$ 1,000 or more.

This strategy is currently being used by many marketers to slowly recruit customers who first purchase their products and then become their loyal customers. It's a great idea as well if you are ready to settle down with one niche that you would like to focus on.

Let me summarize what I have mentioned above, and see if this will help you to understand better which niche to focus on, and how you can make it successful:

a.Finding the business model that you would like use

In the very first month, it's very important for you to identify the niche you want to target at. If someone else has already done it, it's very important for you to learn from what they have done. Look at whether their websites are successful, find out their strengths and weaknesses. If they offer guidance, sign up and learn it yourself.

b.Obtain information that deals with your product line

Until today, I've read more than 300+ books on internet marketing. I've spent tens of \$1,000's to purchase e-books and courses for my business, as I was interested to know my competitors' marketing strategies.

This is what well-known marketers do all the time, as they are interested to find out why certain marketers are successful and famous, and how could they can improve their business. This process of learning is very important for you to be successful on the internet. The point in here is "no one is the teacher; we're all students in internet business."

I have read many books on areas related to internet marketing, and are still in the process of learning many new strategies that are available online. I know that it's very important

for every marketer to keep up to date with the current technology available in the market.

c. Ask questions on the message board

The beauty of the internet is that you can go to a chat line or message board and obtain suggestions on how to solve your problem. When you have unsolved problems, you should not try to think too hard; just go post a message on the forum or a chat-line that is related to your topic. Believe it or not, many people will give you easy solutions, including the owner of the chat room.

d. Test your product first

If your product is on educating your reader on how to do certain things, make sure you yourself have had a first hand on experience on the matter. Many amateur marketers try to trick their readers by saying that they earn \$10,000 a month, and if the readers work according to their step-by-step guides, they would definitely also make \$10,000.

I don't wish to see you become like the amateur marketers above. Please remember that your business is your goldmine. If you don't know what you're talking about, you should find out more information on the subject first, before you brag about it to your readers.

It's also true that if you have not earned \$10,000 by using your own system, test the system yourself first and prove that you can make \$10,000 or more before you tell other people about it. Don't try to mislead your customers by telling them that they can make \$10,000 using your system, if you yourself are not able to make \$10,000 per month online.

My main point in here is, before you market something online; make sure you know what you're talking about. It will be even better if your testimonial comes from your own experience. As soon as you have completed all that needs to be done, you should ask authority figures within your niche market to review your product for you.

For example:

- i. If you're selling a Natural Cure Product, you should ask a physician to review it for you, and if they like your product, ask them for a testimonial.
- ii. If you're selling a Money Making Program, you should ask well-known marketers to review and give you testimonial.
- iii. If you're selling a Weight Loss Program, you should ask nutritionists whether your program would be good for your readers, and if they love it, ask them for a recommendation letter.

e. Get more customers by selling at a bargain

99% of marketers fail because they think that all they have to do is to produce one product and make \$1,000,000 instantly. I can tell you that this is why most marketers FAIL.

If you look closely, you will notice that all successful marketers have produced a minimum of 5 products to sustain the business. Many of them know that the purpose of each product that they produce is to grab more subscribers and more sales.

If you recall earlier, I had mentioned that as long as you make \$1,000 or more on your first project, you've done a great job.

All you have to do now is to improve on your second and third projects until you get tired of it. Then, and only then, you will slowly start to receive residual income through by recruiting your customers to subscribe to your service as members.

Since I have to make 5 products or more, do I still need to maximize the value of my first product?

In one word, "YES"

You need to understand that each product will sell only if it's produced with high quality. Your purpose in selling your product at a lower price is to test the market on how customers respond to your offer. This doesn't mean that you need to keep all sensitive information until the fifth product is produced.

Believe it or not, your knowledge grows each day. You may be thinking that you've used up everything by giving away your ideas to others through information products, but the truth is your brain will move to the next level as soon as you're done with your project.

You will feel like this...

When you start Project A, you would see that Project A generates you lots of money. However, as soon as you're done with Project A, you will see yourself working on Project B as you no longer love Project A because you have found mistakes that you have made with Project A which you will correct when you produce Project B.

That's why you see marketers working on Projects C, D, E, F, G, and so on. The only difference is that weaknesses of their previous projects are constantly improved.

The idea behind this is to put as much information as you can into the information products that you create. It will help you maximize your value to your readers as well as to continuously improve on your product quality for the future.

Products which are very popular in the market:

1. Books – Books are the most common type of products sold over the internet. They do however, take some time to develop, which may affect your cash flow.

Apart from publishing, you also need to worry about piracy issues, cover design, editing, printing and distribution. If you would like to format your book into an E-book, it will be easier. You can refer to the earlier sections of Chapter 7 on piracy issues, and learn how you protect your download links.

2. Reports or Tutorials – Reports are shorter than books. These become very powerful incentives if they are used as bonuses and sold with other products.

Reports are usually between 15 to 20 pages long and contain selected information on certain topics. They are important tools to use if you want to up-sell something to your customers. Some marketers provide reports to their Joint Venture partners, who use them as giveaways to the subscribers in their customer base. When the customers make a purchase on the offers revealed in the reports, the marketer shares the profits with the Joint Venture partner.

3. Courses - Courses are more powerful than books or reports. It can take at least four months to create a course as compared to reports or books. However, it's the most powerful tools to use if you want to be successful and to be known in the niche market that you are trying to target.

Before you go ahead and develop your own course, it is very important that you know what you're talking about, as the production of a complete course can cost you between \$20,000 and \$100,000.

4. Audios — Audios are becoming very popular online because many people are starting to get tired of reading books. They would rather listen to a tape or a CD even while they are on plane or in their cars.

This is also an easy way to get started especially for newbie's. They simply interview top-gun marketers and simply record the conversations into a CD, and then sell it to their prospects.

In fact, it's a cheapest and fastest way for you get yourself well-known in public if you market it the right way.

5. Videos — Videos are useful channels to sell products online. In fact, many people prefer something visual like live talks or live demonstrations.

You can make a video about almost everything. Some examples include Italian pasta cooking lessons, live demonstrations on setting up websites, workouts, Tai Chi, Kick Boxing or Kung Fu lessons. However, this can be costly and time consuming because producing a video is like making a movie, where you are the actor and producer of your own video.

Some marketers who create videos of slides from their PC desktops use programs like Camtasia, which cost about \$200. If you would like your video to record you in action, you will need to hire a camera operator and editor to ensure that the video produced is of a great quality.

6. Member Sites — Many successful marketers, who have become tired of developing products, start building membership sites where they can earn monthly residual income without having to work on their next project.

The weakness of creating membership sites is similar with any monthly services that you find on the Internet. They are very time consuming.

In addition, you need to be able to upgrade your services for your member's area all the time, or your revenue will decrease. In fact, you are also not able to get started until your membership site is fully completed.

Also remember that if you are targeting a niche where other marketers are already established in. Therefore, your membership sites should provide equal or better resources than your competitors in order for you to tap into their market share. Otherwise, you will see a high refund rate during your first month.

7. Seminar's — Some internet marketers also offer seminars or workshops, where people are able to learn from many experts in the field.

Many marketers have already started to use this strategy as they can charge between \$750 and \$5,000 per seat. Some top-notch marketers are charging \$15,000 per participant. They may be expensive, but an audience of 200 plus is not unusual.

One drawback is that you need to be very comfortable with public speaking before you are able to hold a successful seminar. One of the ways to practice is to become a guest speaker in other seminars before you start your own.

Services that are in high demand in the market:

1. Web Design — Web design, header design, e-books, software covers, are some of the hottest services you can find on internet.

I could design my own graphics. However, I have discovered that when I pay an extra \$97 - \$147 to graphic designers, I can easily have a graphic professionally designed within 48 hours or less.

All my friends are outsourcing their design work to these designers, instead of exhausting themselves to think of how they can produce a professional website. All we do is to create our own copywriting for the website, and get a graphic designer to produce complete web templates based on our contents.

If this is something that you're good at, then you should provide this service to others.

2. Copywriting — Successful copywriters can easily earn \$5,000 or more on each copywriting piece they create.

Well, if this is your expertise, or maybe after reading some of the products I recommend you think you can be a good copywriter, you should go ahead and provide this service to others.

3. Search Engine Optimization (SEO) — The key to drive traffic to your site is to be able to get your site within the Top 20s ranking on search engines.

Based on my experience, many so-called SEO's claim that they are able to get websites into a top search engine ranking within a month or so. However, many SEO experts do not try hard enough to work on a popular search term, which results in their customer's

inability to drive enough traffic to their sites.

If you have decided to specialize on this, it is very important for you to learn every aspect of SEO. Also, instead of charging your customers based on how high their rankings will be, you should focus more on how much web traffic they can receive each month.

In fact, nowadays many SEO experts are offering monthly subscriptions for services to drive web traffic to their customer's sites. This is a great opportunity that you don't want to miss as well.

4. **Multimedia** — With advancement in technology, many websites have already started to use video and audio for their sites.

Many testimonials posted on websites are video or audio recordings where customers can activate by just clicking the "play" button. Furthermore, with multimedia getting more popular on websites, many marketers have started to abandon the use of regular copywriting and replace it with a video or audio presentation.

If you're able to attain the skills and knowledge required for this business, you can become a multimedia consultant and deliver audio or video services over the internet.

5. **Web Promotion** — Web promotion services are one of the most demanded skills in the internet business. If you're already an expert in this area, you can easily make lots of money on the internet.

There are billions of websites out there that are truly in need of a traffic expert to help them to promote their sites, so there is a huge potential here. Many web promotion experts who I know of are not charging a monthly fee. They ask for a portion of the total revenue in exchange for the services that they provide to enhance their customer's business.

For example: -

Assume you engage web promotion services from Michael. You earn roughly about \$20,000 per month (\$250,000 per year) through your offline business.

What Michael will do is that he will tell you that he will build your online business for you in exchange for 10% of your total revenue of \$20,000 per month.

It means that if you earn \$500,000 that year, Michael will ask you for: $(\$500,000 - \$250,000) * 10\% = \$25,000$ per year

Just imagine if you help 10 businesses build their online businesses each year in which the total revenue of these businesses are \$5,000,000 or above each year, you could easily pocket about \$500,000 per year.

Of course, different consultants will charge different rates with different percentages of revenue or different fee structures. However, all this depends on your abilities and the additional revenue that you can help the companies generate from their online businesses.

6. Programming — For people residing in countries such as India, China, Russia, Eastern Europe or Indonesia, where labor costs are low, it is a great idea to provide programming services over the internet.

Programming is one of the biggest resistances that most marketers face today. I know of many marketers who have great ideas on how they would like to expand their businesses.

However, they face many technical related resistances such as how to automate forms, and how to enter information into a database automatically. It is a lot of work, and amazingly, many newbie's and small marketers give up because of this challenge.

If you're from the countries mentioned above, you can provide these services to marketers at a lower price.

For example, when I asked a programmer in the U.S. to work on one of my projects, they told me, "Sir, it will cost you about \$20, 000 to have your website done, plus if you would like us to test it, it will be more than that."

"What?" I mumbled.

Later, when I asked people from those countries above, they told me that they can have it done for about \$2,000. Some of them even told me that they can go as low as \$1,400.

It sounds very cheap and unbelievable, but many people that I've asked from countries like Russia or India are earning about \$100 - \$200 per month on average. If they can make \$1,400 from your project, they can make a very comfortable living in their countries. In China it is even worse as I've heard from a friend of mine that top engineers there, are paid about \$80 a month.

If you're smart enough to see this opportunity, you can easily become a middle man where you can hire programmers from these countries, and ask them to work for you for \$400 per project, and you can just enjoy the rest of the profits.

7. Classified ads submission — Classified ads services are becoming weaker within the online service industry because the opportunities mentioned above are starting to dominate the internet business industry. Also, there is not much that your customers can gain from using classified ads.

However, the reason why I included this as one of the hottest services is because I foresee that this type of service will still be used worldwide as a low-cost testing method for internet marketers.

Pro and cons that when you should consider when using classified ads submission services:

- a. Many marketers still use classified ads submissions for product testing before they go into joint ventures with other marketers.

Since the costs are as low as \$10 per submission, it will not hurt the marketers financially

especially those who are on a very tight budget. This will help them receive some exposure for their sites before they have concrete proof on whether their sites are selling well or not.

- b. Many marketers are now considering using Google Adwords as the cost for this can be as low as 5 cents per click for a targeted visitors.
- 8. Pay Per Click has been widely used by marketers for product testing in the market. In fact, before I go ahead and joint venture with other marketers, I test the market first by using Google Adwords to determine whether my site converts well or not.

From then on, I don't use classified ad submissions anymore. However, pay per click is still more expensive than classified ads, where I can easily spend \$ 100 for market testing.

In the end, it's still up to you to decide whether this is a great service to provide within your business.

- 9. Internet Marketing Consultant — This is where the most money is made, and where your time is your money.

If you're an expert in the area of internet marketing, you can easily charge people \$1,000 per hour for consultation based on your expertise.

However, there is one drawback here. In order to become a successful internet marketing consultant, you need to first be successful in the internet business before people will trust your credibility.

This idea is similar to:

If you're talking about losing weight, you should not be fat at all.

If you're talking about building muscles and having flat abs, it's very important that you yourself have huge muscles or even six packs before you tell people how they can attain that.

If you're talking about making \$50,000 per month, it's very important for you to first make \$50,000 yourself before you call yourself an internet marketing consultant.

It means that this service will not be suitable for you if you're just a regular marketer who intends to teach people as soon as you complete this course.

In other words, experience the truth about internet marketing first or the niche you're interested in. Only then, when you're ready with adequate experience, can you provide this service to others.

Products or services that you should avoid

It is not true that you can sell everything online because cyberspace is not the only world that you have out there. There is another world that you have known for a long time, which is the world of offline businesses.

Human beings prefer something that is fast and convenient, so it's impossible for you to sell everything online.

Without going further, let me give you a list of products or services that you should avoid selling online:

1. Products that can be easily bought next door

Some people think that selling Coke, cigarettes, bread, groceries, or food online is a great idea. The answer is "NO."

Why?

When you purchase online, you have to wait at least 3 to 5 business days before you're able to receive your products. However, do you want to buy a coke and wait 5 days?

"Forget It!!"

It's easier to get it at the convenience store next door, don't you think?

What if I sell cigarettes online at a cheaper price?

In 2002, Philip Morris sued many online cigarettes providers because they sold their cigarettes at a lower price.

Today, I can't find any online cigarettes providers anymore in the U.S. because the U.S. government is also suing customers who purchase cigarettes online. However, online cigarette providers located outside the U.S. Territories are still around, targeting this niche market outside of the U.S.

I don't personally recommend you to sell cigarettes online, as it is a very risky business. You may not only have to close down your business, but you are also at risk of going to jail or being fined millions of dollars.

2. Urgently needed products or services

Product such as cold medicine, frozen foods, and milk should not be sold online.

These are urgent products, and regardless of how cheap your products are going to be, they still can't be sold online because people wouldn't want to wait a few days before they can drink their milk or cure their flue. They would definitely want their colds to get better almost immediately.

How about if I provide hair salon services offline? Is it possible for me to sell it online as well?

What you are referring here is the combination of offline business through online population marketing. I will tell you that your strategy is more than possible, if you do it right.

Let me give you an example of bringing your offline business online...

Assume you are providing a Hair Cut Service for \$14.99, and you would like to target customers in your local area, say Boston.

What you can do is put up an online website, so people searching through search engines for hair-cut services in Boston can locate you. You can even give them a discount coupon (\$5.00 off), if they print the coupon from your website before they visit your hair salon.

In addition, you can also sell shampoo, gel, and conditioners online as part of your back-end sales where prospects can easily purchase directly from your site. This will provide you with extra revenue by selling just something extra online. Furthermore, many people are starting to sell Gift Certificates to buyers who can just print out and give to their friends.

Of course, there are many other ways to bring your local business online. In fact, 90% of local businesses have not brought their businesses online yet, which is a great opportunity for those who can help these businesses realize another sales and marketing channel which they never thought possible before.

I hope you have enjoyed all this FREE information that I have shared with you throughout this eBook. If you have not yet got started in internet marketing then all of this information should be golden and if you follow exactly what I have gone through then it's not a question of will you be successful it's a question of when.

Be sure to check out www.InternetRichesMonthly.com/blog to see honest reviews on the latest internet marketing products that can help you get the best out of your business. There will of course be tons of free content and bonuses too so you don't want to miss it – Go there NOW!

To your success,



Jamie Ludlow

InternetRichesMonthly.com

Recommended Products/Services:

Autoresponder – [Aweber](#)

Domain Names – [NameCheap](#)

Web Hosting – [Kiosk](#)

Keyword Software - [Keyword Elite](#)

SEO Analysis Software - [SEO Elite](#)

Affiliate Analysis Software - [Affiliate Elite](#)

Membership Software – [Butterfly Marketing](#)

Affiliate Review Page Software – [Google Nemesis](#)