INTERNET MARKETING SECRETS

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Internet Marketing Secrets

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Chapter 1:

What is Internet Marketing? Can People Really Make Money Online?

If you've ever seen an advert on Facebook or anywhere else, promoting the Internet marketing lifestyle, then you'll probably have been intrigued.

It's a promise that just seems too good to be true. Usually, these ads include images of people relaxing in hammocks on the beach with laptops, or chilling in local bars while working. The Internet marketer, according to these ads at least, can work from *anywhere*. Not only that, but they earn a *lot* of money which gives them the financial freedom to spend their time the way they want to. They drop out of the rat race, buy a mansion and travel the world running a digital empire from their mobiles.

Slick suits, fast women/men, sports cars, travel, adventure and big money. But is it really possible, is it really something anyone can do? And just what exactly does an Internet marketer even do?

It Really is Possible, And Surprisingly Easy!

Let's be honest, the guys in those ads are posers and are showing off a hedonistic lifestyle that doesn't really exist and that you'd actually get tired of after a few weeks. They're trying to sell a product and they know all the right buttons to press, after all... they're marketers!

But that doesn't mean that it's not possible in theory. And it doesn't mean that you can't start earning a lot of money online by working just a few hours a week. The only difference is that you probably won't be so ostentatious about it and you're certainly not likely to wear a Rolex on a yacht... because that's just asking for an accident.

Internet marketing, if you're good at it and if you know how to make it work for you, is your key to unlocking the life *you want*. The question is though... what do you want? Thousands of people have made it big as affiliate marketers or through other forms of digital marketing, the difference is that most of them you will never hear from. They're not the ones selling the books. Why would they be, if they were already that unbelievably rich? Instead, they have a success, take the money and retire to the South of France never to be seen again.

But they *are* out there. MoreNiche is an affiliate marketing company with thousands of members and their top earner brings home $6 million a year. Andrew Slack himself set up the business while already earning $80,000 a year from other affiliate sales. Tyler Cruz recently reported making $74,640,.33 dollars a month during 2013. Pat Flynn of smart passive income publishes a monthly income report and managed to earn $116,891.83 during August 2015 from websites, advertising and other marketing activities. The affiliate marketing industry alone is worth several *billion* dollars a year.

Like any business model, not everyone will experience the same success, you have to work hard (and more importantly *smart*) and it can take a while to build momentum. But it *can* be done, the money is there and if you get good, it really is as good as it sounds.

The bottom line? Despite a lot of unfortunate hyperbole, Internet marketing presents some very real opportunities to make a *lot* of money. What's more, it can be a highly useful supplement to an existing business to help drive more customers. This book will show you the secrets that often take you years to learn so you can accelerate your progress and get to the good bit faster. We'll go over all the basics for absolute beginners but we'll also look at some advanced techniques and lesser known strategies that can make all the difference between averaging results and marketer superstardom.

This book aims to be the ultimate tome on Internet marketing. You'll get a complete overview of how every last aspect, technique and tool works and at the same time, you'll learn secrets and tricks that will put you ahead of the competition. Success in Internet marketing is partly luck and partly hard work but it's also about knowledge. You have the latter in your hands right now.

If you want to drink pina coladas while working on the beach, you can.

What Does Internet Marketing Involve?

So how is all this money being made? How do you define Internet marketing?

If you're already working as an affiliate marketer and you're just here to find some advanced, insider secrets then you might want to skip this section. Otherwise, let's take a look at what Internet marketing actually entails.

What is Internet Marketing?

Simply put, Internet marketing means marketing online. In other words, selling a product or service, promoting a website or building a mailing list through various marketing techniques unique to the web.

It's sort of like being a door-to-door salesman, except you can go to a million doors at once from the comfort of your home.

But even if you're not into self-promotion, you can still succeed as a marketer by focusing instead on the product or service you're offering. In this case, you can be a web master, a writer, a web designer, a programmer or a vlogger and *also* an Internet marketer.

The means through which an Internet marketer promotes their wares include:

- Social media marketing
- Email marketing
- Video marketing
- Search engine optimization
- PPC advertising
- Content marketing
- And more

We'll discuss each of these in detail throughout the bulk of this book.

These methods can then be used to build a captive audience, which in turn becomes a potential market for selling to or promoting the products of others in exchange for some kind of remuneration. In theory, if you can build up a large enough market, you can then make huge profits if you know how to pitch your item to them.

Are You Cut Out to be an Internet Marketer?

Day to day then, what might this process look like for the discerning marketer? And is it a lifestyle that's right for you?

Of course this means largely working on the computer, so you'll need to be someone who is not only savvy with a computer but also happy to spend a lot of time working on one. If you're 'the outdoors type' then you're not going to like working online for that long. In terms of being savvy, there's no need for you to be a superstar coder or even a 'tech geek'. You can get by as a marketer without writing even a line of code, or even building a website yourself. Nevertheless though, you should be able to basically use most software and find your way around a mouse and keyboard confidently. Your grandma in other words probably *isn't* cut out for Internet marketing.

A skill that's more important and more relevant though is business aptitude. You might not think of working on your own on a computer as being a real 'business' but in fact a good understanding of how business operates will help you a great deal. This is 'systems thinking' and if you can understand how to work the variables in order to increase your turnover and profit, you'll have a good command over your earnings as a result. There's no need to have done an MBA, but if you've done some background reading and if you know fundamentally how a business operates, this will stand you in good stead. Obviously understanding how *marketing* and sales in particular work will also be useful.

Another skill that will be very helpful is writing. This is something that's entirely unavoidable when you work as a digital marketer and with the best will in the world you'll end up writing a lot. This might mean writing blog content and writing articles and it will mean writing posts for your social media accounts. But even if you outsource your content creation, you'll *still* need to do some writing yourself in order to communicate with partners, freelancers, employees and clients. If you can't write good English then you should make this the first thing you work to improve. Being able to put together a professional and compelling e-mail *at least* will give you a huge advantage over those who can't.

Don't worry though if you can't do any of these things. We'll be going each of these skills in depth and specifically how they relate to Internet marketing. Once you've read this book you will understand how to write a fascinating blog post with a compelling title, you'll be able to write sales pages that convert visitors like mad and you'll understand all the inner workings of creating a lucrative business model.

How Much Work is Internet Marketing?

And if you were attracted to Internet marketing because you thought there was no work involved… well then you're in for a big shock and not the good kind!

Many people find the idea of Internet marketing appealing because they know it's potentially possible to generate **passive income**. This is the kind of income that continues even when you're sleeping – so that if you went on holiday tomorrow, you'd still be earning money the entire time you were out there. This type of passive income is really what many marketers dream of because it means they're no longer trading time for money and they can live the lifestyle that they want to. Imagine waking up richer than you went to bed!

But don't think that passive income is 'free money'. Don't think for one moment that there's no work involved. Many Internet marketers start their lives by working tirelessly and without reward for many years first. You'll likely struggle away to build 1,000 or 2,000 monthly visitors to your website for the first year and you'll probably post to your social media without getting any response for years. During this time you'll write huge eBooks, you'll build websites, you'll waste money on cowboy service providers… it's really not plain sailing for most people!

A lot of people will ask why their blogs haven't 'taken off' to the point where they can give up their day job. When you then ask them how many hours a day they're working on those blogs, they'll say 'I upload a post every week'. So that equates to about one hour a week most likely, maybe two. These people aren't working *anywhere* full time hours and yet they expect to earn a full-time salary! And it's this incongruence that so often leads to disappointment.

But if you were to work 8 hours a day on a website, to upload multiple articles a *day* and to chase great links all around the web with the rest of your time… well then *of course* your website would be more successful. You see the difference?

As with most things, you only get out of Internet marketing what you put into it – at least to begin with. *Unlike* most jobs though, you won't have a boss breathing over your shoulder making sure that you put in the hours and don't cut corners.

What I'm getting at then is that Internet marketing takes discipline, it takes hard graft and it requires you to be a self-starter. We'll look at some tips to help you with your productivity but ultimately if you hope to be an Internet success, you need to be willing to put in the time.

How to Become an Internet Marketer

A lot of people will read this book and they will *never* become an Internet marketer. That's not the fault of this book however. Rather, it is the fault of the readers who aren't willing to take a chance on their dreams.

When you talk to someone about giving up their day job and working from home on the web, they will too often start making excuses. They might say that they'll do it 'soon' when 'life is less hectic' (it never will be). Or they might say that they can't pack it all in to become an Internet marketer because of all their 'commitments' and all their 'responsibilities'. You can't afford to quit your job! What if it doesn't work out?

This is approaching things from entirely the wrong angle though. In truth, you don't need to give up your job to start earning money as an Internet marketer. There's no need to take any big risk, or to invest your life's savings. Instead, the key is to gradually transition from your current employment to your job as an Internet marketer and to not quit anything or invest anything until you have evidence that your business model works.

Yes, you need to commit to a lot of work in order to make a full time living. But if you can put aside an hour a day – on your lunch break or after work on the commute home even – then you can gradually start to see progress with your website or your mailing list. If you spend a little time setting up a simple affiliate product landing page, you can start to see extra money trickle in on top of what you're doing (Tim Ferriss calls this a 'muse').

Now, if things don't work out, you'll be spending time working on your own business venture, learning and having fun, and supplementing your current income with a healthy bit of extra cash. But if things *do* work out, then you'll potentially have enough money to start working part time, or to eventually quit your job. And there was never any risk!

Creating a Business Model

Now you know all the individual components involved in Internet marketing, you still won't know the precise ins-and-outs of your business model right away. That's because, as we've seen, Internet marketing is a broad topic that can be approached in a variety of different ways.

The day to day of your business is going to depend on your **business model**, and understanding this is the first key to your success.

Your business model basically outlines the way you're going to generate profit. Normally this means looking at some key numbers. Profit is one number, others are **turnover**, **overheads**, **profit margin** and **price point**. Your turnover is the amount of money coming into your business at any time (also called revenue) and is the sum total of orders you receive. Overheads and **Cost of Goods Sold** (overheads relating to the materials and shipping of your products) are subtracted from your revenue to leave you with a 'profit margin' which is what you can then reinvest back into the business, or pocket for yourself.

As a business you will have a product, a service and a **value proposition**. This is the thing you're selling and that you'll use to attract customers and clients. A value proposition goes deeper than the product itself and essentially describes the inherent value of whatever it is you're offering. Your product might be a hair brush, but your *value proposition* is straight hair, quick mornings or better looks.

To be successful, you need to find a product or service that you can create cheaply (low overheads and COGS) but then sell for more. The value proposition has to be worth more than the labor, the shipping and the materials of the item. The more you can scale up your turnover by finding more customers, the more you can multiply your profits, thus letting you scale the business.

As an Internet marketer, your job is to find or acquire these products and then find customers to increase revenue. You can do this by creating a list of **leads**, by promoting a website and building **trust and authority**, by advertising or by identifying a **route to market**. A route to market is any platform, community or other resource that gives you direct access to your target demographic – the type of people interested in potentially buying your products.

Your other job as an Internet marketer, is selling the value proposition in such a way that you can increase your profit margin. One great thing about being an Internet marketer is that you'll often be selling products other people have made as an **affiliate** or you'll be selling **digital products** like eBooks. In either case, you have *very* low overheads and COGS, meaning that you can sell your products at low prices and scale up *or* keep nice high profit margins so you don't need the largest number of customers. Your main expense as a marketer is going to be your marketing and advertising but if

you get this right, then every cent you pay on advertising *should* equate to more customers thus delivering a solid **Return On Investment** (ROI) and maintaining your **cash flow** (the amount of money you have available).

Don't worry too much about all this fancy terminology for now. Just know that your job will start out by finding something you can sell that's profitable and somewhere you can sell it. You can then tweak the numbers like **ad spend** and **price point** until you hit the sweet spot and the money starts rolling in.

The details are coming in the following chapters…

Choosing Your Niche

One more preliminary consideration before we dive into the meat of Internet marketing, is choosing your niche. We've seen how important it is to have a target demographic in mind so that you can find your 'route to market' and so that you're narrowing focus and avoiding huge competition.

One of the ways you'll do this is by choosing your **niche**. In Internet marketing, a niche is a 'subject' or 'topic' that you're going to focus on. This is what will give you your audience (people interested in that subject) and it will tell you what kinds of products you're likely to be selling and what type of content you're going to be writing about.

Choosing the right niche is incredibly important. Not only does this decision dictate how much of a market will be there for your wares, but it also dictates the kind of content you'll be writing, the kinds of people you'll be working with and the amount of competition you'll face. A perfect niche is something that has broad appeal but doesn't have much competition, allowing you to clean up shop. More likely though, you'll be forced to compromise and to choose a smaller niche with a smaller audience, so that you can avoid taking on any major conglomerates.

Look at it this way: if you create a website on bodybuilding selling supplements as an affiliate, you'll then have to compete with Bodybuilding.com, as well as *millions* of other bodybuilding websites. Your chances of getting to the first page, let alone top spot, on Google for a search term like 'bodybuilding articles' or 'build bigger biceps' is next to nothing. To compete with the other sites in this category you'd have to spend a small fortune and you'd essentially be making life *much* more difficult for yourself.

But on the other hand, if you choose a niche like 'Sonic the Hedgehog' you suddenly have a far easier time of it. This now means you're one of maybe 10 popular Sonic websites and in all likelihood, the diehard fans will read all 10. What's more, you'll find it much easier to get to the top of Google for something like 'Sonic 1 Cheat Codes' or 'New Sonic Game' and you'll find the products you sell are one of a kind. Of course your potential for growth is *also* smaller, as are the number of items you can sell without

breaching copyright laws. What's more, the average reader of a Sonic website might be young, meaning they won't have so much disposable income – especially when compared with a website on finance or investment.

The single most important consideration when choosing your niche though, is to remember that this is something you'll have to write about regularly, discuss regularly and basically invest a huge amount of time into. Remember, you might be struggling for years before you get any financial benefit from your work, so this needs to be something that you'll actually enjoy doing as a hobby. At the same time, this will help ensure that your passion for the subject comes across and helps you to sell more convincingly.

The most popular niches are:

- Internet marketing (ironically)
- Making money
- Dating
- Health
- Fitness
- Dieting
- Money

A good alternative strategy is to combine multiple niches, or to take a popular niche and to focus on a narrow subsection of it. An example of a website that has done this very well is 'Nerd Fitness'. This site has taken the fitness niche, which is very broad and has a lot of earning potential and then focused it on 'geek culture' to thereby create a very specific route to market and reduce competition. Another example of this might be 'fitness for the over 50s' or 'fitness for diabetics'.

Alternatively, you can create entirely new niches. For instance, the website 'Art of Manliness' successfully created a 'new' niche in 'manliness'. This has a clear focus and theme making it easy to market and promote, but at the same time lends itself to articles on a broad range of different topics from 'how to smoke a cigar' to 'how to perform a deadlift'.

Spend some time really thinking about your niche. Look at the topics you know a lot about and the subjects you're happy to write about/post about. Then think about which of these niches has the least competition, the biggest market and the most potentially lucrative audience.

Finally, think about any unique resources or opportunities you might be able to take advantage of. If you happen to know the editor of 'Sewing World' magazine, then this might well be a great niche for you. Let this be the first invaluable 'marketing secret' that you consider: if you can find an untapped route to market and use it to promote a valuable product, you can almost literally print money.

Of course as you get more advanced and you start to succeed, you can always branch out into multiple niches. But let's focus on one thing at a time, shall we?

Chapter 2:

The Pillars of Internet Marketing

You're only just past the introduction and already you know a *lot* more about Internet marketing than most people. Not only should you have an idea of what it entails and whether it's right for you, you should also understand the basics of creating a business model that will product profit and you'll know how to go about choosing – or even creating your own niche.

Now it's time to dive deep into the specifics. Internet marketing is about **SEO, Social Media Marketing, Content Marketing, PPC Marketing, Email Marketing and Video Marketing**. Just as a handyman uses a hammer and a wrench, these are the tools of your trade and they're what you need to employ in order to drive *big* traffic to your offers, deals and promotions.

In this chapter, we'll find out how each of these tools works and we'll look at some advanced strategies you can employ for each.

1. SEO

SEO is 'Search Engine Optimization' and is still one of the biggest and most well-known forms of Internet marketing there is. The basic idea behind SEO is to take a website or a blog and then to manage it in such a way that it climbs the search engines (or Google more specifically in most cases). Think about it: if you want to eat a pizza, how do you find a local takeaway? Normally you'll do it by just searching for 'Pizza Takeaway in [Your Location Here]'. By doing this, you're then able to find the website, phone number and menu of a local takeout and order food – and you'll quite likely buy from whichever business is able to come up first.

This is the power of SEO. How you get to that point though is quite complicated and there's a lot of misinformation regarding what the best strategy is.

The Basics of SEO

Keywords and Content

The objective of SEO is not really to climb the ranks of 'Google' indiscriminately, but rather it is to climb the ranks of specific **SERP**s. A SERP is a '**Search Engine Results Page**' – which is a page showing results for a particular search query.

These search queries are what are known as 'keywords' or 'key phrases' in the industry. An example of a key phrase might be 'Buy Hats Online' or 'Free Fitness eBook'. An ecommerce company selling hats, or a website trying to grow a fitness-related mailing list, might well want to target these keywords for their SEO efforts and this could then lead to them achieving their goals.

Then again though, the term 'Buy Hats Online' is one that's likely to be *highly* competitive and it's rather unlikely that you'd get that one unless you were able to sink huge amounts of money into your advertising spend (thus reducing your profit margin and hurting your cash flow).

This is why the first stage of SEO will often involve researching those specific keywords. This process allows a marketer to identify which terms are being searched for in high enough volume (there's no point working for a keyword if no one ever searches for it!) and at the same time, which terms aren't currently too competitive. As with choosing your niche, the trick is to find a sweet spot that's realistically achievable while still being worthwhile and potentially lucrative. Likely, you'll come up with a list of keywords and this is then what will shape your articles, your file names and other elements of your site.

Once upon a time, targeting a particular keyword would mean **keyword stuffing**. This process simply involves repeating the keyword as many times as possible on the page, in order to make it *very* clear to Google what your website is about. Unfortunately, a lot of marketers and bloggers went overboard with this strategy and ended up stuffing their articles and their pages with keywords to the point where they became unreadable. They were bending over backward to incorporate keywords in awkward and unnatural ways and the repetition stood out to readers like a sore thumb.

Today then, keyword stuffing will get your website penalized and you'll show up nowhere on Google. Instead, you need to keep your focus firmly on the user and their experience, while just giving Google enough information to know how to index your site. This means using a low **keyword density** of around 1-2% in the majority of cases (as long as it sounds natural). That means that for every 100 or 200 word paragraph, you should aim to include your keyword at least once.

Meanwhile, Google also now uses more advanced processes to sniff out the subject matter of a website. These include, for instance, **Latent Semantic Indexing** or **LSI**. What this essentially means, is that Google now looks for pages that include lots of relevant language around their keywords. This lets Google know what the page is about, it demonstrates that you know your stuff and it suggests a well-written article.

So if you wrote an article on '100 feet', Google would have to look at words like 'toes', 'ankles' and 'foot' to know that you weren't talking about height/distance, but rather about a stampede.

Likewise, you should also make sure to include as many synonyms as possible to demonstrate your vocabulary. Don't just write about situations, write about

predicaments and scenarios. The key then these days is to focus on writing *well* and to use your keywords in a creative manner without making it obvious.

Likewise, try to write *lots* and to make your articles comprehensive and numerous. By doing this, you give Google more content to index and you increase your chances of coming up in any given search. As well as regular keywords, marketers should also aim to target **long tail keywords**. Long tail keywords are keywords that occur 'by accident' and that are almost emergent properties of your content.

Not every search is going to be for 'buy hats online'. Some people aren't really sure about how to use search engines and they might search something like 'which is the best hat shop for buying online'? This is an example of a 'long tail keyword' and the chances are that no-one is targeting it specifically. Google will thus look for reputable sites that include that long tail keyword, or something close, right in the text. The more text you *have* on your website, the greater the chances that the long tail keyword will bring up a match on your site.

In fact, if you write a lengthy and well-written article and upload it to your website before you've done any real promotion, you can expect it to get about one view a week from a random long tail keyword. So now imagine if you had 2,000 articles like that. You're now looking at 2,000 random long tail keywords landing on your site each week, even if you don't do anything else – and chances are that some of those hits will lead to *more* hits. As you can see then, content is highly valuable for SEO and even just creating content in bulk can be a viable strategy to increase traffic, clicks and sales.

Local SEO

Note that some businesses will benefit from targeting specifically 'local' keywords. For instance, if you have a high street store selling hats in Santa Monica and you don't have an ecommerce site to go with it, then you might want to target the search term 'Buy Hats Santa Monica'. **Local SEO** like this is highly useful for such companies as it provides them with a way to reduce competition while more precisely targeting the audience they're looking for – people in that area.

What's more, local SEO will help with **local searches** that Google can provide based on GPS information. Adding your business to Google Maps and other local directories (like Tripadvisor) can also help with your local SEO.

Ultimately, local SEO is a very effective tool and can even be used by non-local businesses in order to build momentum that can subsequently be scaled up. A great example of a website that used this precise strategy is Facebook. Facebook began life as a tool exclusively for Harvard students. This then made it exciting and interesting for local students and meant it wasn't competing directly with the likes of MySpace. There

was a clear selection of 'local' routes to market too – parties, Harvard newsletters, clubs and societies, freshers' fairs... Then, by the time that Facebook began expanding to other territories, it already had momentum and it already had people that new users knew on it.

You can use a similar method by targeting your local area with your new website in the early days.

In-Bound Links

Another key aspect of SEO is your '**in-bound links profile**'. In-bound links are links that point at your website and your links 'profile' is essentially the way this looks overall.

In-bound links are very important for SEO for a number of reasons. For starters, this is one of the main ways that Google finds new content: by following links online. Google's spiders and robots will 'crawl' the web by reading all the content on a web page and then following the links therein in order to keep moving. If you don't have any links pointing at your site, then Google won't be able to find it and you won't be added to the index.

What's more though, Google also views in-bound links as a kind of 'testimonial'. The logic goes, that if a website has linked to your website, then it must think your website is good. The more links you have, the more votes of confidence that is. Likewise, the more well-regarded the websites linking to you are, the more benefit you'll get from each link. One way that a web page or website can be ranked on its importance and performance is by '**Page Rank**' or **PR**. The higher the website's page rank, the more highly Google regards it and the more love you'll get from those links.

On the other hand, note that getting lots of links from spammy websites will ultimately hurt your own ranking. It's better to have *one* link from the BBC or from a .edu domain, than it is to have a thousand links from sites selling Viagra that are covered in adverts. *Much* better.

Google also looks at in-bound links as a way to determine keyword and topic. It does this by looking at the subject of the page linking to you and also by the '**anchor text**' (the blue linked text). Again, back when SEO was much simpler, you could simply request that any website you swapped links with used your keyword as the anchor text. Unfortunately, this was pretty transparently manipulative to Google and so this can now also get you penalized. Instead, it's useful to have a varied and natural selection of phrases for your anchor text, including the occasional keyword but also the occasional 'click here'.

Of course if you have paid someone to post your link, or if you have done a swap, then that's no longer a testimonial. As such, Google will penalize you for paying for links and you'll get penalized if you keep doing link swaps. Creating a 'blog network' (where

multiple blogs all agree to link to each other) can also get you into trouble. The aim is to make it look as though all your links were natural and simply got there because people loved your content and wanted to share it with the world.

So how do you do this?

How to Build Links

Link building these days can involve a number of different processes. One of the very best strategies is to do exactly what Google wants and to let your links spread organically and naturally across the web. All your role is here, is to *encourage* and facilitate that happening. You do this by writing what's known as '**link bait**' – content that is designed specifically to encourage people to link to it.

An example of link bait would be an article that provided a 'resource' for viewers. A complete comprehensive overview of a subject for instance would likely get links as this would be an easy way for people to bring others up-to-speed on your content.

Likewise, controversial articles designed to spark debate can also be considered link bait, as can anything with a strong social element ('which Friends character are you'?). Of course any content that's really good and outstanding is more likely to be discussed and shared than boring, derivative content.

Another type of link building is what's known as **guest posting**. Here, you write free content for other blogs and websites and let them use the articles and posts for free. In exchange, you get a link back to your website in an author box. This way, you get a one-way link from a reputed blog and at the same time, you gain access to all the blog's regular users. You can even sell affiliate products directly this way.

Using guest posting for SEO is a good strategy but you must be careful not to overdo it. Matt Cutts, a spokesperson for Google search, has officially stated that using guest posting too often will also get your site penalized. Again, it's a little too transparent and it amounts to gaming the system. Google doesn't want the most successful website to be the one with the best contacts!

Finally, you can build links simply by submitting to **directories**. Actually though, link directories as they used to exist are far less useful these days than they once were. Instead, you should look at the more modern equivalent – **social bookmarking sites**/**content aggregators**. These are sites that curate content from around the web, either by giving voting power to a community, or by using an editor to hand pick the best topics in a particular subject category.

Either way, Reddit, Digg, Alltop and BizSugar are all examples of places you can submit your links and then start getting traffic and SEO benefit from it.

Optimization

The last major activity necessary for SEO is **optimization**. This means optimizing your website so that it performs well and so the data looks good.

One of the most obvious forms of website optimization is simply to improve **load speeds.** The faster your website takes to load, the better it will perform on Google. A number of factors can help to speed up your load times, from using complex AJAX coding, to just using smaller image files and reducing the number of plugins and widgets you use.

Likewise, you also need to ensure that your website is **responsive**. A responsive web design means that the website can change shape and size dynamically to suit the size of device viewing it. Modern websites should be easy to use on a small mobile with a touchscreen *and* on a large computer with a mouse and keyboard. You can test this by going to Google's 'mobile friendliness' tool. If you use a WordPress theme to design your site (we'll go into this later) then just make sure 'responsive design' is listed among the features.

Other factors also play a role. For instance, if you have PPC advertising on your website, then you need to avoid having too many ads on a page which also loses you points. Having very large images is also bad news as it's too data intensive. Google likes content that is being regularly updated and isn't out of date, it likes websites with a site map and it likes websites that utilize **structured data**. This last point means that your website should include markups that tell Google where the most crucial, bite-sized information on your website is – things like recipes, dates of events, the date your content was published etc. This in turn lets Google show '**rich snippets**' (data rich snippets of your content right on the SERPs) and lets Google+ answer questions directly. These are likely to play an increasingly large role in 2016, though you don't need to worry too much about them to start with. If you want to make a start though, then just look into adding a 'structured data plugin' to WordPress, or learning some of the markups you can add in yourself. Structured data can also help play a role in local SEO.

Finally, Google also looks at things like **bounce rates** now. This number describes the number of visitors that spend a decent amount of time on your website, versus those who look for a couple of seconds and leave (bounce!). Average pages per visit and the time spent on each page also play a role. Making sure you keep visitors on your page is very important then – not to mention for your monetization. If you want to get people to stay longer on your site, then you simply need to ensure it's designed well, that it loads

quickly and that it quickly presents some engaging and interesting content. You can also keep people on your site longer by using 'suggested posts' and other techniques to keep them reading.

A big mistake that small businesses will often make, is to provide some kind of obtuse service or product and not to very clearly describe what that is on the home page. Often you'll come across websites that say things like 'Synergy! Innovation!' along the top and then talk about how they maximize ROI by providing business solutions. When a visitor reads that, they learn nothing about the company and they are given no incentive to stick around. People are in a *rush* these days and they won't stay on a website if it doesn't very clearly and quickly state what its offering. Avoid this mistake!

See http://ArticleWholesaler.com

How to Win at SEO

The secret to success in SEO is simply to align your goals with Google's. Google wants to promote the very best content to its users and to connect people with the information they're looking for. Ultimately, Google does *not* serve publishers – it serves users. They have no incentive and no interest in helping websites to get to the top of the SERPs, they make their revenue from the people suing the search engines and need to ensure they're providing *them* with the best service possible.

You can try and 'game' Google and you can try and stuff your site with keywords. Even if you don't get caught out and penalized in the short term though, you will eventually when Google's algorithms get smarter.

So with that in mind, how do you go about ensuring your goals are aligned with Googles? Simple: you work hard to provide your visitors with the very best possible value. That means writing lots of high quality content and it means building a website that has the very best optimization and design that's fun and easy to use for everyone. If you do this, then not only will Google reward you, but your visitors will reward you by sharing your link for you. If you *do* engage in any excessive link building or keyword stuffing, then make it random and subtle so that it looks organic and not forced.

And finally, it means associating yourself with other websites that are doing the same. When you're link building, work hard and focus on getting just a few links from the very best quality sites – instead of getting thousands of links from smaller websites. If you can get your link on a well-known blog like Forbes, TechCrunch, The Guardian, Mashable, MOZ etc., then you'll get a *gigantic boost*. And this is just a matter of hard work and perseverance. Likewise though, you should also look for those 'up and coming' websites that are putting in the work and doing all the right things. You're more likely to get a link from them as you still have something you can offer in return – but each time

you do, you'll climb another rung. And if they rise to superstardom they may just have you in tow when they do!

2. Social Media Marketing

The next 'pillar' of digital marketing is social media marketing. This of course means marketing *through* social media sites. These include:

- Facebook *(see http://FacebookSecrets.sec.bz)*
- Twitter *(see http://TwitterSecrets.sec.bz)*
- Instagram *(see http://InstagramSecrets.sec.bz)*
- Pinterest *(see http://PinterestSecrets.sec.bz)*
- LinkedIn *(see http://LinkedInSecrets.sec.bz)*
- Google+
- Tumblr

And others.

These sites give you access to a wide selection of subscribers or followers, who can then see your updates which might include short statuses, longer posts like 'notes', images, videos and links. At the same time, you'll be able to interact with your followers and have them respond to your posts and comments.

Social media marketing can be used to promote a website, or it can be used as a platform in its own right to build trust and authority before marketing directly with affiliate products or other deals and offers. Likewise, it also has a number of other benefits for businesses – allowing you to interact with your audience more, letting you perform market research and even giving you ways you can improve your products or services after they've been purchased.

Setting Up

The first step with any social media campaign is to set everything up. When you do this, it's important to be on as many different social media sites as you possibly can. The oft-quoted mantra of social media marketers is 'be everywhere' and by doing this, you'll create as many in-roads to your content as possible. If you are only on Facebook and Twitter right now (as many small businesses are), it's time to wake up – Instagram is actually *bigger* than Twitter!

What you will find is that some social media platforms lend themselves much better to specific types of business. If you are selling something very visual for instance, then you might find that Instagram or Pinterest are a better fit. If you're selling an eBook on making money though? Suddenly Instagram becomes a less *obvious* place to sell.

Rather than using this as an excuse to stay off of those social media accounts though, you should instead just see it as an excuse to get creative with the type of content you put out. As we'll see in a moment, this can actually yield some of the very best results!

As well as being everywhere, what's also very important for any new social media campaign, is that you maintain a consistent branding and a consistent design language throughout. This means using the same color schemes where possible and having a strong logo on your profile image/cover image. What this does is to strengthen your brand awareness for every interaction users have with your content. Furthermore, it helps to give you a much more consistent and professional feel as a business. This is what makes the difference between having a website and having a digital *empire*.

Finally, all of your social media accounts should be interconnected and connected with your website. This means that your website homepage should make it easy and straightforward for visitors to start following you on Facebook or Twitter if they want to. Some users will be much more likely to 'Like' a Facebook page than they will be to subscribe to a mailing list, so by making this easy, you have a way to turn a one-off visitor who likes what they see into a lead who you can reach again and again to gradually build your authority and trust. This then helps to grow your list of followers on social media too, which in turn leads to further exponential growth. The more users you have on your social media, the more users you get – the reason being that you'll be more likely to have your content shared with large networks and seen by more people as a result. New subscribers to your social media meanwhile, will end up visiting your site and potentially sharing that content – creating a virtuous circle that gains momentum the longer it continues.

Likewise, linking your Facebook to your Twitter and your Twitter to your Instagram will mean you get cross pollination between those platforms too.

Providing Great Value

Once you have lots of social media accounts, the next thing to start doing is filling them with content. The key here, as with every aspect of business, is to provide *value* and to give people an actual reason to *want* to follow you and to keep checking in with what you're uploading. This is something too many businesses will get wrong; often simply using social media to promote themselves without actually adding anything of any interest or value.

For many companies, the social media strategy consists of setting up a Facebook and Twitter account and then simply posting things like:

"Find out why we're the best EPOS business in town!"

"Companies get more done with our EPOS system"

"Want to save time and serve more customers? Consider getting the most affordable and high tech EPOS around"

They then wonder why they get zero engagement and zero new subscribers. But at least they're posting *something* which is more than can be said for some other businesses.

Ask yourself: would *you* follow that social media account? Would you feel as though you were getting anything out of it? Would you share or like those comments?

Instead of doing this then, you need to instead think of how you can provide *value* through your social media account, whether that means offering entertainment, information, inspiration or discounts.

An example of this would be Etsy's 'Beautiful Homes' Pinterest board. This is a board that features images of stunning home interiors that people follow for inspiration and ideas regarding their own interior design. Another example is Swarovski's 'Wedded Bliss' Pinterest board which shows off beautiful images of people happily married or *getting* married.

In either case, people follow these boards for inspiration and ideas and get value out of doing so. That there's the occasional promotional plug for the brands behind these boards is *by the by*.

You can similarly provide value through Twitter by giving tips, by telling stories or by being funny. Likewise, a Facebook page can link to curated content whether that's content from the brand's own blog, or it's content from the web. Either way, you have to ask yourself what kind of content your target demographic is likely to enjoy and then try to provide value that's relevant to that niche or that industry. The aim is to try and make your profile page a phenomenon and a hit *all of its own*, rather than seeing it as a means to an end.

Another tip is to focus on the value proposition as we discussed earlier. Remember, people don't tend to buy products so much as they buy convenience, opportunities or lifestyles. If you sell protein shake or if you sell dumbbells then your Instagram could be filled with pictures of people jogging on the beach or performing muscle ups. Meanwhile, you could link to new fitness related studies on Facebook and engage in conversation with your followers and you could use your Twitter account to provide tips and inspirational quotes.

This is also how you can make a social media account work when your business model/product/service doesn't obviously lend itself. For instance, if you're an affiliate trying to sell life insurance policies, it may not be obvious how you can inspire or offer

value. Look at the value proposition though and you'll see that what people are *really* looking for when it comes to life insurance, is the peace of mind that their family are happy and looked after.

In this case then, you could create a Pinterest board filled with photos aimed at families. These might include ideas for days out, inspiring pictures of families happily relaxing together in front of the TV, or generally any number of images that promote the family lifestyle. It's easy to imagine people who put their family first following such a board and sharing/repining the images and thus you have a captive audience to sell to.

Likewise, if you are selling an eBook on making money or if you're otherwise in the 'make money' niche, then you might post images to promote *that* lifestyle. This could mean photos of powerful looking executives wearing nice watches in high rise buildings, or it could mean those aforementioned pictures of people in hammocks working on laptops.

The other type of value you'll often be providing through social media is your own writing from your blog or from articles. We'll talk later about how to write content that gets lots of shares and likes.

For Personal Brands

If you're a marketer then you might decide to create a personal brand. A personal brand is any brand that features your own image heavily – such as Pat Flynn, Tim Ferriss, Tony Robbins or Tai Lopez. All of these individuals use themselves as an example of the lifestyle they're selling and use that to try and relate with their audience. In this case, social media can be used as a way to provide an 'insight' into your life, which helps to build trust and which can also be good fun for the audience. You might then post about your holidays, or you might talk about your dinner. You don't want to be *too* candid or inane – but offering a little insight into who you are is nevertheless a viable way to improve engagement with your audience.

Using Hashtags and Trending Subjects

Several social media sites like Twitter and Instagram give you the option to add '**hashtags**' to your posts. These work a little like keywords and let other people search for posts of a certain subject. Click on '#sunset' on Instagram then, and you'll see a huge selection of pictures of sunsets.

As with keywords for SEO, the key here is to use hashtags that get searched for regularly but that aren't too competitive. Anything with #sunset will be drowned by new images in a matter of minutes whereas something with #Ilovedeliciouspudding will likely never get seen in the first place. Add '#twilight' though and you might find that your image gets seen by a fair amount of people and thus gets liked.

Better yet though, is to use trending hashtags, which are normally things in the news that lots of people are currently writing about. This way, you can join in with a global discussion on a new film that just came out, or on some kind of scandal. This way you can often get your channel seen by thousands of people very quickly and it demonstrates that you're relevant and up-to-date with the news.

Just make sure that as you do this, you also stay 'on topic'. The best kind of news to write about is news that impacts your niche or industry and if you're commenting on something more general, then you should make certain to add your own unique point of view that your audience will appreciate. How does this global news impact on your niche or industry?

Automating and Saving Time

You might now have noticed a small problem... all this is likely to take a lot of time. You're supposed to be on multiple social media accounts and posting regularly with well thought out tips, promotions, thoughts and images. How are you supposed to do this while also managing all the other aspects of Internet marketing, not to mention your other commitments, hobbies and activities?

The secret is to use a number of tools that allow you to automate the process of sharing to social media and a number of apps.

To keep content coming on Twitter for instance, you can use **Buffer** (www.bufferapp.com). This is a tool that allows you to 'schedule' posts. In turn, that means you can write thousands of posts and then set them up to be published at regular intervals. You should add content that is contemporary but this way, even if you have a very busy day, your social accounts won't fall silent. Hootsuite (www.hootsuite.com) also does the same but additionally lets you see all of your feeds from different social accounts in one place among other things.

You can also set up relationships between your various different social accounts. Instagram makes it very easy to post to Facebook and Twitter when you upload an image for example and this is a way you can update multiple accounts at once to save time.

You can create more complex links between accounts too by using the quite amazing IFTTT (www.ifttt.com). This is an acronym for 'If This, Then That' and essentially the

site is a tool that lets you set up rules, relationships and interactions between multiple social accounts and web apps. For instance, you can arrange this so that your Tweets are automatically shared to Facebook. Or you can arrange it so that only Tweets with a certain hashtag are shared to Facebook. Want to get more inventive? How about getting the number of steps you've taken at the end of the day from your Jawbone UP fitness tacker and then sharing that to Twitter? Or what about saving all your Instagram uploads to Dropbox, or adding all your Tweets to a Google Drive spreadsheet. The options here are limitless and it's very much worth taking a look.

Using the official apps can also help to streamline this process. For example, with the Instagram app installed on your phone, it becomes very easy for you to just point at something, take a photo and then upload it to Instagram and Twitter. Likewise, having Twitter on your phone means you can add status updates quickly and easily. Why not create a set time of day to do this: perhaps while the kettle boils for your morning tea or coffee?

It's also useful to follow lots of the right people and to be subscribed to lots of relevant feeds yourself. As mentioned, sharing content that's relevant to your niche and your audience is a perfectly legitimate way to provide value to your users. This way you're essentially a curator and you're helping your audience find relevant content all in one place without having to scour the web for it. If they love technology and they get tons of technology news fed to them by subscribing to you, that gives them good reason to stay.

Subscribe to lots of feeds and follow others in your industry and you can easily populate your own site by just retweeting, repining and sharing the content you enjoy. Browse the Sub Reddit for your niche and you'll find plenty to share here too. The only caveat is that when you do this, it's a good idea to add a comment of your own, thereby 'owning it' and adding value rather than just regurgitating it. If you want to use an official tool for finding content you can share through your own social media, then 'BuzzSumo' is a good option. Here you'll find content that's performing well on social media and you can see how many likes and shares it already has, before sharing it to your own feeds at the click of a button. This is particularly effective because it means you can see which content is already performing very well and share that specifically – in that regard it's almost impossible to fail and you *should* be able to get lots of likes and shares.

Communication

When using social media though, you shouldn't think of this as a 'one way' communication. First and foremost, social media is designed for facilitating communication and discussion and for helping people meet people. In other words then, you shouldn't just be posting content and leaving – you need to be engaging your

audience, discussing with them and running promotions to get them to interact with you.

Another reason this is important, is that every time someone likes one of your photos or alternatively *comments* on them, people in their private network will be able to see what they've written, giving you access to an even larger audience.

People will also be much more likely to buy from you if they feel that you're accessible and if they've spoken with you. And they'll be much more likely to share your content too and to generally help you with promotion. If you've ever read the book *1,000 True Fans*, then you'll know that having just 1,000 people who truly love your brand is actually enough to generate a steady income and to start growing to much greater levels. Treat each person who comments like they're a VIP and you'll see the benefits.

When you post then, ask your audience for their opinions or feedback. Likewise, don't be shy to actively join in in discussions. One of the best ways to get a big following on Google Plus is to take part in discussions in communities using your brand name and to engage in hangouts.

Similarly, you should occasionally comment on things that *other people* post. If you do this and if you retweet something one of your followers has said, they'll be much more likely to do the same for you. Reciprocity is a *very* powerful tool to use in marketing generally and social marketing specifically.

And of course the very least you can do is to respond to private messages and posts on your wall where possible. People appreciate that, they remember it and they become much more likely to buy from you.

Forums and Social Bookmarking Sites

Speaking of which, a great example of somewhere that you can really leverage this communication aspect is in **forums**. A forum is simply another word for 'message board' and describes a large static chat room. Here, you can post conversation topics, respond to others and generally discuss a particular niche or subject matter with like-minded people.

Forums offer a great place to build relevant links as well as to engage in active discussion and drive direct traffic. However, if you think you can simply sign up and start posting links to your site then you're in for an unpleasant surprise. This can lead to a lot of criticism and ultimately getting your account banned and possibly even your site. Some forums don't even allow links to be posted at all.

Keep in mind that any closed community like this is likely to be very 'cliquey'. People in these groups consider themselves passionate fans/enthusiasts of their topic and often they even form real friendships with the other people in the groups.

If you jump in then and start immediately promoting your product, you are only going to get met with anger.

On the other hand though, if you spend time building up your reputation, making yourself known, contributing to threads and demonstrating your knowledge and your good attitude, you can actual build loyal fans and even *friends* here. Many of these friends will be very useful contacts with their own sites and with sway on other similar social media sites. So build that relationship and *then* post your link, while earnestly asking for help. What you'll find is that this helps you to build an army of followers and that this can be enough to almost single-handedly ensure your success.

Social bookmarking sites meanwhile are sites that work in a very similar manner. These include the likes of 'Reddit' which allows users to post links to articles in a number of categories and niches, as well as starting conversation topics. Reddit's 'sub reddit' pages are huge and can potentially lead to thousands of unique views overnight – just make sure that you abide by the same rules and actually contribute to the community. Likewise, make sure that the content you are sharing is genuinely on-topic and something that the audience of that sub is likely to be interested in reading.

3. Content Marketing

Where SEO and social media marketing intersect, you have content marketing. Content marketing essentially means creating content and then sharing it in order to not only build a big audience, but also to build trust and authority. Ultimately, content is what drives the Internet and it should lie at the heart of all your marketing efforts.

When we search on YouTube, nine times out of ten, we are looking for content. That means an article, a post or a YouTube video. Likewise, this is what Google uses in order to index and organize content. By filling your site with content then, you are filling your site with what people are looking for and you'll be able to grow and gain momentum. Likewise, content is what you'll share to social media and what will bring people *from* Facebook and LinkedIn and *to* your website.

This is also why it's so important to add '**social sharing**' buttons from a tool like Shareaholic (www.shareaholic.com) to your website. These buttons are what will let people share your content with their networks and are what will make your link bait effective. *(See http://ArticleWholesaler.com)*

Building Trust and Authority

Moreover though, content marketing also works on its own. Once someone has visited your site *once*, if they have enjoyed content they found truly useful, interesting and unique then they will likely keep your brand name in mind (as long as it's prominent). They'll then be more likely to seek out your result from the SERPs in future, or even just to start checking back regularly once they realize that you create the kind of content they enjoy.

Eventually, they'll come to see you as an authority on your subject and this is then what will make them more likely to buy from you or to buy the products that you recommend. Imagine for a moment that you read the blog of the same web designer every single week because they provide genuinely useful and insightful advice. Now if you were looking for a web designer for your *own* business, wouldn't they be the first person you'd consider?

This is why content marketing is so effective and so important. Later in the book we'll discuss creating a 'sales funnel' and at that point, you'll see why content is so important.

4. PPC Marketing

The next tool that many Internet marketers rely on is **PPC**. PPC is '**pay per click**' (also **cost per click**) and is essentially a form of advertising that only charges you when someone clicks on your advert. This is a huge advantage from the perspective of the marketer (you) because it means that you don't pay for ads that aren't successful.

And in fact, this completely changes the way you might approach advertising in some cases. For example, you may actually actively try to *stop* people clicking your ad sometimes. If you're selling a fitness eBook, you can do this by including the price and a caveat: '$20 Fitness eBook – Works if You Put in the Effort'. Now, only serious buyers who are interested in buying an eBook will bother clicking. That means you'll only *pay* for those serious buyers and you'll reduce your overheads, thereby increasing your ROI.

There are more benefits to PPC too. One is that you can set whatever budget you want for your ads and once your daily or weekly budget runs out, they simply stop showing (the price per click works on a bidding process though, so paying more will mean your ad is seen more often). This means that PPC is something *anyone* can use and you can tightly control your budget and limit your overheads.

Google AdWords and Facebook Ads

The two main PPC networks available to marketers are Google AdWords and Facebook Ads. Both of these offer PPC but appear on Google and Facebook respectively. Each also has different advantages that make them better suited to particular kinds of ad campaign.

One great feature about *both* of these types of marketing, is that they can both be highly targeted to particular audiences. The way they go about providing this feature though is very different.

In the case of Google Ads, the targeted is managed through targeted keywords. This works very similarly to SEO and in fact the keyword tool Google provides for AdWords is often used for SEO purposes. When you pay for Google AdWords and your ad actually shows, it appears either over the top of the **organic** results, or down the side. Either way, this essentially allows you to pay in order to appear on the top page of Google at the top of SERPs, rather than do months of work and potentially not get to the top… ever. This can be a great way to start bringing in revenue *right away* if you have the initial capital to invest and it's also very useful for researching which search terms work for you. Bearing in mind it can take a long time to reach the top of Google with SEO, it's a good move to test which keywords are the most profitable before you invest a lot of time and energy into landing one. Google also lets you set up 'negative keywords' as well, which means you can *prevent* your ads showing for certain search strings. For instance, if someone searches for 'free eBook' and you have made 'free' a negative keyword, then your link won't come up. This can be useful because someone searching for free things aren't likely to then be convinced to pay!

Facebook meanwhile allows you to target specific users. There are a number of different types of Facebook Ad you can use, which include video ads, link ads, page post ads etc. These can then be shown to people who already are following your Facebook Page (promoted page posts) or they can be shown to other Facebook users based on various demographics such as their age, their location, their gender, their career and even their interests. This way, Facebook makes full use of the information it accrues as people sign up.

Which of these is better? The answer depends on the type of product you're looking to sell and the type of audience that appreciates your content. The key difference is that while Facebook lets you target specific users more precisely, Google lets you target them at the right *time*. In other words, someone who searches for 'buy hats' on Google, it suggests that they are actively *looking* for hats at that moment. In turn, this suggests

that they are more likely to buy. Facebook is great for finding new customers, whereas Google is great for connecting you with people who need or want your service/product at that moment.

PPA

The two advertising platforms also have some other differentiating factors in terms of the features they offer. Both provide lots of data and statistics for instance, but Google has the slight edge in this regard thanks to its ability to synchronize with **Google Analytics**. This lets you set up some interesting analysis, for instance you can see how often your ads are actually resulting in the completion of a predefined 'goal' whether that's buying your product or signing up to a mailing list.

Facebook actually goes one step further than this though by letting you set up '**PPA**' ads or '**CPA**'. This stands for **Cost Per Action** and **Pay Per Action** respectively. In either case, it means you'll be paying for specific actions, rather than paying for clicks. This is a whole different school of PPC and provides a large variety of different options and possibilities for advertisers. In the case of Facebook ads specifically though, the 'actions' you can be charged for include:

- Sign-ups to a mailing list (also known as **CPL** or **Cost Per Lead**)
- Facebook page likes
- App installations (free apps only)
- Redemption of special offers and discount tickets
- And others

The great thing about cost per action is that you only get charged when an ad is successful in helping you to achieve your set goals. This is very beneficial because it means you no longer have to worry about trying to dissuade people from clicking and then not buying anything and in fact you barely even need to worry about targeting the right audience. Why? Because the wrong audience won't redeem your special offer and won't like your Facebook page – so you won't get charged for those clicks.

More CPA

There are actually a number of specific CPA platforms out there that you can use and some of these will go further, essentially bridging the gap between affiliate marketing (getting commission for sales) and display advertising. Some popular options include MaxBounty (http://maxbounty.com/) and Ascend Media (http://adscendmedia.com/) among others. The only problem is that CPA marketing is still a relatively 'young'

industry, so these platforms haven't quite established themselves in the same vein as Google or Facebook.

In some cases, you'll *only* get charged for actual sales or registrations. That means there's no up-front cost and guaranteed ROI.

A Very Simple PPC Business Model
PPC advertising has the advantage of being immediate, flexible and easy to set up. This means that it's perfect for demonstrating just how straightforward it can be to earn money as an Internet marketer. Let's take a look at a very simple business model that you can use to start generating a decent income in minutes.

Basically, all you need to do is either – start selling a digital product or an affiliate product from a landing page. This will be quick and easy to set up (you'll see how to do it later in this book) and then from there, create a PPC campaign that drives traffic there.

Some affiliate campaigns give you as much as 40-60% of the profits and because you're selling someone else's product there is no overhead, no up-front investment and no COGS. It won't take you months to **breakeven** because you never started out at a deficit. As such, you'll have a great profit margin right from the word 'go' and will be able to begin bringing in lots of cash. If you pay .30cent per click (a relatively average-to-fairly-high amount for PPC), then it would take 100 purchases before you'd reach $30. Now, assuming you're making 60% on a $50 product, that means as long as you're selling more than 1 per 100 clicks, you'll be turning a profit and making a **return on investment**. This doesn't come down to luck – it comes down to selecting the right product and knowing how to write your sales page – which we'll get to soon.

And once you're getting 2 buys for every 100 clicks, you simply increase your investment and your ad spend in order to scale up your profits. This is just a small insight as to how easy it is to make *real* cash on the side from Internet marketing.

5. E-Mail Marketing

The above business model we described is good and all, but it's not going to make you rich. Most often, you'll target your precise niche/target audience and then you'll start getting them to click your ad and hopefully convert to buying your product. But while this works to generate some income, it will still be a while before you're at the point where that income is really high enough to make you a massive profit – you'll need a lot of capital to invest in your ad spend. What's more, you'll eventually have saturated the market and sold to everyone interested in your product.

The above set-up is akin to something Tim Ferriss describes as a **muse** – a little 'profit generating business model' that's low-maintenance but ultimately limited in scope. PPC

is great for this sort of thing, because it lets us dive straight in and start earning profit without doing any background work.

But if you want a more sustainable and a more scalable business model, then you should look instead at e-mail marketing. *(See http://ListBuildingSecrets.sec.bz and http://EzineWholesaler.com)*

What is E-Mail Marketing?

What's e-mail marketing? Simply put, it is *perfectly targeted marketing*. With e-mail marketing, you're going to spend a long time building up a mailing list. This will be a list of leads that you've acquired largely through people coming to your website, liking your content and then deciding to subscribe. Alternatively, they might sign up through your social media, or you might even use PPC to drive them to a '**squeeze page**' (like a sales page, except with the objective of getting people to sign up to a mailing list).

Ultimately, you will find that you build up a list this way that is made up of people who are interested in your topic/niche/product/service and who have given you *permission* to contact them in their inbox. This makes a huge difference to their likelihood to buy the products you recommend in e-mails and it's often considered one of the most valuable tools that an Internet marketer has at their disposal.

Not only is e-mail very personal, not only is the list highly targeted and carefully selected, but it will also allow you to build and grow your relationship through multiple interactions.

One common 'rule' that Internet marketers throw around is the 'three touch' rule. This basically says that any user requires 'three touches' in order to become a paying customer. In this context, a 'touch' is basically an interaction of any sort and the general idea is that it takes a few interactions with your potential buyers before you'll be able to build enough trust and enough authority for them to go ahead and buy. When you use PPC, you have one or two 'touches' before you attempt to sell. With e-mail marketing though, you can create a 'sequence' of automatic e-mails (called an **autoresponder sequence**) that softens up your audience and only attempts to make a sale once they've been pre-warmed. If you use more advanced e-mail marketing software, you can even look at how much your users are engaging with your e-mails (by seeing whether they're getting opened etc.) and then send the required messages depending on their status. We'll look at how to set all this up later but for now, the key to remember is that e-mail marketing = creating your very own goldmine. Unlike PPC, this audience doesn't 'dry up', they stay in contact meaning you can sell to them again and again.

How to Succeed at E-Mail Marketing

We'll look at the more technical aspects of setting up an autoresponder sequence etc. in subsequent chapters. However, for now we're going to look just briefly at what separates the very best e-mail marketing campaigns from the less successful ones.

And the answer, as with social media marketing, is *value*. If you want your e-mail marketing campaign to be successful, then you *need* to be providing real value to your audience. In other words, you need to create a situation where people *want* to read your e-mails because they know you're able to provide useful and interesting information. What's more, you need to create a situation where they're looking forward to clicking on e-mails and opening them when they arrive.

One common practice when getting people to sign up to a mailing list is to use an **incentive**. An incentive can be anything from a free report, to an e-book to money off of your products. The idea, is that you're giving something away for free in exchange for your audience's e-mail address. Some sites will even have gated content that requires registration to access.

Either way, this can work to get you more e-mails, but the question to ask is whether you really *want* those e-mails. People who sign up for free e-books are not necessarily the same people likely to spend money on e-books. Likewise, once they have your e-book, there's a good chance they won't open any of your subsequent e-mails.

So what can you do? One option is to sell your mailing list as a product in itself – rather than calling it a mailing list (which equates to spam for most of us), call it a **newsletter** or better yet, create a high-quality **e-zine** that you send around. **E-zines** can include full articles, attractive images and more and offer *genuine* value that people will be eager to open and that they'll actually be *pleased* to receive in their inbox.

If you don't have time for that, then at least make sure that you are up-front and honest about what your mailing list entails, to ensure that you only get people who are serious to sign up. In this case, you're going to have to convince them on the strength of the content within your website. This is where the content marketing comes in again – creating such high quality and entertaining content that people want to sign up just so that they can get more of it.

To make this strategy work though, you will also need to talk about your mailing list from time to time. What a lot of people do is to create their **opt-in form** (the name for the signup section), add it to the sidebar of their website, and then never mention it again. That's not exactly encouraging! Instead, try adding a **call to action** at the end of your articles by saying something like:

> *"Did you enjoy this article? Then sign up for the <u>mailing list</u> to get lots more updates and information!"*

Likewise you can even plug your mailing list right in your articles. That means adding little links in brackets and pointing out again why people should sign up.

This way, you'll actually be drawing attention to your mailing list and that will encourage sign-ups – which is a world of difference compared with simply hoping people stumble upon it and sign-up themselves!

You can also use a variety of **pop-ups** and **pop-overs** to get people to sign up, which we'll talk about more in subsequent chapters.

6. Video Marketing

Finally, it's crucial that you don't leave **video marketing** out of your campaign. Video marketing is exactly what it sounds – marketing through video – though this can take a number of forms.

Simply using YouTube on its own is one great method of video marketing. When you post a video to YouTube, other users will be able to find it, either by searching for relevant topics, or by seeing it as 'suggested content' when watching other, related videos. At the same time, you'll be able to embed those videos onto web pages or on social media, and you'll be able to build up a list of followers as with a social network.

Something that not everyone realizes about YouTube is that it is actually the world's *second biggest* search engine right behind Google. So that means that someone who wants to learn to fix a lightbulb is more likely to run that search on YouTube looking for an instructional video, than they are to look on Bing! This makes YouTube highly valuable immediately.

The other ways to use video marketing, include uploading your videos to other video hosting sites (like Vimeo.com or Vine), or by uploading them to your own server and simply embedding them.

The real value of video marketing comes from how highly engaging it is. A video has the potential to engage an audience like *no other* form of media and is generally far more persuasive. Think about trying to hold a conversation with someone while the TV is on in the room – many of us will find ourselves constantly glancing at the TV and unable to hold our conversation. This is rarely a problem you have when there's *writing* in the room!

When you try and sell something via video, or get someone to sign up to your mailing list via video, you have the additional aid of music, of editing and of lighting all to help make that prospect seem far more compelling. Videos can move people to tears or laughter very quickly and you have that power in your hands when you use this type of marketing. *(See http://VideoMarketingSecrets.sec.bz)*

How to Succeed at Video Marketing

Despite it's incredible power, a lot of marketers will ignore video as a key part of their campaign. Why? Because it simply requires too much work and investment. Creating a video will very often require very high quality video equipment, it will require an eye for camera angles and editing etc. This is beyond the scope of many Internet marketers working from their basement.

This is actually one of the big advantages of video marketing though – it puts your company ahead of the competition. If you can create a video with high production values, you will set yourself apart as a serious player and as a major contender – and this will mean your prospects, clients and customers start taking you more seriously.

Luckily, there are ways you can create these high-production-value videos without the expense. These days for instance, most cameras actually have 4K video recording capabilities – as do many smartphones! Combine this with a little thought as to how you're going to light the room and where you're going to film and then use high quality editing software like **Adobe Premiere** and you'll be surprised what you can accomplish.

Beyond this, you can look at using other techniques to completely sidestep the need to go in-front of the camera. For instance, you can create a slideshow very easily in Excel and then export this as an MPEG. Likewise, you can use a variety of tools to create whiteboard animations and other alternatives to live footage.

Remember we discussed the importance of grabbing attention when someone lands on your business page? And of immediately demonstrating what you sold and who your target audience was? Just think how much more effectively you could do that, even just using a simple slideshow video that had a professional sounding reading voice (you can try **fiverr.com** for that).

Live Streaming

Video marketing is already highly powerful and a fantastic tool for any marketer, but as with every aspect of this ever-changing business, it is also constantly evolving. The future of video marketing may very well be **live video streaming** which basically means that people see feeds of footage live.

This isn't likely going to replace regular video marketing as it isn't as flexible and doesn't provide the same number of options. It also requires a slightly larger up-front investment and the right type of event to promote. Nevertheless, streaming is quickly

gaining popularity as a way to build excitement for an event and to get people psyched for a product launch, interview, tradeshow etc.

Part of what has driven this sudden boom of interest in live streaming is the launch of a new app called **Periscope** which is currently very vogue. Other tools also exist however, from YouTube itself, to **Meerkat** and to a lesser extent **Snapchat** and **Twitch** (for gaming).

If you want to gather excitement for a product launch, if you want to conduct an audience and if you want your audience to feel like they're a part of something exciting, then try using live streaming.

Chapter 3:

Basic Tools and Building Your Website

In the last chapter, we looked at the 'what' of marketing. Now it's time to look at the 'how'.

In other words, successful content marketing, e-mail marketing, PPC *etc.* all require a number of tools to set up and get started. These tools are what will help you to build your website, to start collecting e-mails and to reach a larger audience.

In this chapter, we'll go over a number of the basic tools that every Internet marketing campaign requires and we'll look at specifically how to set yourself up for maximum success.

Domain Name and Web Hosting

Before you get stuck in, you're going to need to get yourself a domain and a website. Even if you intend to operate mostly through social media, having a blog or site of some sort is highly recommended and will give you a kind of 'central hub' that can tie all your efforts together. This is also what will give you somewhere to host the content you'll be posting.

To start with then, you're going to want a URL or '**domain name**'. To this end, you'll need to choose a name for your website, as your URL and site name will often be the same or at least related. We'll go over this in more detail in the chapter on branding, so if you haven't settled on a name for your brand yet, read that and then check back here.

If you have your name, then you're good to go and it's time to set yourself up with your URL. This is simply the address that people will type in order to find your website and it's going to point at the files that you've hosted with your **web hosting** account.

All your domain name then is *literally* the address people will search to find you. You're not paying for any files to be hosted here then and you're not getting any tools with it. As such, you shouldn't expect to pay too much for most – often about $20 for a whole year or less. The only scenario where you'll pay a lot more, is when you're trying to get an in-demand domain name. Something that is highly brandable will cost more, as will anything that is very short and easy to remember (four character domains are expensive for example). Consider this when choosing your domain and try searching for different options before settling. Most providers will have a search box that lets you see what's available.

Another consideration is your **TLD** or '**top level domain**'. This basically means the '.com' or '.org' part of your address. These days, TLDs can be a lot more extravagant and interesting than they used to be. For instance, you can have options like '.london' or

'.book'. Be that as it may though, for most websites in the US, '.com' is going to be the wisest choice. That said, if you're going big with your branding and marketing, then you may want to buy up some alternate TLDs and have them redirect to your main site – this way you can prevent copycats from trying to benefit from all your hard work.

There are many different domain name providers online, most of which offer a very similar service. If you want to get yours at a very low rate though, then we recommend http://domaincostclub.com/discounted as a way to do so. Pays to know the Internet marketing secrets, right?

Web Hosting

Next up is **web hosting**. This is a little different from your domain name, as this is where your files are actually stored.

While we don't need to get into detail regarding how a website actually works, suffice to say that the browser displays images, text and other elements depending on the pre-defined layout instructions in the HTML and CSS files. The first page you see when you load up a website will be the 'index.html' page in the majority of cases, and this file needs to be kept on a constantly-connected server in order to ensure that it's accessible 24/7 from anywhere in the world.

So when you have your domain name and your hosting account, typing in the domain name will tell the browser to look at the files on the associated server and will bring up your 'index.html' page, images, text and links.

Web space then is really just **server space**. And what a server is, is a giant computer that's connected to the Internet at all times and kept in a huge warehouse somewhere. There are various different types of server which include cloud servers (where multiple servers have copies of your files at once) and dedicated servers (where the entire server is yours, as opposed to just some of the space).

You don't really need to worry about all this though. Having a regular hosting account is fine for the vast majority of Internet marketing strategies but you will need to make sure that it provides a few things:

- Enough server 'space' – Essentially this is like hard drive space and is required if you're going to have lots of very large files.
- Enough bandwidth – This caps how much data can be transferred at once. If you have thousands of people watching lots of videos, then you'll need to make sure that you have *lots* of server space or your site will go down temporarily or get very slow. If you just have a landing page with some text, then this isn't quite so important. What's useful then, is to look for an account that will be upgradable, so that you can increase these factors as the traffic load increases.

- Support – A hosting account is a service, not just a product. Like any computer, servers require regularly maintenance, they can crash and they can become physically damaged. Look at reviews for your various hosting accounts and look into how quickly the staff respond to problems. You don't want to sign yourself up to an account that's going to be constantly down and where there's no tech support.

Again, we have some helpful insider advice that will help you to get the very best bang for your buck. Head over to **members.hostthenprofit.com** and you'll be able to get a very discounted hosting deal that starts from just $1. This is one of the best hosting platforms available for Internet marketers for a number of reasons – apart from anything else it is built specifically for Internet marketers and thus has all the features that you might look for from your account.

Like Bluehost and other top hosting platforms (that are a little more expensive), Hostthenprofit.com gives you **Cpanel** – which offers all kinds of useful tools from analytics to file management and more. In addition though, you also get a free autoresponder (see below), e-mail accounts and additional domain names so you can fend off competition. *(See http://idcibc.com/go/?webhost)*

Free Hosting?

If you use the method recommended above, then your website is going to be **self-hosted**. This means that you paid for server space and stored all the files there yourself. This stands in contrast to free hosting, which basically means that your site appears on a server somewhere else for free.

Why pay when free options exist? Simply because free hosting options present a *lot* of limitations. For starters, when you use free hosting you will not be able to choose any domain name – rather you'll need to suffix your domain with the brand of the provider you're using. WordPress.com offers free hosting for instance and if you use them, then your site couldn't be 'NiceGuitars.com', it would have to be 'WordPress.com/NiceGuitars' or something to that effect. This is considerably less memorable and professional and can massively damage your sales and your reputation.

Free hosting is also very limiting in terms of the storage space and bandwidth it offers. And on top of that, it will often require you to show adverts that you don't get paid for (that's how the company makes its money). For all these reasons, this really isn't a suitable option for serious marketers.

Sure, it stings a little having to add this cost to your overheads but you need to spend to accumulate. This is one *unavoidable* cost associated with all kinds of Internet marketing.

WordPress and Building Your Website

Once you have your domain name and your hosting account, you'll be ready to start building your first website. All this really requires is for you to upload the files that make up your website and then to point your domain name at that address.

There are numerous different ways to build a website but today, there is one that stands head and shoulders above the other options. That is to build a **WordPress** website.

WordPress is what is known as a **CMS** or **Content Management System**. This means that it can be used to upload and manage your content. It provides your website with a **back end** or a login that you can use to manage the way it looks, to create new pages and posts, to edit existing content etc. Without a CMS, updating a website would require you to create a whole new page in HTML and make sure it looked identical to the others every single time, to update your site map and your index page etc.

With a CMS though, you have a 'template' for your website that makes everything incredibly easy to update, edit and manage. WordPress specifically actually began life as a free hosted blogging platform. Eventually though, the platform became available to download so that users could install it on their own domain, and from there it became immensely more flexible and powerful to the point where entire websites could be built relatively simply and easily and to look just as professional as anything built from scratch. In this regard, it became a website builder tool *combined* with a CMS (though to be fair, most CMS platforms now have this level of customization).

There are a number of alternatives to WordPress out there, including Wix, Weebly, Joomla, Drupal etc. However, of all these, WordPress is going to be by far the best choice for 99.99% of Internet marketers. Here are just a few of the advantages that make this so:

- The community – Compared with other CMS sites, WordPress sees far greater adoption and a much wider usage. This means there is a huge community out there of people willing and ready to help and it means that if you ever have to hire a web designer, you'll automatically be able to assume they understand the code on your site.
- The themes and the plugins – One of the things that makes WordPress so incredibly powerful is the fact that it offers free plugins and themes (as well as some paid options). Install a theme created by the community and you can instantly completely change the look and feel of your website. Plugins meanwhile can add widgets and other features to your website. These can range in their function but do everything from adding autoresponder opt-in forms to your page, to increasing security, to showing your Twitter feed, to providing a comments section on your comments. While some other CMS platforms support their own plugins and themes, there is no other platform that has anywhere near the selection and variety on offer compared with WordPress.

- Ease of Use – WordPress is incredibly easy to use, the edit and even to install. A lot of this comes down to the wide support again. For instance, if you use Hostthenprofit.com, you'll get access to Cpanel, which in turn gives you the ability to immediately and simply install WordPress at the click of a button. Literally! WordPress began life as a commercial product for blogging, so everything is designed to be incredibly intuitive and user friendly. If you've never used it before, you'll likely be surprised by just how easy it can be to build an entire website and manage it – it almost feels like cheating sometimes!

- Proven Quantity – Most important of all though, is the simple fact that WordPress has been *proven* successful. That is to say, that some of the biggest websites on the web run it, from some of BBC sites, to Forbes, to The Times, to TechCrunch, to Smart Passive Income, to The Four Hour Workweek to Savage Chickens… you get the idea. The point is, we know for a fact that a website can thrive that has been built with WordPress, we know that it is SEO friendly and we know that it can handle large amounts of traffic. If you take a gamble invest tons of time and effort into building your own website from scratch, then if it doesn't succeed, you'll never know whether it's the fault of your web design, of your marketing or of your content. If you use WordPress, you *know* it's at least not the web design. Good business and good Internet marketing doesn't mean breaking the mold – it means understanding what works and not overcomplicating things. This is proven to work, use it or make your life unnecessarily complicated.

Setting Up WordPress

Hopefully that little rant has convinced you to work with WordPress (when you've worked with companies that don't listen to you, you'll understand). The next question then, is how to set it up.

As mentioned, CPanel – which is available through most of the best hosting accounts – will come with WordPress included. In order to set it up from there then, all you need to do is to click the WordPress button on the control panel.

Otherwise, if there is no WordPress button, you will want to look for the **Fantastico** option (this is the case with Hostthenprofit.com). Fantastico is a feature that makes it very simple to install WordPress, again you simply need to click it and you'll be talked through the process. The process essentially just involves picking a location for your WordPress files (the root directory is the best choice) and then choosing your user name and password. If you don't see a WordPress button *or* a Fantastico button, the look for APS, Installation or Softaculous – these all do the same thing.

Otherwise, you'll need to install WordPress yourself. Don't worry, it's very easy and is called 'The Famous 5-Minute Install' for a reason.

Simply download and unzip the WordPress package from WordPress.com. Now, create a database for WordPress on your web server and an MySQL user with privileges for accessing and modifying it – in most cases this will be done for you.

Now upload the WordPress files to your desired location – probably the root domain. You can do this through the 'file manager' on your control panel, or by using **FTP** software which runs on your desktop and lets you transfer files to your server.

With everything uploaded, you now simply need to locate and run the installation. You should see this by navigating the folder where you uploaded the files. So if you uploaded WordPress to your root directory, you simply need to head there to find the instructions (e.g. www.example.com). You'll then be taken through the steps to complete the installation.

After this is complete (it takes no more than a couple of seconds), you'll find that visiting your domain name now shows a blank website that nevertheless has a professional looking layout with a main blog section and a sidebar.

From this point onward, regardless of how you installed the package, you can now visit www.example.com/wp-admin in order to log into your control panel. In here, you'll have the option to add new posts, to edit your theme and to customize various elements to make the site your own. It's pretty intuitive, so just have a play around and you should start to get the hang of it.

Autoresponder

The next thing that any Internet marketer will need, is an autoresponder account. This is basically what you use to collect your e-mails and then to manage them. Autoresponders let you build an opt-in form which you can then embed anywhere on your website to start collecting e-mails. At the same time, they'll prevent spam (by having a verification stage for new e-mails) and they'll make it possible for users to remove themselves from your list. You'll be able to send messages to multiple users at once (kind of the whole point!) and you'll be able to view data and useful information to track your progress.

When it comes to autoresponders, there are many different options available. Our recommendations go to two lesser-known options.

See http://idcibc.com/go/?autoresponder

Both these provide very affordable options that don't have the same nasty price scaling as others. They provide very useful data, simple automated social media management and simple installation.

Chapter 4:

How to Monetize Your Campaign

Now you know the basic 'pillars' of Internet marketing and you know how you're going to build your audience and get to a point where they consider you to be a leading authority on your topic. You should have the know-how too when it comes to setting up these platforms and will already have your own autoresponder, website, domain name and more. With a little time and effort, you will hopefully have them eating out of your hands and you'll be able to start profiting.

Before you do *that* though, you're going to need something to sell! This is where **monetization** comes in. If you think of building your audience as 'step one', then monetization is 'step two' – it's the close and the pay-off that makes all the hard work worth it.

We're going to go into detail later about how to get people to buy your products and how to work within the business model you've created. For now though, we're just going to go over your *options* so that you understand how to complete the business model you've constructing and to start actually making money. We'll also be going over a few more options than you'll see on most lists.

1. Advertising

If you take content marketing, social media marketing and PPC and then use it to promote a website, you can then start making money from advertising.

This is the simplest and most straightforward strategy most people will use to begin earning money. For Internet marketers who feel threatened by the idea of affiliate marketing, who don't want to have lots of different affiliate profiles and products to manage and who lack confidence in their abilities, this is an easy option. Just build a website, put ads on it and profit!

When it comes to this business model, the most straightforward and highly profitable option available to you is **PPC**. Just as you use CPC (cost per click) to advertise, you can let advertisers pay *you* through PPC (Pay Per Click). This means that every time someone clicks on one of your adverts, you make some money.

There are various different PPC networks out there available to you, but by far the biggest option is **Google AdSense** (note this is AdSense and not Ad*Words*). AdSense basically allows any publisher to sign up and from there create ad units to place on their site. The units then show content that is related to your copy and every time one gets

clicked, you get paid a small amount of money. The amount of money depends on numerous factors and is determined via a 'bidding process' similar to the way PPC works. In general though, you can get paid anything from 0.01 cent per click, up to $2 per click. More often it will be somewhere around the 5-20 cent mark.

Various things you can do will improve or lessen your **CTR** or **click through rate**. However, this is still generally a relatively low number for most sites and that means that you'll often see only about one or two clicks for every five hundred unique visitors.

In case you hadn't noticed, that's not exactly a *huge* amount of money. In fact, it's a fairly tiny amount of money. You're going to need to get hundreds of thousands of visitors a day on a *highly* optimized website in order to make anything *near* a decent living from AdSense. The same goes for alternative ad networks, such as Chitika, Infolinks or other platforms. If you *can* build up to millions of visits a day, then eventually AdSense can be profitable. Still though, this is far from the most efficient way to earn money and it takes a huge amount of time to get to that level.

Slightly more profitable is adding adverts to YouTube. If you have a vlog as part of your video marketing campaign, then you can sign up to the **YouTube Partnership Program**. You'll then have text ads show over the bottom of your videos and sometimes your videos will be preceded by a short video ad similar to TV advertising. You get paid if someone clicks on an ad, or if they watch it all the way through to the end.

This can potentially be a *little* more profitable than ads on your website. Users who manage to build up to a million subscribers can make a fairly solid living from YouTube alone but this is still very difficult to accomplish.

When you get very big, you may be approached by bigger advertisers. Again though, this takes a *lot* of time – whereas AdSense lets anyone publish ads (because they only pay for clicks), you'll need to be one of the top influencers in your field before Hollywood comes knocking.

There are other issues with this type of marketing as well. For starters, when your main income is generated by ad clicks, it means that you'll be actively encouraging your visitors to *leave* your website. When someone clicks on your ads, they'll disengage with your brand and you'll lose them.

Most importantly of all though, you need to recognize that when you publish ads on your site, you place yourself at the very bottom of the food chain.

We've already looked at how business models work and how CPC advertising fits into that. Ultimately, a business needs to spend less on advertising than they earn in order to stay profitable. What this should tell you, is that if someone is paying you for your visitors, they have a way to make *more money* off of those visitors than you are. It tells you that those visitors are *valuable* and they're certainly worth more than a few cents.

See http://idcibc.com/go/?traffic.

Who Should Use PPC?

So should you ever use PPC? Generally, the answer is probably not. Even if you use PPC and advertising in conjunction with sales of your own product, you'll still be losing customers to it and thus you'll be earning *less* as a result of it.

But that said, many people reading this probably will *still* use PPC. The main reason is simply that it's a quick and easy way to see their website start making *some* profit. So if you're an absolute beginner and you're nervous of using other methods, there's no harm in setting up an AdSense account for the first couple of months. Just don't expect it to make you rich, by any means!

2. Selling Affiliate Products

If you opt not to make money from ads (well done!), then your next option is to try and make money from affiliate products. While this doesn't put you *quite* at the top of the food chain, this nevertheless offers the ideal middle ground for many Internet marketers and is a great way to start earning a lot *more* money.

And while it sounds a little more daunting than placing ads on your site, it's actually *very* easy to set up and get started. Read on then and we'll look at this process in a little more detail.

What is Affiliate Marketing?

Affiliate marketing very simply means that you're making money by selling someone else's product. That in turn means that your money is effectively commission. The creator of this product has thus agreed to share their profits with you in exchange for you promoting their product.

What's so great about affiliate marketing is that many affiliate platforms will actually pay you *over* 50% of the RRP. That means that you make more money from each sale than the product creator themselves!

You might be wondering why a product creator would possibly decide to pay you more than themselves. What's the catch? Actually though, when you consider that most stores

will sell their products for 2x the wholesale price, this isn't so different to a regular business model (this is called **keystoning**).

What's more, product creators on affiliate networks want to incentivize their marketers because they know how much more they can earn as a result.

Look at it this way: product creators build their products and then sell them through their website. They can do as much marketing as they like and they can use this to shift a large number of units. They make 100% on all these sales and as such they earn a lot of money.

But if they *also* have an affiliate helping to sell their product, they are now making extra money from all these sales *on top* of their own. They don't lose anything from this – they only gain. Even if they only get 40% of the profit from those sales, these are still sales *on top* of what they were already earning. And the more commission they offer, the more people will want to sell their product. Having two people selling a product for you and getting 40% from both of them is a lot more profitable than having just one person who gets you 60%. If a product creator uses affiliate marketing correctly, they can potentially gain an army of affiliates all helping to drive more sales to their product.

From *your* perspective meanwhile, affiliate marketing also offers a lot of great benefits. For starters, it means that you can start selling a product *immediately* without having to put time or money into creating your own. This means that you reduce your overhead and also get to start profiting immensely quickly.

Another great thing about affiliate marketing is that you can look at what's *already* selling well. This has a similar appeal to choosing WordPress in that it is a known quantity – you know that you *can* be successful with. Instead of picking something that no one has heard of and that nobody is managing to sell, you can look at the products that you like, that are selling very well and you can simply start selling them too. Again, this means you reduce any risk that you might otherwise be facing and you can know for sure that the product isn't the problem.

In fact, some affiliate products will go as far as to supply their own materials in terms of sales pages, autoresponder sequences, sales funnels and more. Again, these a marketing materials that have been proven to work, for a product that has been proven to sell. Sounds too good to be true? Then remember that the creator is benefiting from this too – they *want* you to succeed and to find new routes to market for their materials, as that means more money for them.

What this ultimately gives you then is a 'copy paste' business model. You literally take the products and the materials that are earning someone else money and then you rig them up to start doing the same to you. This is a practically foolproof way to generate income and super simple.

(See http://AffiliateMarketingSecrets.sec.bz)

How to Find and Sell Affiliate Products

Hopefully this has sold you on the idea of affiliate marketing. This is the easiest and simplest way to start making money and so it's the method that we recommend to the vast majority of marketers – at least to begin with.

The next question is how you find the affiliate products that you're going to sell. And the answer to that question is simply to find an **affiliate network** – a platform that multiple people can sign up to in order to start selling products or providing products for people to sell.

Set yourself up a profile on your chosen network and then you can start browsing for products as well as looking at various statistics for them all.

Once you find the product you like, you'll be able to get your own **affiliate link**. This is a URL with a unique identifier included. When someone buys a product using this link, it will put cookies on their computer that are logged by the sales page. This then allows the seller to keep track of who helped them to sell what and you can log in to see all the money that you have accrued.

There are a number of different affiliate networks but the biggest are **JVZoo** (http://idcibc.com/go/?jvzoo), ClickBank (www.clickbank.com), Commission Junction (www.cj.com) and WSO Pro (www.warriorforum.com/warrior-special-offers/). Of these, JVZoo is possibly the best all-round option as it is cheaper than the others and with a particularly user friendly interface and lots of flexibility. For instance, you can combine JVZoo links directly with your e-mail marketing and this allows you to sell products directly from a list you've built.

WSO Pro meanwhile is slightly different option compared with the rest. It actually stands for 'Warrior Special Offers' and is part of **Warrior Forum**. Warrior Forum is a forum designed specifically for Internet marketers and for web masters who want to discuss ways to gain more traffic, to better monetize their site etc. WSO Pro *also* offers other options, such as selling your services, shopping for other people to provide you with services etc.

It is worth shopping around though, as you may find that one of the other networks has more products that are specifically suited to your niche. Another platform is BlueSnap but this serves as nothing other than a warning to always read the small print. If you sign up to BlueSnap (formerly Plimus), you'll find they charge $10 or more monthly for 'account maintenance' and deduct all kinds of other fees from your total amount. BlueSnap changed its name from Plimus due to the bad reputation it had built for itself and it has only gotten worse since then – avoid!

Alternative Platforms

Another option is **Amazon Associates**. This is a little like being somewhere between an affiliate and having PPC ads on your site. Basically, you can list Amazon products and then get commission every time one sells. The downside is that the commission you make is *significantly* lower than the commission you'd make on an affiliate product through JVZoo. The *plus* side though is that Amazon is gigantic and has an almost unlimited range of products. This means that you can sell everything under the sun and find something that will be perfectly targeted to your specific audience.

Another advantage of Amazon Associates is that everyone knows Amazon and most people already have an account with the site. This means that you remove some of the barriers to sale – people won't feel nervous buying before they've built up trust and you won't have to get them to input their card details.

You may wish to experiment with this to see if it's right for you. Or alternatively, combine Amazon Associates with other platforms.

Finally, you can also choose to sell through a number of CPA platforms. Remember, CPA is 'Cost Per Action' and this is again somewhat of a halfway house between affiliate marketing and plain PPC. Here you will be earning payment only when someone clicks and commits to an action. As an incentive though, you'll usually be paid more each time that happens and often this will equate to a type of commission. To recap, the more popular CPA platforms are MaxBounty, Ascend Media and AdWorkMedia. Each has strengths and weaknesses but as yet no single platform has risen through the ranks to completely dominate the market – which means you'll have to trust your intuition a little when making your choice.

Finding Other Affiliate Products

Then again, you may choose not to use an affiliate network at all. If you browse the web you'll find that many sites actually offer their own affiliate programs that you can sign up to individually. This may get a little fiddly to manage if you're selling lots of things from separate individuals but it does let you pick from a wider variety of products and can potentially earn you more money as a result.

Another consideration is to approach product creators that don't already have affiliate programs and express your interest in partnering with them. If you are lucky, you may encourage them to consider setting up an affiliate program and letting you and other marketers promote their products and services. Again, this drastically increases your options meaning you can really select from literally any product or service on the web

that you want to sell. Of course this gets even more fiddly though as they'll have to go through the process of setting up a whole new affiliate system with you as the live guinea pig! This is perhaps one to consider as you become more experienced, rather than as a starting point.

Choosing the Right Affiliate Products

Your success as an affiliate marketer depends on two factors: your marketing skills and the quality of the product.

Key here then is to find the right affiliate product. And as with everything else, the objective here is to provide *value* for money.

The great thing about affiliate products is that they are often **digital products**. Digital products include eBooks, apps and various other software that have the distinct advantage of requiring zero overhead and zero investment. These can be created for free and that means they can be sold at a low price for 100% profit!

This means that they also have no inherent value. There is no COGS and so the product needs to provide quality in other ways: with ground breaking information, with high production values and with tons of freebies.

The problem is that there are some absolutely abysmal affiliate products out there. You can buy an 'ultimate guide to e-mail marketing' and find you get a folder full of videos showing you how to sign up to various autoresponders. These sometimes go for as much as $30 a pop – and it's understandable to think that a buyer might well be very disappointed with this!

Of course, it is possible to make a product *seem* like it provides value when in fact it doesn't. If you do this though, then you'll find that anyone who buys from you will have their confidence in you knocked meaning they're unlikely to listen to you and buy from you in future. What's more, if the items you promote are low quality then you'll have to work *much* harder to make them seem good and there will be no word of mouth or positive reviews helping you to sell more easily. If you believe in the product, it will be easier to sell and your belief in it will naturally come across in all of your pitches and your sales spiel.

Key to offering the best possible value is also the price point. There's no point getting 80% commission on a $1,000 eBook if that eBook is so *patently* not worth that price that no one buys it! Likewise, if you're only getting $10 for each sale, you'll need to sell 20 copies a day to make any profit – which is hard.

So make sure that you find something that offers you a good profit margin but also provides excellent ROI for the buyer.

That's tip one for choosing a product. Tip two is to choose something that isn't the same as what *everyone else* is offering.

Sure, you can make a lot of money from a book on getting into shape, but there are a *billion* of those out there. Choosing a product, much like choosing a niche, ultimately means selecting your audience and that means you want to find an audience that is large but specific and not hugely catered for. The best case scenario is to find an area that has a group of dedicate and a very clear route to market.

An example of this is B4A. B4A is 'Basic4Android', a piece of software that lets users create Android apps in the very simple 'BASIC' programming language. It means that coders can start building apps more quickly and more easily without such advanced coding knowledge. This is a *genuinely* very good product and it's one that has a very clear audience: people who want to make apps and people who can code. This means that you have some very simple routes to market – programming forums, game design forums, IT magazines, Android communities… you name it. It's small enough, niche enough and unique enough that you aren't competing with a thousand other products. What's more, it has a very clear and unique value proposition – the ability to earn more money.

Keeping in mind this relationship between your niche and your chosen products, it's also important to make sure you pick products in an industry/niche that you understand and ideally that you would consider yourself to be an expert in. This way, you'll be able to write about the product, you'll be able to explain why it's such a valuable product and you'll know how to sell it better. Once again, your own passion and understanding will also be palpable whenever you write about it.

Finally, and most obviously, try to pick a product that is already selling well. This suggests that it has the capacity to sell and means you simply need to find the right route to market, without worrying whether an audience for it exists.

Some Ideas for Selling Your Affiliate Products

Often the main way that marketers sell affiliate products is through a landing page or through an autoresponder sequence. As we saw earlier in this book though, it can also be used highly effectively with Facebook ads. Likewise, you can of course simply use your affiliate marketing *directly* through social media by just posting the link and explaining what's so good about it.

And if you're looking for an easy alternative to PPC, then one of the best things you can possibly do is to insert your affiliate links into the body of your text during an article or a blog post. This way, you can profit directly from those articles, explain to readers why it

is they should be interested in what you're promoting and generally start turning profit very quickly.

Add one affiliate link to your next article instead of PPC ads and just see how much more money you make in any given amount of time.

See. http://idcibc.com/go/?commission and http://BonusWholesaler.com.

3. Selling Your Own Products

Affiliate marketing offers you an exceedingly simple way to start profiting and to start making lots of money. However, this still doesn't put you at the 'top' of the food chain. The product creator is ultimately paying you and once again that means they are likely earning more than you overall. You might be getting 60%, but they have countless *more* people doing the exact same thing as you and helping them to build massive profits. What's more, they're selling a product that has their branding and their name on it, meaning they are keeping people connected with their brand while you are losing those visitors and potential customers.

If you were to have your *own* product, then you could sell that product and keep 100% of the profits. What's more, you would be able to keep people connected with your branding and each sale would enforce your brand visibility and your customer loyalty. There are countless other advantages too. For example, if you have your own product then you can alter the price point yourself which in turn can help you to earn more or promote your brand. You can find ways to up-sell, you can use incentives and generally you'll have far more control over your own business.

You'll also find that having your own product often leads to a much greater sense of accomplishment and ownership. Again, this leads not only to more pride, but to more belief, enthusiasm and passion for what you're selling. All this will ultimately be tangible for your audience and they'll likely find that you are much more persuasive as a result. Creating a product is also more scalable – you can create your *own* army of affiliates to help you sell, or you can use your success to invest in more and bigger products. This is the point where you can go from being an affiliate, to becoming a start-up – which is exciting for a lot of people.

The *downside* obviously is that you're going to need to create or pay for your products and this in turn means you won't be able to start earning right away or that you will take longer to breakeven. As such, this can often be a good long-term objective for your business. Start selling an affiliate product and you can thereby earn enough money to invest in the creation of your own product. This way you've **bootstrapped** yourself to success!

Types of Product to Sell

If you decide you want to invest in your own products then you have a lot of options. Perhaps the easiest option to begin with at least is to buy a product to sell rather than to create one of your own. To this end, you have a few options.

Buy PLR

PLR stands for **Private Label Rights**. What it means, is that once you've bought the product, you can then sell it as though it were your own. You get to keep 100% of the profits and you can even edit it as you see fit to include your branding for example, or just to change elements of it to your liking. Buying PLR is a good next step following affiliate marketing and has many of the same benefits – it means you can pick something that is already selling and it often means you get the marketing materials, like the sales pages and autoresponder sequences included.

See http://PrivateLabelRightsWholesaler.com and http://WhiteLabelWholesaler.com.

Outsource

Another option is to outsource your product creation. This way, you retain (most of) the creative control but you don't need to invest the time and don't need the skills. Whether you want to create an eBook, a video series, an app or anything else, outsourcing is a relatively viable process.

To outsource the creation of a product, you first need to find a service provider who can handle the project that you have in mind. Thankfully, there are a large number of service providers on the web who offer a wide range of different services at different prices. Likewise, there are a lot of places where you can reliably find them.

These places include: UpWork, Fiverr, etc. If you head to any of these sites, you'll be able to browse profiles, adverts and offers in order to find who can offer your services and for what price. Just make sure to pick carefully as there are some cowboys on these sites, as well as some well-meaning individuals who are sadly just inept… A good piece of advice is to always ask to see examples of work and even to set a 'sample project'. Charging by the hour can sometimes be a mistake, so try to negotiate a set rate. Finally, be *very* specific in what you want to avoid them working on a project that doesn't actually meet your specifications. You can also ask to see work in progress. *(See http://idcibc.com/go/?outsource)*

Reselling

Alternatively, an entirely different tact is to **resell**. Here you are simply buying inventory to sell and the most obvious way to do this is through an eCommerce store. That said though, you can also sell it through eBay or even through a standard sales page.

This business model is only partly Internet marketing but it shows how flexible and broad the term Internet marketing really is. It also shows how easily you can set up a 'real business' on your own these days using the web.

Simply find somewhere that you can buy items **wholesale**. This means you buy in bulk at 'factor price' and therefore make a massive saving. You can then use **keystone pricing** to add a 100% markup, or you can choose another option (you might even add value by bundling/repackaging the items together nicely or by altering them in some way).

Either way, you can then start selling the same items through eBay, through your own eCommerce store or through social media. In doing so, you make a 100% profit and you only need to sell 50% of your stock in order to breakeven. At this point, you can then reinvest in even more inventory, or even more valuable products. The only real limitation here for most Internet marketers working from home is that they won't be able to stock an unlimited number of items. *(See http://ResellRightsWholesaler.com)*

Reselling White Label Services

To get around this problem, another option is to resell *services* rather than products. To do this, you might want to look for '**white label**' services. A white label service is basically a service that is happy to be your 'ghost writer' – they will work behind the scenes and let you pretend it's you doing the work.

To put this more simply then, you are basically getting paid to do a job and then paying someone else *less* to do that job, while keeping the profit. This is *surprisingly* easy to do if you have a way with words and you know how to find the right market. It means sending a lot of e-mails, spending some money on advertising and looking for freelancers – ultimately though, it means getting paid without having to provide the value yourself. See http://WhiteLabelWholesaler.com.

This business model is also *highly* scalable. The more clients you get, the less commission you can take while still earning big profits. You can then invest in *more* freelancers. You could even choose to become a limited company at this point, meaning you would be a more 'traditional business'.

Selling Your Own Services

Or, you could provide the services yourself. Again, at this point you are walking a fine line between being a marketer and being a business person – but either way this is a method by which you can earn money *from* Internet marketing.

Services you can sell include writing, web design, proof reading, coding, consulting, video editing, composing and more. Of course you can even branch out to other things like hair dressing and building. Sticking within the 'make money online' niche though has a number of advantages and provides you with some more obvious routes to market – such as WSO Pro again! This way, you also have the option to merge your own services with some outsourcing.

Selling Physical Products

As a marketer you can also create and sell your own physical products. This simply means creating something people will want to buy and then selling it.

If you want to do this digitally with no overhead, there are now surprisingly a large number of ways to do just that. **POD Publishing** for instance means 'Print On Demand' publishing. This puts an end to the days when a publisher would have to order 100,000 copies of their own book and then try and sell them at a profit and it empowers creators to skip the publishing process altogether. Using a site like www.luluc.com or even Amazon, it's now possible to print physical books each time one gets ordered. This completely eliminates your overhead and completely removes any risk. You simply pay a small fee out of each sale.

Another option is to use 3D printing. This is essentially the same thing but for physical products – be they ornaments, tools or toys. 3D printers use a hot mold to print directly from **CAD** (**Computer Aided Design**) files, so as long as you know how to create a 3D model, you can use this technique to make your own items to sell.

Finally, you can also create and sell crafts. This is something that a lot of people find appealing if they have a hobby such as painting, sewing, pottery, woodwork etc. Simply create your jewelry, your hand puppet, or whatever else it is that you can make and then

sell them through your website, through eBay or through **Etsy** (Etsy.com is eBay for hand-crafted items). This is a great way to turn a hobby into a money maker and if you have the Internet marketing skills you can eventually make it your full time career!

Creating Your Own Digital Product

BUT while all these are viable forms of monetization for your marketers, what is by far the most popular option for most people is to create their own digital product. Normally this means creating an **information product**, wherein you are selling your expertise and know-how in eBook, video course, e-course or 'report' format. *(See http://iBookWholesaler.com)*

As we discussed earlier, digital products have the distinct advantage of having zero overhead and no costs with regards to materials, storage or delivery. You can simply e-mail over your eBook once it's made and get nearly 100% profit, less advertising spend and hosting costs. This also makes this a *highly* profitable business model.

As with picking a product to sell though, you again need to think carefully about how you are going to *really* provide value. This means offering information that your buyers can't find anywhere else, dressing it up in a great and highly professional way and possibly throwing in freebies etc. (often an eBook will come with a free video course or e-mail course).

Most importantly though, you need to make sure that your digital product has a very clear value proposition. We discussed this right at the start of the book but just to reiterate, your value proposition is what *gives* your product its inherent value. This will very often mean that it offers to make the reader/buyer's life *better* than it was before they bought and this should come with a strong emotional hook. Alternatively, you should try and make sure that your product solves a very specific problem that people have – this is another great strategy. Again, think who your audience is and who your readers are – what are their challenges and how can you reach them with a product that they will really want?

And remember to make sure that your product is beautiful. There are no overheads once this is completed so there's absolutely no excuse for not providing *exquisite* value for money. Don't just create an eBook, throw in videos, access to your website and illustrate it with fantastic outsourced images. This way, you'll be able to show screenshots of whatever your product is and this in turn will make it sell much better. Put the time in *now* and it will pay off in dividends later on.

Creating Software

When it comes to creating and selling digital products online, 90% of Internet marketers it seems will focus their efforts entirely on eBooks and other informational products. While this can work very well and be highly profitable, you should also consider the value of creating and selling software.

While apps sell very cheaply on mobile (think $1 or less), software for PCs can still sell for a lot more – especially professional software aimed at businesses and product creators. Things like Adobe Creative Cloud for instance will charge $60+ a month. Some software suites will charge hundreds or thousands of dollars for their license.

Software has very inherent value and unlike an eBook, it's not something anyone can get for free online if they look hard enough. What's more, software is very visual and looks great in a video advert. Finally, there's less competition if you sell software, simply because fewer people know how to program versus how many people know how to write a book in Microsoft Word.

If you *can* create software and you have a good idea, then consider this option. If you don't know how to code though, then consider looking into it and you may find it's surprisingly easy to learn. Especially if you use tools like the aforementioned 'Basic4Android' or Unity if you want to build a computer game.

Most coders are not Internet marketers and most marketers are not coders. If you can combine these skills, then you can potentially be *huge*. See http://AppWholesaler.com

Other Forms of Monetization

As a side note, bear in mind that there are *countless* other ways you can monetize a website or a mailing list – and many of these haven't even been discovered yet.

One of the most obvious is just to build a massive audience with a great website and then to *sell* that website. If you're getting lots of regular traffic and if you are earning regular income already then you can get a *very* hefty payout for a well-put together website.

Or maybe you plan on building a large audience and then adding premium content they have to pay for? Maybe you intend to have a paid forum? Or maybe you have an entirely new business model that no one has thought yet. The point is: if you have an audience, you can make a *lot* of money. Internet marketing just gives you that audience!

Chapter 5:

Tying it All Together – Creating Killer Business Models With Advanced Techniques

Congratulations! At this point, you are now 50% of the way through this book, which is rather an accomplishment, you're a trooper! And what do you have to show for it? Well, believe it or not if you have gotten this far then you already have a far more comprehensive knowledge than the vast majority of Internet marketers out there today.

And we're just getting started.

We've looked at the basics thus far, albeit in more detail than most people and with a lot powerful take-home tips thrown in for good measure. From this point though, we're going to start getting a little more advanced and looking at the things that make the difference between a successful marketer and a *really* successful marketer.

Two More Terms: Landing Page and a Sales Funnel
Just before we jump into these more advanced techniques though (sorry!), let's quickly introduce you properly to just two more terms. They are the **Landing Page** and the **Sales Funnel**.

Your landing page, which we have already touched on briefly, is essentially a page that is dedicated to the sale of a single item. This is like an eCommerce store (an online storefront) except it only sells one product. And as a result of that, it means it can be highly optimized and targeted to really push that *one thing* you're trying to sell.

In fact, the typical landing page will have *no* links to any external pages and not even to other pages on the website. Why? Because you want to keep the user right on that page and not make it easy for them to get distracted or to leave. What's more, you want to ensure that your visitors scroll down the page – and as such the design will normally be long and narrow. Getting your visitor to scroll down the page is a smart move, because the more they scroll, the more 'invested' they feel. Once they've spent a lot of time reading, they feel far more inclined to buy – if only so it wasn't a waste of time!

The color scheme of the landing page meanwhile will normally be red and/or orange on white. The reason these colors are often chosen is that they have been shown to have an impact on us psychologically that makes us more inclined to buy products. Actually, simply looking at the color red makes our heartrate increase and this in turn makes us more eager to buy. Studies show that if a donation box is the color red, it actually gets far more money donated than if it is any other color!

In terms of content, the landing page will normally contain a lot of copy to sell the product. We'll look at how to write this content in a future chapter but for now, suffice to say that you make it sound as great as possible while reeling the reader in and occasionally interspersing that content with 'Buy Now!' buttons.

Sales Funnel

So that's your sales page or landing page. What about a **sales funnel**? Essentially, a sales funnel is a sequence of events that ultimately leads to your customers wanting to buy from you. Remember how we said that the average conversion required five 'touches'? Well a sales funnel can be thought of as those touches.

So for instance, you might start out with some free content on your blog, which promotes *another* free product in the form of a 'video presentation'. To access the presentation though, they first need to sign up to the mailing list and then click the link to gain their 'VIP' access. From there, they can then watch the video, which will end with a call to action explaining how good your eBook is. If they buy the eBook, they'll then be told about your course, where they can gain knowledge that only the top experts on the planet normally have access to – but it's very expensive.

Using this sequence, you can now take someone from never having heard of you, to wanting to spend a *lot* of money with you. Each stage and each 'touch' makes them more committed and if you have done this correctly, you'll have providing some high quality value at each stage. This is essentially similar to the technique used by the **foot in the door** salesman. The foot in the door in this case is the free content – you can imagine that they're just about to slam the door in your face before you say 'hey wait, it's free!'. They then give you the benefit of the doubt and listen to what you have to say. If they like it, they'll be intrigued when you offer more, at which point you say 'hey wait, all you have to do is sign up!', 'hey wait, it's very cheap!', 'hey wait, it's only a bit more expensive than the last thing you loved!'. This works *far* more effectively than simply going in cold and trying to make a sale and it's why offering free content and building a relationship is so important for the Internet marketer.

Another way to look at the sales funnel is to break it down into common stages. One way this is often portrayed is as such:

Lead

A contact who you think might be interested in your offer. You've had no interaction but you have their details and you know they are interested in your niche.

Prospect

This is someone who has confirmed interest. This might mean they've subscribed to your mailing list, or that you have told them about your product and they gave you their card.

Qualified Prospect

At this stage, you now verify that the lead has actual need for your product. Are they qualified for what you're selling? Many view this as the most important stage in your sales funnel and many people emphasize how important it is to point out who your product *isn't* for. Maybe your product *isn't* for beginners.

Committed

This is someone who has committed to buy your product. Normally this stage is pretty much moot for the Internet marketer – unless you have set up some kind of pre-order scheme (which is an excellent form of verifying by the way – see below!).

Transacted

This is a dumb word yes... But it basically means that your lead is now a buyer and all you have to do is to fulfill the agreement. Do well here and you can get repeat business!

Verifying

Right, now onto the good stuff!

Let's start with a top-level concept that can potentially guarantee your success and prevent you from wasting your time and money. Verifying means taking your idea and ensuring it has legs. It means proving that your business model works and makes money *before* you go ahead and spend any time or money on it.

The problem that a lot of people make here is to think they have an amazing idea for, say, an app and then to spend three years perfecting that app (and telling everyone they're onto the next big thing, though they won't tell anybody the idea). From there, they then go on to release the product finally and pour as much money as possible into marketing.

And no one buys it.

Oh dear!

What they *should* have done is to **verify** the idea first. So for instance, this might mean setting up a faux landing page where they'll sell the product before it's finished. When someone makes it as far as the checkout page, they then simply say 'sorry but the product isn't available yet'.

But at this point, that person has seen the pitch, they have seen how much the product costs and they have gone to click buy. This tells you that the product is something they *would* have paid for. And by collecting as much data as possible, you'll be able to see whether your business would have been profitable or not. You can even use this method to test multiple iterations of the same idea and multiple price points. Either way, you *guarantee* for yourself that the product has a market before you spend time on it.

This is another big benefit of selling a PLR product, or of selling an affiliate product. Either way, you get to choose something that has already proven successful before you go ahead and spend any money on it.

You can also use verification in a number of other ways. When it comes to app development, a close cousin of **verification** is to have a **beta release** or just a rapid iteration cycle.

In other words, don't kid yourself into thinking that your app has to be completely perfect before you sell it. The great thing about apps is that you can update them long after they're out in the market and every old buyer will automatically get the update. That means you shouldn't perfect your product *before* you start selling it – but afterwards! This is called the **fail fast** technique – put together your **MVP**, or **Minimally Viable Product**, and then see if there's an audience for it. If there is, you develop it and invest in more marketing. If there's not, you move on to another idea. This is just playing the 'game of numbers' and it's a great way to ensure a win comes along for you soon. It's a foolproof business model and those are definitely the very best kinds!

Finally, you can even verify your marketing itself. Instead of waiting to see whether it's worth chasing after a keyword, try using AdWords to see what it would be like to be at the top of Google for that term. This way, you can then see which keyphrase brings in the most traffic and thereby invest your time most wisely.

Good business really means **mitigating risk**. Verification and fail fast do precisely that, so make sure you are doing as much as you can.

Data

Another method you can use to practically guarantee your success is to make sure you keep analyzing your data and even to use **split testing** AKA **A/B testing**.

So your data simply means your traffic stats and this is something that's incredibly important for the digital marketer.

If you have a website, then you need to sign up with **Google Analytics**, or at very least use the stats that come with CPanel or WordPress (through Jetpack – a collection of plugins). Either way, this will let you see who is visiting your website, where they are coming from, how long they are spending on each page… etc.

Carefully reading your data is highly important because it enables you to go to the next stage and start tweaking your business model for enhanced results. For example, this might show you that you're getting a good amount of traffic for some keywords you weren't targeted. This might in turn show you that you *should* be targeting them. Likewise, you might see that your efforts on Reddit are yielding greater returns versus your efforts on Google+ - so you should invest more time there. You may find that your bounce rates are too high and try making small changes to increase them. Pay attention to your data and you can see what's working and what isn't, thereby eventually enabling you to focus more on what *is* working to the point where you're only doing what works and thus making much bigger profits!

Earlier we mentioned that you could use Google Analytics to set up 'goals', allowing you to see data relating to a goal such as someone reaching your checkout page. You can then look at which keywords, which pages and which designs are leading you to the most sales.

And with regards to split testing, or a/b testing, this basically means that you're setting up two identical versions of your landing page/website/eCommerce store and then sending half of your visitors to each. From there, you're then going to make one small change – for instance you might make the banner slightly larger on one of your sales pages, or you might tweak the price slightly. Then you leave both versions of that page running and you compare the data from each. Eventually, you'll probably notice that one is performing slightly better than the other – and you can try making other small changes to see how they impact on performance. For those who are familiar with the scientific method, this is simply running a study with a control group – the control being the original site. If you see a significant improvement in results for a change, then you simply adopt that change across the board. This way, you only make changes that increase your sales and you gradually optimize your landing page more and more until it is perfectly honed. This way your page *evolves* to be successful and even if it wasn't successful to begin with, the hope is that it will be by the end.

If you're not sure about how to proceed with split testing, you can actually handle it through a tool called 'Optimizely'.

As you can see then, you can use this strategy to turn a product into a massive hit and it's almost foolproof as everything is tested – essentially verified – before it is accepted. Just note that you need a lot of data for a study to be significant, so don't be in a rush to adopt a change when it might simply be succeeding as a result of fluke.

Selling On Different Platforms

Something that a lot of Internet marketers never consider (and are seriously missing out on) is the option to use various platforms through which to sell their products. This might feel a little like you're taking the 'marketing' out of Internet marketing but when you consider the potential benefits, it's more than worth your while.

So an example of a platform might be the **Kindle Store**. This is a place where you can sell an eBook in PDF or ePub format and anyone with a Kindle can download it. You have to give a fair old commission to Amazon unfortunately and it can eat into your profits. *But* at the same time, the benefits work similarly to affiliate marketing for product creators – here Amazon is your affiliate. If you are selling the eBook already from your site, chances are that these Kindle sales won't cannibalize your existing sales and this is all *extra* income you wouldn't have gotten otherwise. So there's really no reason not to do it. Likewise, you can use the aforementioned LuLu on top of this to sell physical copies through their market – there's no shortage of options. Another popular platform is eBay – you can use this to sell apps, to sell eBooks and more! Again, this is all extra money through a medium that lots of people feel more comfortable using.

Another great example of a platform like this is the Google Play Store – which remember doesn't only take apps but also eBooks, music, films and more.

When using these platforms, it pays to take into account some basic SEO. Whether it's Google Play, Etsy or somewhere else, these platforms work like search engines. That means that the title of your product, the description and the reviews all help to determine how your product ranks in the listing for specific keywords. Understand this and use it wisely and you can thereby encourage your product to be the first result for a number of highly popular searches and eventually this can drastically increase your sales.

And there's nothing to stop you going on all of these *and* JVZoo *and* ClickBank *and* CommissionJunction. Think about how much you can scale up your sales and how easily you can experiment with different price points and more!

Scaling – The Repeatable Business

When your business starts to succeed, you'll want to scale it in order to start making a bigger impact and in order to start generating more profit. This means your business model needs to be **scalable** – which most Internet marketing models are.

An example of what *isn't* scalable (in most cases) is a service business. If you are selling your own services as a web designer, then your business isn't scalable because you can only increase your revenue by working faster – which has a limit. Selling white label services on the other hand *is* scalable, which is why it makes sense for service providers to eventually transition to this model – or to productize their service. That said, some people enjoy their work and don't want to scale necessarily, which is fine too!

The very best and easiest type of scaling though, is to choose a repeatable business model. To see how this might work, let's imagine that you have written an eBook and you're now selling it on Kindle. It doesn't sell very often – perhaps once a week – but it makes you $10 each time it does. That's still $40 a month and it's completely passive income, so not bad!

But this is a *highly* repeatable business model. That is to say, that you can do it again and start making $80 a month. Do it twice more and make $160 a month. If you can write 10,000 words a day (which is highly doable) then you can write an eBook a day and upload them all to the store.

Now you can magnify those profits multiple times over. After you've written 100 books, you'll already be making $200 a month! Write 1,000 and you're now on $2,000 a month – a livable salary.

And what's more, is that in all likelihood, you won't need to write 1,000. One reason for this is that your sales will promote each other – as you gain more attention for the first 10 books, people will start to see your other titles show up as 'suggested reading'.

Likewise, at some point you will likely happen upon a 'lucky' title that will sell drastically more than the others – possibly more than the others combined. There's a lot of luck involved in marketing and eventually one of your books is almost sure to be lucky. In business, it is usually said that 80% of your profits will come from 20% of your efforts. This is called **Pareto's Law** or **The 80/20 Law**. Either way, it means that while most of your books sell one a week, a few of them will probably sell 10 a day.

Upselling and the 'Value Add'

Another way to drastically increase your profits from your various business models is to employ some kind of **upselling** or '**value add**'. This means that you'll be taking your existing customers and then getting them to spend a little more.

One of the most obvious examples of this can be see if you go to a club in Vegas. Here, there is a limit to the capacity of the club – let's say 2,000 people. If each person pays $5 for entry, then the maximum they can make from entry alone is $10,000. That's not bad before drinks but Vegas isn't known for aiming low. Thus, most of these businesses will get more profit by providing some kind of 'value add'. That means they will somehow offer extra value to the customers who are willing to pay a little more – and this way they have 'upsold them'. They do this in this case by selling a VIP area that costs an extra $10 but which gives them somewhere to keep their coats, a champagne cooler and guaranteed seating. This way, they just increased their potential sales to $25,000 from entry alone.

You can do the same. For instance, if you have a product on your site that you're selling, then why not offer to throw something extra in for an additional $5. This also works particularly well as at this point the customer has already committed to buying – meaning they're already past many of the psychological barriers such as giving their card details. They're far more receptive at this point, especially if that 'little bit extra' doesn't seem like much in the context of the price of the product itself.

A great example of this working online? Go to Vista Print and order yourself some photos. When you head to the checkout, you'll be given the option to order mugs, calendars or mouse mats with your photos on. And when you go to click buy, you'll be given a last minute option to add some **return to sender** stickers to your order!

Chapter 6:

Creating a Brand

If you really want your business to be as potentially profitable as possible, then one of the best things you can do is to create a brand. This is what will help you to retain customers, to use your 'five touches' more effectively and to build trust and authority. This will tie together all of your different Internet marketing efforts and it will act as an amazing force multiplier that will make everything you do that much more profitable in the long term.

So how do you go about creating a brand? And more importantly, how do you make a brand that will enhance your efforts instead of hampering them?

What is a Brand?

To start, it helps to understand precisely what a brand is. The mistake that many people will make here is to assume that a brand is nothing more than a logo and a company name.

Instead, a brand is your mark of quality that people should hopefully come to associate with great value. The hope is that through continuous positive experience, you'll gradually build a great reputation that will make people eager to shop with you again.

At the same time, your brand should become more than that and should elevate to the status of 'movement' ideally. You want people to really get behind your brand, to feel like a part of it and to become fans and ambassadors rather than just customers.

If you look at some of the very biggest Internet marketers on the web, you'll find that they are almost like cults. The 'Bulletproof' brand is a great example of this: Dave Asprey is 'The Bulletproof Executive' and everything he does is 'bulletproof'. He has partly adopted the term 'biohacker' and people who love what he does will promote his ideas on forums around the web. Whether or not you agree with his message, the key here is that people view what he does as a *lifestyle* rather than just a business.

Another amazing example of this that exists out here in the 'real world' (what's that?) is CrossFit. CrossFit essentially began life as a brand of gym but it has gone way beyond that to the point where people are almost evangelical about it.

How do you get to this point? Again, it's all about your value proposition, which in this case we're going to translate into a **Mission Statement**. Remember that the value proposition is how your products and services set out to change people's lives. Your

mission statement is going to express this and thereby tie together the disparate things that you sell.

If you sell books on marketing and ways to make money online, then you need to think about how you're going to market this with a great brand. Perhaps you're going to sell the '**digital nomad**' lifestyle – the idea of being free to travel the world while you work. In this case, your mission statement might be 'Giving People Wings Through Technology and Business'. Or maybe you're going to go with the allure of earning lots of money. Maybe you like that corporate vibe and you want to create a sense of luxury and class around what you do. In this case, you might use lots of images of people in suits and wearing nice watches. Now your mission statement could be 'Achieving the Elite Lifestyle, The Easy Way'.

Now you see how you are selling the same thing fundamentally, but in both these instances you are marketing it in a slightly different way and to a slightly different audience. What's more though, you're offering a lifestyle, you've got an emotional heft behind what you're doing and people will *listen* to what you're saying.

If you mix this with consistent quality and put your banner across everything you do, people who find the ideas you're discussing alluring will now start to seek you out and they will become fans of what you do. This works whether you're selling affiliate products or whether you're looking to change the world with your own line of software. This is what's going to make sure people sign up to your mailing list and keep checking their inbox.

Coming Up With a Name

Your business name ideally should express this mission statement and that's where you want to start. Think about the product you're offering but also about the way you're offering it.

At the same time, the smart Internet marketer considers the marketability of their name. This is something you see too many companies forget about.

Consider a company that might choose to call themselves 'Banana'. Now, this might seem like not a bad shout – after all, Apple managed fairly well with a fruit name! But Apple came before the Internet and if you launched today with a name like 'Banana' then you'd be making life difficult for yourself. After all, getting to the top spot on Google for the term Banana would be exceedingly difficult and people wouldn't know how to search for you!

Other companies make the opposite mistake. Seeing the success of things like Habo Hotel, WeMo etc., they think that the 'hip' way to name a company is to choose some random vowel sounds and throw in a few consonants for good measure. Guys, this is not

Countdown! If you call yourself 'Wooloo' then no one is going to remember you and no one who doesn't already know you is going to have any idea what it is you do. It's not great for SEO either.

Likewise though, overly descriptive names like 'HowToThrowABallWell.com' don't lend themselves to a more broad 'lifestyle' angle. There's not much emotional heft here and you can't really make it your own.

So it's a tall order, but you need to try and come up with a name that is:

- Simple
- Memorable
- Unique
- SEO Friendly
- Broad
- Yet Descriptive

Creating Your Logo

While the mission statement should be your starting point then, you still need that logo to tie everything together. So how do you go about creating a logo?

Well, you have your mission statement and your name which will help. And in many cases in fact, businesses will start with their company name and make this the basis for their logo. You can have a text logo that is *simply* the company name. However, this is a less versatile option and will present some challenges when it comes to placing that logo on products or on other websites as a banner. Best is to start with text and to add something that's a little more unique, memorable and flexible.

(When you make your text, make sure to choose a unique font. A good way to do this is to choose a font you like from a site like FontSquirrel.com and then to trace around it with your image editing software, making a few changes as you do. This way, you can be sure it will look professional but it will also be unique!)

As for the extra bit and the more interesting elements, you should stop to think about your mission statement as well as the name of your business. If you are going with the catching idea, then perhaps we settled on the name 'Hand-Eye Control'. This is a little broader as it lets us discuss things like reflexes and coordination and suggests someone who is in control and *powerful*. It's cool and memorable.

So now we might think of relevant images and we could just write some of these down, perhaps use a mood board to collect related images in a 'scrap-book' style collage. These relevant images may include hands, eyes, balls, nervous systems, brain stems, athletes etc…

You might also think about how you can turn letters into various items, or how you could play with the shapes of your letters. Is the 'E' actually a stylistic eye drawing? Or maybe the 'O' is a ball.

Meanwhile, take a look at the logos of other relevant companies and companies you like and think about the colors you want for your website. Once you have all this together, you can combine it into something unique.

When you actually build your logo, you need to ensure it looks good on multiple backgrounds and is easy to edit. Key to this last part is creating your logo as an 'AI' file. This stands for 'Adobe Illustrator' which is the industry standard for **vector files**. A vector file is different from a BMP or a JPG which are what you call **raster files**. While a raster file is essentially a pixel map that loses resolution as you zoom in, a vector is a set of instructions that includes angles, lengths, directions and more and talks the computer through the steps needed to draw an image. This is superior as those instructions can be extrapolated when you zoom in, meaning that the image never loses quality. What's more, these types of images can be instantly edited by moving lines, changing angles etc.

When you create your logo, you should always create it as a vector. If you outsource the creation of your logo, then you should also request that the vector file be provided.

Make sure you put a lot of time into this and that you really invest. This logo will come to represent everything that you do and it will be very visible on your website and everywhere else. And remember, every time you show this logo or allude to it, you increase your brand visibility and remind people that you exist. As such, you really want it to be *everywhere* as far as possible. To accomplish this, it should be built into the very design of your website (so that your site uses similar color schemes etc.) and it should be used throughout your other marketing efforts. You can give away promotional items with your logo on it, your videos should feature your logo during the video 'opener' and you should feature your logo on every social media page.

IP Protection

This is a good place for us to talk very briefly about IP protection or **Intellectual Property**. Your intellectual property is anything you created yourself and this gives you the rights to it – no one else can make money from it without your say-so but in some cases you will need to go through various channels in order to secure your IP as your own.

Your logo and your brand for instance can be protected under **trademark**. You get this by going to the intellectual property office and registering. It can set you back a couple of hundred dollars and only lasts for ten years but it means that no one else may operate

under that name. Likewise, you can do the same for websites, character names and product names. Even if you don't choose to protect your name, it's always a good idea to check that the name isn't already taken before you begin marketing, otherwise you can come unstuck and might land yourself in legal trouble.

The other type of IP that applies to the Internet marketer is copyright. Whereas trademarks protect names and brands that you trade under or sell, copyright protects creative works such as content, images, music etc. Copyright comes into effect the minute you create something and lasts until after your dead – which means that no one can take the writing you do and use it on their own website without your permission.

But it also means you can't take anyone else's content and it means you can't use images unless they have a 'creative commons license'. This is important to check before you upload images to your site and before you use them as part of your logo etc., otherwise you can get into trouble.

Chapter 7:

Building a Website That Will Succeed – Great Design, Ecommerce and More

So now you have your brand fine-tuned and you have a highly advanced marketing method, let's take a look at how you can hone your website too to absolute Internet marketing perfection. How can you turn your website into a veritable *sales machine* that will turnover more profit than you can shake a stick at?

Remember, we've opted to build our website with WordPress and it's highly advisable that you take heed of this. Much of what we discuss here then might apply specifically to WordPress, though other parts will apply to any website.

How to Make a Stunning Website
Let's start with making your website really work well. A good place to start is by installing a custom theme that will help you to give your website a professional look almost instantly. You then only need to upload your logo, alter the color scheme to match said logo and you'll have something great and unique looking.

You can get custom themes through WordPress itself and many of these are free. While there are some good themes to be found this way though, they do lack professionalism when compared with something you might find elsewhere. What's more, when you look elsewhere for your theme, you instantly make it much more unique and that way people won't have seen your design before – which makes a big impact on first impressions.

One place to get great paid themes is ThemeForest.com. However, if you shop around and look throughout the web, you'll actually find there are lots of good custom themes out there that you can get for free. Either way, the themes on ThemeForest will likely only set you back $100 *maximum* which isn't too bad when you consider that you'll likely use it for over two years before it starts looking outdated.

Another option is to build your own theme from scratch, or to outsource the process. This takes longer and requires an up-front investment but the result is something more tailored to your content, niche, brand and vision. A good compromise is to begin with a pre-made theme and to make your own later down the line once you've already started to gain some momentum and the idea has been – you guessed it – verified.

But how do you go about choosing a theme and knowing what looks good?

To make this simple to begin with, we can use a checklist.

Here are some criteria that your marketing website must meet if you want to optimize your sales:

Responsive Design and Mobile Friendly: Absolutely crucial these days is that any website be completely mobile friendly. Google now has a 'mobile friendliness test' you can use and this is a great place to start if you want to make sure that your site meets their criteria. This in turn will help your site to show higher in mobile searches and it will ensure that it works well when someone views it through their smartphone or tablet. You can find the test here: https://www.google.co.uk/webmasters/tools/mobile-friendly/.

Responsive designs work by changing shape to accommodate the size of the screen they're being viewed on. Images move around, certain elements get dropped entirely and links become bigger for touch input. If your site doesn't do this, then it will undermine your message and look very broken when someone visits it on anything other than a website. It makes you look dated and out of touch and is generally very much to be avoided for all businesses. A responsive design is an *absolute must*.

Intuitive Navigation: Also very important is that your website be very simple to navigate. People have hugely short attention spans these days and especially when they're online. If someone visits your website and it isn't immediately apparent where they need to go, then you can be almost certain that they will *just leave*. Make sure that your navigation buttons are easy to find and that they're clearly marked so people know what they do.

The Devil is in the Details: Likewise, it's also very important that your site be highly readable. You don't want your viewers to have to squint to see the text and the font you choose should look modern, appropriate for the web and generally smooth and easy to read.

Likewise, any images you create should line up perfectly and you need to get your borders just right. In other words? Tiny changes make a huge impact to the overall 'feel' of your website. Don't skip on this stuff.

Minimal and High Def: It's important that your web design look modern in order to gain attention. Two things that do this automatically are a minimal layout which is very popular right now (and ideal for fast load times and for responsive layouts) and high definition images and elements. Your site should look crisp and new and state of the art. In short, it should be able to compete with the *very best* in your niche and if it doesn't you need to spend either more time, or more money on ensuring that it doesn.

Keeping People Engaged
Ultimately, the objective of a website created for marketing purposes is to keep the visitors on the site and to keep them engaged until they make a purchase. There are a few changes you can make to your overall web design and the extra features in order to ensure this happens.

Fast load times is just one thing. If your site is slow to load, then not only will Google penalize you but you will lose viewers who are impatient.

Likewise, you need to ensure that at no point does anyone come to a 'break' in your content. This means you need to ensure that your visitors are always shown just 'one more thing' that they can do. For instance, at the bottom of your articles, you should include links to other related topics that those readers might want to check out. Likewise, after someone has bought a product from you, they should be shown somewhere that they can buy *more* products from you, or they should be encouraged to check out articles you've written on how to get the most from that product. The longer people stay on your page, the better your SEO will be and the more you will profit.

Something else that helps with this surprisingly is to use light coloring. A light blue website is more calming and keeps people engaged longer than a red one. Consider this when choosing your brand color and only switch to red when you're trying to close your sale.

Web Design for Landing Pages

As mentioned, landing pages also require a very specific type of web design. We've already mentioned that these should be a redder color and that they should be long and narrow.

Another tip for making your landing page work, is to always put your 'buy now' or 'subscribe' button on the bottom right. This is what you call the '**terminal point**' and it's always where a call to action should go. Why? Because this is the last place that anyone looks on the page, and the last thing that anyone should see on a landing page is where they go to buy. This way, they'll already have heard the sales pitch and their eye will lead naturally to the buy button. This is instead of them having to back-track back over your content to find it.

Another tip for creating a landing page layout that will work well is to use lots of short paragraphs and lots of bold headings that effectively tell the entire story in the text. You can also use red text and underlines to highlight key words in said text.

The reason this is a good idea, is that it allow someone who skim reads to easily understand what you're talking about and to get sucked into the content. This helps to capture all those people who have short attention spans and who otherwise might just have glossed straight over the content and ignored it. About 75% of the denizens of the web identify as skim readers, so make sure you cater to them!

Using some compelling images can also help to keep people on your page, as can having the right borders and other graphical elements. The great thing about all this though, is that building a landing page is so easy. Not only does it not require any navigational elements but any images are just going to be 'in-line'.

But don't think this means you can just knock something together. You still need to ensure your landing page looks highly professional as this is what's going to give people the confidence to buy from you. Landing pages do run the risk of looking spammy so you need to work hard to avoid this label. One way you can do this is by using a tool to build your page such as **OptimizePress** (www.optimizepress.com). This lets you build sales pages that are WordPress compatible in just a few clicks. The pages are designed to sell well and they allow you to include some advanced features such as **penny sales** (we'll come back to this!) and affiliate schemes.

A bit like using WordPress, using OptimizePress lets you know for sure your pages *can* convert and makes the process quicker and easier, so it's recommended.

Creating an eCommerce Store
We haven't spoken much about **eCommerce stores** yet but don't think that they're not highly important.

An eCommerce store works like a landing page but for multiple products. It lets people search for your products, to look at them by selecting categories and to buy with a click or to add to their shopping basket.

In other words, this feels a lot more like shopping rather than having someone shout at you (which a lot of Internet marketing is guilty of). There's a time and place for both eCommerce stores and landing pages, but don't make the mistake that lots of marketers make of thinking eCommerce stores aren't for them. Ecommerce stores can not only be more professional looking (thus building more trust) but they also let you take advantage of some advanced techniques like *contrast* (again, we'll get to that!). If you have lots of items, then this will let you showcase them in a great way and the experience of shopping will be very familiar for lots of users.

Building an eCommerce store from scratch is a huge undertaking though and can present a number of problems – such as data protection issues. Thus, it's a good idea to use a readymade eCommerce solution which could include any of the following:

Self-Hosted Platforms

Magento: Magento is possibly the best self-hosted solution and can list up to 50,000 items. It's also the most-fiddly though and requires a fair amount of work to set-up. It has tons of features and customization options and is the option of choice for a big business. If you're an individual marketer then you may find yourself turning to a web developer to help you get started though.

WooCommerce: Bearing in mind that most Internet marketers do not own huge conglomerates, WooCommerce will likely be the one that many people reading this

choose. WooCommerce has the distinct advantage of being a WordPress Plugin which means tons of support, one-click installation and easy customization. It has a great, intuitive UI and a big community. It can support up to 500 items.

Volusion: Volusion is another WordPress plugin and has built in **CRM** (contact management) functionality, along with autoresponder and affiliate marketing features. This is all very handy for marketers in particular, but whereas Magento can host up to 500 items, WooCommerce is only good for 50 items or less making it less scalable. This is quite a good 'half-way house' between a landing page and an ecommerce store and may be handy for businesses in that transition stage.

Hosted Solutions

If you want a hosted solution that you won't need to install on your own server, then you can choose from the following:

Shopify: This is one of the biggest and best known hosted eCommerce platforms. It has great support and offers hosting for up to 5,000 products. Small businesses really like Shopify but it suffers from a lack of customization options – which you'll find is a theme among hosted options.

BigCommerce: Big Commerce is another hosted solution. This is suitable for large numbers of products again but has the same limitations as well. That said, it's also more expensive.

The best choice then for most people is going to be either WooCommerce or Volusion. If you must go with a hosted option (which damages your engagement bear in mind) then Shopify is the best known and the most affordable choice.

To really make the most of your eCommerce pages or your landing pages though, you need to know how to write persuasively and you need to know how to use your pricing strategies to maximum effect. That's what we'll be tackling in the very next chapter…

Chapter 8:

How to Make Things Sell

Ultimately, marketing comes down to sales on a larger scale. And Internet marketing is like marketing on a larger scale. To be great at digital marketing then, it pays to know how to sell something.

Thankfully though, you're not going to be going around door-to-door but will rather be selling things remotely via sales pages and landing pages. This means using persuasive language, which is an incredibly valuable skill. This one chapter can make a *massive* difference to your sales and profits, so sit up straight and pay attention!

The Art of Persuasive Writing
Persuasive writing is copywriting that will go on your landing pages, squeeze pages and website. Likewise, it will live in your autoresponder sequences and your marketing. This is what will take your unknown product and turn it into something that your audience absolutely *must* have.

How do you do that?

Well a good place to start is with **AIDA**. This is a simple framework that many copywriters and marketers refer to when trying to sell a new product. It is an acronym for:

Awareness

Interest

Desire

Action

So in other words, you need to start by explaining *what* you have to offer and then move to why people should care, why they should want it and then how they can buy it.

The hardest part is the initial awareness, largely for the reason we discussed earlier – mainly that everybody is in a massive rush and no one has time to read something they weren't initially looking for. Targeting your audience well using the *countless* techniques we've already discussed will help this to some degree.

What's next though is to grab their attention and get them interested. And one way you can do this is by starting with a narrative.

If you look at other examples of landing pages, you'll find that they often start in one of two ways: with a personal story by the 'creator' of the product (or their affiliate/copywriter, posing as the creator) or with a rhetorical question.

"I used to be just like you, stuck in a dead end job. I didn't think there was any way out but that was before…"

"Have you ever thought there must be an easier way?"

In the first scenario, you create intrigue and get people to want to read that way. It's incredibly hard to stop listening to a story without knowing how it ends and we are practically programmed to listen to stories all the way through to the end.

In the second scenario, the question forces a moment of reflection and that requires engagement and thought. Without doing anything major, you have created an interaction with the user that commits them to read further.

From here, you then want to focus on what we've discussed at several points throughout this book: the value proposition. Remember: the *emotional* element behind your product is what makes it sell, not the function of the product itself. You don't sell hats, you sell warm heads (and hopefully stylish looks). This is what gets people excited and interested in your product beyond just the sum of its parts and it's what leads to that all important step: *desire*.

Once you've generated that awareness, interest and desire in your buyer, you then need to get to the point where they just have to buy quickly. This way, you want to give them incentive to act quickly rather than to go away and think about it. Remembering that the emotional aspect is what drives most sales, you want to encourage an impulsive decision to buy rather than giving them time to realize they don't need what you're offering. This is called **time pressure** and it's very powerful when used correctly. **Time pressure** can mean for instance offering a limited-time discount on your offer that will get people to act while the discount is available rather than risk going away only to find that they then have to pay more. The thought process here is that if they really want it, then it makes sense to buy now rather than think about it and miss the special offer. It gives them away to convince *themselves* into buying what they want while they want it. This is something we will come back to as well.

Time pressure creates **urgency**. A related concept is **scarcity**. Scarcity means that what you're selling will run out and this has a double effect. When you use scarcity – the most simple expression of which is 'while stocks last' – you create urgency by suggesting your item will disappear but at the same time you also make your item seem more interesting and unique and even *elite*. If fewer people have something, it makes it rarer and this in turn makes it more interesting and therefore desirable. Who wants the same thing everyone else has, when they can have something *completely* new?

You can actually make your urgency and scarcity far more potent with a timer. If you visit some landing pages, they will actually have a clock ticking down until stocks last.

Of course you can then always come back with a 'slacker campaign' or a 'last-minute reprieve' for those who missed the boat the last time, which can be a great marketing opportunity in itself.

Persuasive Writing Techniques

The above should provide a basic structure and some general themes for your sales copy, from here there are then a number of other advanced techniques you can employ...

Be Agreeable

You want to get people to agree with you and to listen to you. One way to do this is by starting out with statements that they can definitely agree to. In **neurolinguistic programming** it is often claimed that if someone says 'yes' twice, they'll be more likely to say yes a third time. Utilize this concept by building on ideas and facts:

Are you sick and tired of being out of shape? (Yes)

Have you given up on training techniques that just don't work? (Yes)

Then you should use our amazing eBook! (YES! Wait, what?)

Building on facts also gives you more of an air of authority. I.e.:

Broccoli is green → Broccoli tastes nice → Our product is green → So you will like our product

Obviously this you use the process a little more subtly and elegantly than that, but you get the idea.

Likewise, you can also get people to agree with you by telling them what you want them to hear. Tell them that they've done incredibly well to make it as far as your website and that the mere fact they're reading your pitch shows they're leaps and bounds ahead of everyone else! If you were right about that, then you're probably right about that amazing product...

Appeal to Authorities and Facts

In his favorite experiment on obedience, psychologist **Milgram** showed that people would do terrible things if instructed by a figure of authority. Put on a lab coat and people will listen to you, which is why so many health supplements are sold to us by 'Drs'. It's also why 'Doctor Organic' is a great brand name – because it implies authority without explicitly claiming it.

But what if you're not a doctor and you don't feel like lying about it? Simple – you just refer to someone who is. Look for a study or a quote from someone in position of power and demonstrate how it backs up your claim! You can also try doing your own research to prove that your product is great, you can't argue with numbers (though of course we know they're very easy to manipulate).

Use Social Proof and Social Influence

Likewise, you can also appeal to other buyers. Testimonials and reviews are great for showing that 'real people' like a product and also for making it look like 'everyone is doing it'. We are greatly influenced by the society we live in and have a desperate desire to fit in. Often door to door salesmen will use this to their advantage by saying that 'Dorothy down your road has this new TV deal and just loves it!'.

Ask your existing customers if they'd mind lending their name to some testimonials and put these up on your landing page – it can make a huge difference.

No Risk

Another thing you should always try to do is to mitigate the risk for your potential buyers. As a species, humans are highly *risk adverse*. This means we'll go out of our way to avoid risk – often actually to our own detriment. For instance, if you can spend \$5 to either lose \$20 or *gain* \$50, with a 75% chance of the latter, many people will feel emotionally compelled to stay safe and turn down the offer.

This should highlight how important it is for you to mitigate the risk for your buyers. And the best way to do that? That would be to offer

Reciprocity

Use Great Writing

Finally though, you need to use great writing that will really reel in the reader and encourage them to keep moving on to the next line. This writing should flow and should have no break points – it should feel like every sentence ends on an amazing cliff hanger that's compelling and addictive to read.

You can try reading through your content to see if it accomplishes that both through its narrative structure and through the vocabulary, pacing and general writing ability. If you read and find a break point where your attention wanders even momentarily, then fix it.

If you aren't a great writer and *especially* if English isn't your first language, then you shouldn't think about trying to write your own sales pitch as it will only end up putting your customers off. In this case, it's *more* than worth outsourcing the process to a decent writer. This is one purchase with potentially huge ROI.

The Right Price

The next consideration is how you're going to price your product. Of course this can have a *huge* impact on your revenue, turnover and profits.

But bear in mind that it's not quite so simple as you may at first think. For instance, the idea that cheaper items will sell in greater volume does not always hold true. When you sell something very cheaply for example, this can often make it appear to be lower quality. Sell your eBook for $5 when the going rate is generally at *least* $35 and people might start to ask *what's wrong* with that eBook. If you price something at a premium price meanwhile, you may actually make people want it more. The key is to find the happy middle ground.

Likewise, selling your eBook cheaply also removes any opportunity for sales and discounts that can help you to gain more attention.

And there is of course a balance to be struck between volume and profit margin. As you lower the price, you may get increased turnover resulting in increased profits. At some point though, this will lead to **diminishing returns** as you stop increasing sales *enough* to make it worth the decrease in profits. You can test this using split testing.

Advanced Techniques for Pricing

Penny Sales

A **penny sale** is one name for a sale that increases in price every time someone buys your item. So your item will begin at $1 say, and every time someone buys it, it will go up $1. This creates urgency and at the same time shows social proof as the high price point *proves* that people are buying it. The result is that it becomes highly in demand very quickly – and it's also a bit of fun.

Contrast

Contrast is an interesting technique often used by store owners. The idea here is that you create contrast between the prices of your items by having your cheapest products listed right next to your most expensive products. Why does this work? Simple: it makes your most expensive items seem even more expensive and even more premium as a result – this must be the best of the best! Why would someone buy your cheaper product when for just $10 more they could have the very top of the range model? To a certain type of person who has to have the best, this is a great way to get them to spend that little bit more.

On the other hand though, having your slightly cheaper item listed next to the more expensive one, makes that seem like an even better deal. And going back to the idea of letting the prospect 'convince themselves', this lets them feel as though they're making the very savvy decision. 'Well, I can't justify the most expensive package, so perhaps I'll just buy the cheaper option and save some money'. Of course they're not *really* saving money because they'd never have bought anything in the first place if that product wasn't there and cleverly priced.

Look at this way, show someone a $20 product that they like and they might say that they don't have the money for it. But if you show them a $30 product, get them to want it, and then show them the $20 product as an *alternative*, you can then get them to buy when they otherwise wouldn't.

This also plays into the whole idea of context when it comes to pricing. We tend to view pricing in terms of the context and become almost blind to deals and rip offs as a result.

So imagine you're buying a house for $100,000 dollars. If someone says to you 'actually, it's $100,100' you wouldn't care and you'd be quite happy to pay the extra $100. But if someone was selling you a 50 cent apple and then turned round and said 'it's an extra $100' then you'd laugh them out of their own store. As you can see then, incrementally increasing the price is a much more effective way of getting a little extra cash from a transaction versus jumping from nothing. In some ways, it's almost worth introducing more expensive items *just* to help your cheaper ones sell!

Bundling

Bundling is very similar to contrast but has couple of minor differences. Essentially, this means grouping items together in order to create a more tailored offer, or dividing them apart.

So if you have 3 separate e-books, bundling might mean selling them in different combinations at different price points. They might be $20 each, but you could sell all three for $50 and have a special offer for $35 for two. Now people can mix and match to

choose the precise product they want and they'll feel like they're saving money *whichever* choice they make. People also love getting items that are bundled together when they can, as it feels like they have a whole bounty instead of making a single purchase.

Exit Discounts

You know how you're in a store haggling and when you leave, the seller shouts 'Okay, $1!!'. This is basically an exit discount. This is a special type of pop-up that appears when the user tries to leave the page and provides an offer that they can't refuse. It's a great technique because it means you can capture the buyers who were just leaving, while at the same time getting full price from those who are wowed the first time. And no one needs to know… Until they find out at least, at which point you might face a bit of a backlash, so be careful with this technique.

Remarketing and Cookies

You can do some insidious things with **cookies** (a file downloaded from the Internet behind the scenes) and this is an idea that many shoppers are wise to now – but only when it comes to holiday deals (for some reason!).

If you've ever been shopping for a package holiday and noted the price, you might have found when you came back to the site, that it cost you most than it did before. This is because a cookie was logged on your computer, indicating your interest and marking you as a prospect rather than a lead.

You can do the same on your website in a variety of ways. For instance, Google uses something called 'Google Remarketing' which lets you use your AdWords and AdSense campaigns to draw previous visitors back to your site and to show them tailored content (such as discounts). You can also use this technique the same way that the holiday websites do, by increasing the price for people who have checked your site back a couple of times.

Bonus: Over Delivering

Over delivering is something you do *after* you've made the sale, but it's a great strategy because it can help to increase brand loyalty, generate more good reviews and encourage good will.

Basically, this means that you '**under promise**' such that you can exceed expectations with your final product. So instead of saying your estimated delivery is '1-2 days' and

then taking 2 days for the item to arrive, you say '2-3 days' so that when it arrives in *1* day, the buyer will be incredibly impressed and happy. It could also mean including a freebie inside your packaging – and if you're savvy then you'll make that a promotional item like a branded t-shirt so that you can build more brand awareness as a result.

People love being surprised and it makes them feel like they're getting better value for money. As such, they're more likely to buy from you again and more likely to recommend you to others.

Pat Flynn from Smart Passive Income recommends a really great way to over deliver on eCourses and digital products – by including a personal message that has been recorded by you, thanking the person who bought from you by name. It would take a couple of seconds, but the fact you went to that trouble would leave an amazing lasting impact on your buyer, leading to much better brand loyalty and much better reviews.

Chapter 8:

How to Write for the Web, Get Shares and Build Influence

That's how you write persuasively and combine it with the very best pricing strategies to explode your sales.

But writing is *also* key to getting people to your website and to building that trust in the first place. So how do you write content that will really thrive on the web and spread like wildfire?

How to Get Clickbait Results Without Writing Clickbait Headlines
The power of content marketing can really be seen when you look at a website like Buzzfeed. This site claims that it gains 99% of its traffic through Facebook and doesn't even worry about SEO. In an age where Google changes its algorithm every few months, this is a desirable concept.

How can Buzzfeed manage this? Partly it's through clickbait titles, unfortunately. These are titles that encourage people to click by being hyperbolic, or by appealing to our need to share, communicate and fit-in, and it doesn't always result in the highest quality copy.

To be fair, Buzzfeed is not the worst for this – actually a fair number of their articles and quizzes are quite fun or funny. The worst culprits are the websites that use titles that are very extreme, or that try to leverage curiosity without really telling you anything about what you'll be reading:

"You'll never believe what this amazing rabbit does next, it will break your heart!"

That's an actual headline from a clickbait article. And often, when you click the link and read the page, you'll be flooded with ads and you actually won't get to see what the rabbit does. Or you'll see what the rabbit does and you'll be pretty 'meh' about it.

Another strategy is to promise incredible things from your articles, and again to do so in a mysterious or unbelievable way.

"This one weird trick will burn your fat away in *days*. COMPLETELY!"

One of the most frustrating ones you'll see regularly is:

"Men Are Getting Amazing Muscle Gains From Legal Steroid Alternative. But Should it Be Banned?"

Often this is accompanied by a *blatantly photoshopped* image of a man with bursting biceps.

This is bad for your brand in the long term and will make it very hard to build a big following or to get anyone to buy from you. This strategy is not recommended!

But just as bad is all the content that just sounds dull, derivative and done before. If your content is 'How to Get Six Pack Abs' or 'The Top Ten Bicep Exercises', no one will read it because it's like 100 other articles they've read.

Instead, you should look at using titles that leverage curiosity and make promises but actually deliver. How? By coming up with something *new* and something interesting. The simple litmus test you can use for this is to ask yourself: would you read it? And then to make sure you back up what you promise in the title.

There are countless studies being conducted all the time, discovering all *sorts* of new unusual training methods. So why not write about one of them? Alternatively, why not write about some aspect of fitness, hitherto not covered? That might mean writing about how you need calf strength for martial arts, it might mean writing about how to develop perfect balance from climbing in trees. If you're in the making money niche, how about writing something *psychological* – maybe about how online success changes you as a person? This is *interesting* stuff that people might actually be curious to read.

So spend some time coming up with original content and recognize that this initial concept is what will set you on the right track to really successful content.

Why People Click and Share Before They Read

What you need to do when creating your articles and your headlines is to view them as 'mini products'. That means you want to build hype around them, you want to give them an emotional 'value proposition' and generally you want to do all the same things you would do for a product to make them sell.

And when you understand that, like buying a product, people click on links because they are *emotionally* impulse to do so, then you can understand a little more behind the psychology of clickbait and getting clicks and shares in general.

A lot of people *do* share content or 'like' it before they read it. Why? Because it says something about them. Or they assume it does. People are driven by a need to fit in as we discussed earlier and this drives a *lot* of their behavior on social media, as you might imagine!

A big part of this is expressing ourselves, feeling like we belong to a special club, trying to be understood etc. When we see a title that sums up something about us, or that is about a topic we find fascinating, we share it because then people see that this is how we feel.

Otherwise, we share content because we think other people will like it. We see a post on 'The Difficulties of Working From Home' and we share it with Dave, because Dave works from home and this will show him we're thinking of him.

So sharing content is often a form of expression or of communication. And in order to get this right, you need to write your content so that it is aimed specifically at a particular person. This means keeping in mind at all times a '**persona**' – which is a fictional biography of the kind of person who is ideal for your content. To get this perfect, you can often imagine a friend or someone you know in real life as being that persona and this will then allow you to write as though you were speaking to them. It will be more engaging copy as a result, it will be more tailored to meet the right audience with the right 'voice' and it will be better received all around as a result.

Imaging someone you know is just one way to identify the persona for a specific article. Other things you can do include thinking about aspects of who they are: how old is this persona? What are their other interests? Where do they spend their time? What's their average income?

Posting to the Right Communities

When you do this, you can identify a kind of 'mini niche' within your larger niche and this has the additional benefit of creating more routes to market. For instance, once you identify your persona is a martial artist (for that calves article) you can then find a community dedicated to that niche and post there. Google+ has lots of communities like this, as do the aforementioned Reddit subpages.

You can even use this strategy in reverse – by identifying a route to market and then writing something perfectly tailored for that audience. For instance, if you have a fitness site and you notice that Sylvester Stallone's fan site has a particular active forum, then why not write something about Stallone and post it there?

Now of course we don't want to write 'Stallone's Training Program' because that article has been done to death. So again, how about something unique and different that hasn't been seen before like 'How Stallone Tore His Pec in Half'. NOW you have an article and NOW you have a market for it that will lap it up. Of course remember as we tie all this together, that your luck on a forum will be *far* greater if you spend some time getting known there first – don't just dive straight in.

Finally, a last interest aspect of this is how you can combine different niches. Certain niches and demographics overlap and you can use articles to combine them in interesting ways. The health and make money niche? How about an article on how to make money from your fitness interests, or something on the health *benefits* of blogging? (I said benefits because the downsides article is again, done to death). When

you combine your niches like this, you open yourself up to promote your products to a new audience thus finding new people to follow and enjoy your content.

What's the Perfect Length for Your Content?

Once you've got people reading your content, the last question is how long it should be. Of course there's no hard and fast rule to this but according to some research it's generally thought to be about 1,600 words for maximum engagement and sharing.

What you might notice about this is that it's rather long. Which in turn means that not everyone is likely to read through to the end. So how's this a good thing then?

Well for starters, it means that your content will now be long enough to include lots of those long-tail keywords we discussed earlier. Likewise, it also means that your content will be in-depth enough to provide real value and to dig deep into your subject. This means that people can consider it as adding something new to a discussion or even as being a resource or authority on a subject. Longer content tends to have more value and that in turn means that it gets more shares and likes.

Of course not every blog post must adhere to this rule though. Ultimately the length of the content will vary depending on what you hope to achieve with it, who it's aimed at… etc. Just make sure that you're diving deep into your content and not just skimming the surface.

Making Money From Other People's Content

This headline might *sound* a bit parasitic and perhaps it is… but making money from other people's content is a legitimate and smart strategy used to great effect by a number of different Internet marketers.

One way to do this for instance is by posting content you find online on your own social media account. We discussed this earlier as a great means to populating your feed with hand-picked content.

You can also do something similar on your own website by publishing **curated content** or **aggregate content**. Aggregate content we discussed earlier as a way to gain exposure, it means that the content has been selected from various different sources and featured in order to provide a source of interesting headlines and news for the reader.

Likewise, you can also get 'curated content' which is an article *made* from excerpts of other articles. An obvious example of this might be a 'top quotes' article, whereas other examples could include featured paragraphs that help to illustrate a point, or that

provide a single 'master resource' on a given subject. Again, your job here is to ensure that you are still providing value, which you do by finding the content, adding your analysis and generally creating the resource. Make sure though that you aren't in breach of copyright and don't rely on this type of content. Still, it's good for filling your site with value on days when you don't have time to create an entirely new article or blog post.

How to Get More From Your Content

Here's one more quick tip that can save you a ton of time. If you want to get more from your content, then bear in mind that often it *can* be re-used. For content to perform well on Google, it needs to be unique meaning that it's the first time that Google has found it.

But that doesn't mean it can't be given away in a PDF, or as part of an app, meaning you can get value from it more than once. As long as you're the owner of the content then there's nothing wrong with doing this. So why not use the content that has already been on your blog to create an eBook to put on Kindle? Now you can profit multiple times from the same piece of writing.

Note: Some marketers will use a strategy called 'content spinning' to try and change their content enough through an automated process that Google will consider it 'unique'. This almost always is met with failure, as the results tend to be garbled and illegible. Often this leads to penalization from Google and it certainly alienates your audience.

Chapter 9:

Growth Hacking for Faster Results – Influencer Marketing and Beyond

With all the above techniques you will be well on the path to conquering digital marketing. Many of these strategies fool proof your strategy, such that it can't fail. Meanwhile, if you keep focusing on delivering content and putting the emphasis on targeting the right user with the right *types* of content, then eventually you can build enough of a following and gain enough trust and authority that you become a **thought leader** in your niche.

But there's just one problem… it takes a *long* time and it's very slow!

This then is where '**growth hacking**' comes in. This means using strategies specifically designed to help you skip some of the growing pains and leapfrog the competition – to get straight to the top of the pack in record time.

So how do you do this? We'll find out in this chapter.

Influencer Marketing

Influencer marketing is a relatively new term in the realm of Internet marketing but the strategy has been around for a long time.

Essentially, this means leaning on the momentum that others have built in order to gain traction and to reach a larger audience more quickly.

So instead of spending months and years building a huge audience and trying to establish trust, you're going to find someone who has *already* done that successfully and then you're going to get them to promote your product for you. This in turn means that you can immediately get your link or your product seen by hundreds of thousands of people – even if it's your first day on the job!

There are three main ways that influencer marketing can work. One is to go via social media and to get a shout-out or a Retweet from a big user. Another is to get a guest post on a massive blog. And finally, you might get a promotional e-mail.

The only problem? Getting someone who has a huge audience to promote you isn't always easy! Of course one option is to just pay an influencer to mention you and that's something that is increasingly becoming popular. If you're very smart, then you can try finding an influencer that has built a big audience but perhaps doesn't realize the

inherent value of that audience. Perhaps someone who just blogs for fun but who has reached a massive audience and who would be very excited to get a few hundred dollars to mention you. This is a win/win for everyone.

Alternatively, you can go through channels that have been specifically set up for influencer marketing. There are platforms designed to help publishers and sellers find influencers and likewise many bloggers will actually mention this as a service they provide *on* their website. You can also pay for something called a **solo ad** which means your advert will be sent to a mailing list that someone else has already bought. Whether this is *worth it* then, will often depend on how well targeted that list has been and how it was acquired. It's worth doing some research and digging around a bit before you part with your money.

Better, is when you have something to offer in return when you aim for the influencers. Here, instead of trying to target the very biggest influencers in your niche, which means competing with the thousands of other e-mails in their inbox, you're instead going to aim at people who are at a similar level to you or perhaps just a little higher up the pecking order. This way, you have more to offer them in exchange and they'll still find it more novel being contacted and asked for help.

But if you *keep* doing this, you will gradually climb the ladder until you *do* have enough followers to offer something to the bigger brands and the bigger sites. Eventually, you'll then be able to do **ad swaps** (e-mail ads that you 'swap' with another marketer) or just reciprocal Tweets. This also has the advantage of being free.

Remember though: you can't pay for ads. If you do this, then you'll likely get penalized by Google.

How to Get Influencers to Notice You

There are other ways you can get bigger bloggers and influencers to notice you and promote you if you know how to go about it – and it doesn't always involve paying. Again, this is easier if you target the right kind of influencer, who isn't *too* huge and who doesn't get a million new e-mails a day.

You can then use tools like Followerwonk for Twitter to identify people in your audience who fit into the right category – people for instance who are already engaging with your content (and who have chosen to follow you, suggesting they like your content) and who have a large enough audience to promote you to.

From here, you can then try simply engaging with them, by re-tweeting what they've already posted and by discussing various topics with them. Reciprocity is a powerful tool and if you retweet someone, you'll often find they feel compelled to do the same. Likewise, if you discuss with someone, you can build a rapport that you can eventually leverage.

Another strategy is to find an influencer and to suggest creating a project *together* using them as a route to market. This is something you can do for instance if you know how to program, and it's a fantastic way to guarantee an audience for your new product before you've made it or even verified it. For instance, find a YouTuber with 1,000,000 followers and then suggesting building an app for them and splitting the profits.

What works well about this strategy is that you're able to offer something – even though you haven't yet built such a big audience yourself. You can do this in other ways too, by offering to build them a website for instance if you're a web designer, or suggesting you write them an e-book. If you're willing to take a chance, you can show them a prototype when you approach them.

Finally, if you're hoping to get noticed by a blogger, just spend some time building that relationship with them. You can start by occasionally commenting on their posts and eventually lead up to asking for a blog post. If you comment on their posts, you become a fan and you'll become recognized to them. If you then send them an e-mail, they'll be much more likely to open it. From there, you're then likely to find any message you sent is much more persuasive. Better yet, try to have an interaction with them via e-mail *first* before you ask for a guest post. This might mean just asking for their advice, or even complimenting their site. It's much easier to get something from someone when you have established *some* rapport. You can even hire their services as a way to get that foot in the door, as long as it gives you an audience with them (and remember, the power of reciprocity).

Real World Marketing and Networking Techniques

The best way possible to get an influencer to work with you though, is to meet them in *real life*. This is what makes all the difference when it comes to *actually* building a rapport with someone. You can make a far bigger impression in 2 minutes in person than you can through any e-mail or online discussion.

This is why **networking events** are so valuable to any blogger and why they're something that every Internet marketer should attend. Here, you can build contacts that might lead to huge amounts of traffic and access to a massive audience – contacts that you might never have gained through e-mails and marketing.

Again though, the strategy here is *not* to accost someone you recognize and to ask them to Tweet about you. Instead, simply make yourself known, have an honest chat and give them your e-mail. Better yet, ask them to add you on LinkedIn. This way, when you then come to message them, they'll recognize you and they'll be far more likely to read it and possible respond/acquiesce.

This is where people tend to go very wrong on LinkedIn. LinkedIn lets us message people using InMail as long as we're connected via one or two mutual acquaintances. It also identifies for you who is an influencer, making it very easy to spot your powerful connections. But just because you can message someone on LinkedIn, that doesn't make them a contact. Even if they have added you back, that doesn't mean you're a connection.

In order to get a response, they need to first have had some genuine interaction with you and they need to feel as though they know you at least a *little bit*. You need to look at these connections as relationships and like any relationship, you need to put some work into them in order for them to flourish. You will reap what you sew! Of course if you can see through LinkedIn that you have a mutual acquaintance then the very best thing you can do is to arrange an introduction.

Note that if you want to streamline the process of turning real-world connections into useful influencers in your campaign, you should get Rapportive. Rapportive is a tool for Gmail that basically lets you see the LinkedIn profile of anyone who e-mails you that's on the site. This is *very* useful as it means any business communication can be turned into a new connection. That connection then becomes someone you can market too (using LinkedIn Pulse ideally to share relevant content for your niche) or someone you can network with. And you never know when you might stumble upon a valuable contact… add everyone!

Real World Marketing

Likewise, you can also get a lot of value from real-world marketing and from using interactions in the real world to build visibility. An Internet marketer can use **leafletting**, or **fliers** for instance just like any other business and combine this with other online marketing strategies. In fact, a very simple business model is to sign up as an affiliate for a Bingo site, and then to hand out leaflets in areas where people play a lot of Bingo. The best thing about this is that affiliate schemes for these sorts of services, often pay out for each member's lifetime. If someone becomes a habitual Bingo player, you'll earn every time they pay to play!

Likewise, using magazines – especially smaller niche magazines – is a fantastic route to market that can be used to promote a website. Similarly, you can host real world events and use all kinds of local promotions. Real world marketing works *especially* well for local business, for obvious reasons.

How about using photos uploaded to Instagram and tagging your customers in them? That way, they'll be likely to share your images and/or follow you, which can result in an easy increase in numbers.

Crowdfunding

Another strategy you can use as a growth hack is to run a **crowdfunding** campaign. Crowdfunding is used by businesses, normally start-ups, that want to earn funds for a new product. They create a project page explaining what they have in mind and embed a video making their idea look appealing. From there, they then set a 'goal' for how much they want to raise and create rewards for backers which range from simple thank yous and discounted preorders, to names in the credit or a meeting with you as the creator. Backers will give you the funds if they're inspired enough by your idea and unlike angel investing, you don't need to give away any share of your business – you simply have to make good on your promises (and note that you don't get *any* of the money if you fail to reach your goal in the allotted time).

But something else that crowdfunding can do for you (as though free money wasn't enough!) is to offer you fantastic marketing, feedback and even verification. You can use this as a way to test the market for your new business idea and you can use it to build hype and open a dialogue with your potential future customers. If you have an app or another digital product, this lends itself perfectly to running a crowdfunding campaign. If *not* then you can still use Crowdfunding in creative ways. For instance, Penny Arcade famously used **Kickstarter** in order to stop 'relying on ads' which worked very well for them. You could do the same, or you could market your eBook, website or course through a crowdfunding site (other options include **IndieGoGo** and **GoFndMe** among others).

A handy thing about this is that it already forces you to think in the right way. If you're thinking 'who would possibly back an eBook on fitness on Kickstarter' then that's great. Your mission is to make your eBook interesting enough and desirable enough that people *would* back it – and then to show it off in such a way that people absolutely must have it!

Press Releases
Crowdfunding also makes for great stories, as people like the story of the 'plucky underdog business that raised a million dollars'. This in turn lends itself perfectly to the '**press release**'. This is basically a short promotional text that you will send out to various types of publisher or upload to press release sites like Software News, PR.com or PRNewswire.co.uk.

When done correctly, this leads to a symbiotic relationship between the marketer and the website/blog. They need stories and you need exposure, so it's a match made in heaven! This can indeed be a 'growth hack'.

Too bad then that 90% of businesses, blogs and marketers get it wrong. They focus on making their press release into an advert and think people are going to write about it. If it's not *news* and if it's not a *story* then it won't get picked up. And no, your discount does not count as news! Think about it: would you read a website that published these

sorts of stories? Instead then, you need to ensure that your stories are actually stories and you need to select the right outlets to get written about them. Your rags to riches story for instance is perfect for your college alumni paper, or for your local paper. Likewise, if you create something genuinely new – how about a VR app of some sort – then that will get picked up.

This is our last growth hack people. We're nearly there. You now have all the tools of the trade, it's just a matter of combining them and using them synergistically…

Chapter 10:

A Complete Action-Plan for Internet Marketing Success

We're nearly 40,000 words in and at this point you should have a working knowledge of every last corner of Internet marketing. On top of that, you've hopefully got some good ideas starting to bounce around in your head and if everything has gone to plan then you may be feeling inspired to succeed.

But now you need to come up with a plan and start taking real action. In this last chapter, we'll put it all together into one effective action plan.

To Start

The best place to begin is with a brand and a mission statement. This mission statement will come from whatever your desire is with regards to building your business. What niche do you want to be in? What kinds of products or services do you want to sell? Do you have any existing opportunities, connections or routes to market? Most importantly, which areas do you know a lot about and do you enjoy enough to write about regularly? Remember, there's nothing wrong with creating new niches or combining multiple topics to come up with something new.

Obviously your topic of choice will also greatly impact on your goals. Think about what you eventually want to achieve and whether it's possible in the niche you're choosing. Are you content to set up a business that makes you money but that never becomes anything bigger? Or do you one day hope to create a startup or to scale your business into an agency or franchise. Again, your choice at this point will drastically impact on your business opportunities.

From here, you can then think about your value proposition. What problem are you going to solve? Or what lifestyle will your products promote? Either way, this will let you come up with a mission statement which you can subsequently use to tie together your business and to create a name, a brand, a logo and a theoretical web design. Your business name will greatly inform your website URL, which means it should be memorable and SEO friendly.

Next, you can start setting up. This means getting yourself:

- A domain name
- A hosting account

- A WordPress website
- An autoresponder
- Social media accounts with
  - Facebook *(see http://FacebookSecrets.sec.bz)*
  - Twitter *(see http://TwitterSecrets.sec.bz)*
  - LinkedIn *(see http://LinkedInSecrets.sec.bz)*
  - Google+
  - Tumblr
  - Pinterest *(see http://PinterestSecrets.sec.bz)*
  - Instagram *(see http://InstagramSecrets.sec.bz)*
  - At least...
- A YouTube account *(see http://YouTubeSecrets.sec.bz)*

You'll then create the same consistent branding across all of these different channels, so that wherever someone finds you, they will be getting a consistent experience. This will help to make you look more professional and will mean every interaction is able to strengthen your brand identity.

Creating Value and Building Trust

With everything in place, you then need to start creating value and building trust to start building your audience and to put yourself in a position where you're an authority on your chosen subject and where people look to you for information and advice.

To do this, you need to demonstrate your knowledge by providing free content. At the same time, this will give people a reason to follow your blog, to subscribe to you on social media and to subscribe to your mailing list.

Post regularly, high quality content as often as you can and make sure it is unique and offers something interesting that *you* would read. Think of your social media channels as products in themselves and ensure they are providing value, they should be 'standalone' and give people who have never heard of your business a good reason to follow you. Have a persona in mind for each of your articles and look for communities and groups to share in.

During this process, you will also use SEO, content marketing and potentially PPC to build and grow more eyes on your products. CPA is a particularly powerful tool to consider for Facebook if you have some cash to invest. In terms of SEO, the key is to focus on quality not quantity. That means you need to work to try and reach the very best blogs and the very best other platforms to promote in. If you can land *one* single link on a top blog, this can potentially transform your fortunes overnight.

Meanwhile, you should also spend some time developing a relationship and a rapport with your followers, subscribers and friends. This means responding to comments,

retweeting, asking your audience for their opinion – etc. In all these ways, people will feel more as though they know you and you'll be able to build more loyal fans.

Make sure as well that you are actively participating in forums, in Google+ groups and hangouts and anywhere that you can interact with people interested in your niche. This is another opportunity to demonstrate your know-how and to make fans and friends that can later help you to promote your products and services.

Note how we placed this *before* the part where you start selling anything. That's because you ideally want to build up an audience *before* you go on to start marketing. Likewise, you want to demonstrate your authority before you appear to 'want something'. You can more easily create marketing opportunities this way and you'll find you have a more engaged audience when they don't suspect anything you say is just a bid to push some kind of product.

What's more, you won't have much luck trying sell before you have anyone to sell too – so put some time in here before you get ahead of yourself!

Monetization

Eventually though, monetization will come. At this point you should consider which monetization option is best for you.

Try to avoid the temptation to go straight for PPC just because it is the fastest and easiest way to start making some money. This puts you at the bottom of the pyramid and means you'll cap your earnings considerably.

Instead, a good place to start with is just to sell affiliate products. With the right product, you can make up to 60% per sale (and for membership sites you might even make money for the lifetime of each member you create!). To see how quickly and easily you can make money with affiliate links and how much more profitable they are than PPC, just find a good product in JVZoo, write an article around it and embed the link, then promote that product on Reddit.

Alternatively, you might decide you want to build your own product. Ultimately, this is how you get to the top of the food chain and there are plenty of options for you here. A good one is to create an eBook, an app or another type of 'digital product' as you can sell these without any overheads. But there are countless options!

If you're going to create a product though, then a good tip is to always verify the idea first. This means selling it before it's finished just to make sure there is an audience/market there for it. This way, you can avoid spending large amounts of money on an idea that nobody wants! When you sell affiliate products meanwhile, the verification is built-in – in the form of previous sales. Choose what has already been proven to sell very well and you can make a lot of profit with a cut and paste business!

Hone Your Business and Create Sales

Remember the importance of looking at your numbers and creating a real business model to maximize your profits. This means you don't just pick a random product and start selling it at any given price. Instead, you calculate your overhead based on your advertising, hosting etc. You look at your **conversion** rate (the percentage of visitors who become buyers) and you look at the markup and how much you're selling for. You can then workout how to maximize your revenue/turnover *and* your profit margin. Again, this is something you must do *before* you start investing too much time.

At the same time, this is also when you can start creating a landing page and an eCommerce store. There are tools out there to help you do this like Volusion and Optimize Press and they can streamline the process for you and ensure that your end product looks professional, is secure and makes sales.

Use persuasive writing here, create sales funnels and come up with a smart autoresponder sequence. This way, you can lead people to feel compelled to buy. You also need to employ the correct pricing strategy and consider running promotions and other offers to drive more sales.

Finally, look at your numbers and see what is performing best for you. Tweak your design, your pricing and other elements and compare the results. Use your data to effectively 'evolve' your funnel and marketing strategies to be highly optimized and as efficient as possible. The more you do this, the more you can maximize your efforts.

Growth Hack

With everything in place and new, stunning content churning over regularly, you'll find you gradually grow and your perfect sales system starts to bring you more and more funds.

But this takes time and to accelerate your progress you can try numerous growth hacks. One that is seldom considered as such is to use crowdfunding. This can bring you direct cash and preorders for your product *and* it can help you to market yourself and to build a big, loyal audience. What's also great about this is that it makes your backers feel like a *part* of something, which is huge when it comes to creating that feeling of a 'movement' versus a single marketer.

You should also look at influencer marketing. This means using LinkedIn and other tools to try and communicate *via* someone who already has a huge audience. Make sure you spend time developing these relationships, build your way up slowly to the biggest fish and try to arrange an in-person meeting wherever possible.

Finally, don't forget to use press releases – when perfectly pitched they can drastically accelerate growth.

Scale!

Now you're making money predictably and supplementing your income and it's growing at a rate of knots. But it could be *faster*. And it could grow *further*.

This is where scaling comes in. It means taking your business and multiplying it, either by simply replicating elsewhere if it's a passive model, or by pouring more money into your advertising. As long as you created the right business model, you can genuinely take it as far as you want to go!

OR you could decide that that's *not* what you want from life. Once you have a reliable source of passive income that's constantly growing, you can retire, spend more time with your family, or work on something you've always dreamed of. How about writing that dream book? At this point, you're completely free to start your own **lifestyle design**. There's more you can learn – we haven't yet touched on force multipliers, automation, virtual assistants... But rather than keeping on growing and trapping yourself more and more, try to remember why you started in the first place. Try to remember the value proposition that originally attracted you. You are in the rare position to have any lifestyle you could possibly want!