

Start-a-Business Masterplan



Tutorial 2

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Thank you for purchasing this tutorial. It contains everything you need to know about starting an internet business from home, shop or office. Study the material carefully on your first reading and then read it all over again several times. Do it this way and you will get the best out of your adventure.



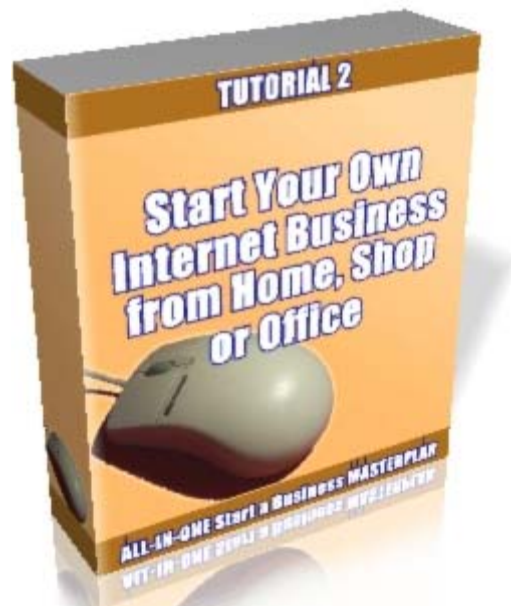
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Extracted from the ALL-IN-ONE Start a Business MASTERPLAN
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Tutorial 2:



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The growth of the Internet is phenomenal and its propensity to create moneymaking home, shop or office based business operations is equally staggering.

How does one go about launching such a business? Where do you start? How do you research the market? Where do you find the opportunities? What about start up costs? Is it better to stick with one opportunity or hedge your bets with several? What are the available options for promotion? How do you create an Internet marketing strategy? Do you need to be an experienced Webmaster to succeed or can anyone participate? Which levels of Internet expertise are required?

This tutorial provides the answers. But it does more, much more, in a comprehensive review of 45 opportunities encompassing all levels of Internet expertise; skilled, semi-skilled and unskilled. Chapter 4 looks at 10 of the leading cyberspace reseller opportunities and in Chapter 5 you will be introduced to 35 ideas for an Internet business, ideas that are already being successfully worked by other Networkers.

Can you **really** make money from a home, shop or office based Internet business?

Yes, you can, but how much will be governed by how well you apply yourself to preparation and how seriously you take your enterprise once you are up and running. Starting an Internet

business is a whole new way of life that can be as exciting as it is rewarding.

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Starting out

Starting an online business calls for precisely the same disciplines that you would face were you undertaking any other form of commercial venture offline.

- ✓ You must understand the nature of the marketplace
- ✓ You must have a practical idea for your business
- ✓ You must learn how to transform your idea into a reality
- ✓ You must have a plan of action
- ✓ You must have an appreciation of the tools you'll need
- ✓ You must know where to locate them
- ✓ You must learn how to use them
- ✓ You must have a marketing strategy
- ✓ You must learn how to sell on the Internet
- ✓ You must manage your information efficiently to maintain progress

At first glance this may look like a formidable list of things to do but in point of fact, there is nothing difficult about any of it. You may already be familiar with certain of these elements and the

remainder you can learn for free as you progress in your initial planning. After that, it's all down to application, and application is the keynote to launching and successfully managing an Internet business.

What are the rewards once you get underway?

The answer to that question lies in how well you apply yourself to controlling a seamless string of variables: how much pre-planning you will undertake, how seriously you will take your enterprise; how many hours you are prepared to put in to ensure success, how proficient you will be in your marketing. Full time or part time, it makes no difference, the principles are the same. Be assured though, you **can** make money if you give it your best shot because you will be competing on an equal footing in the global virtual marketplace.

Competition for sales on the Internet is fierce but then if there was no competition, there would be fewer opportunities to sell.

What is the motivation behind this astonishing phenomenon?

It is the facility the Internet offers to make money without having to engage in personal interface and without the odious necessity of cajoling relatives, friends and neighbors into enlisting to form the core of an initial customer base.

However, as with **any** other commercial undertaking, you need a plan to ensure steady progress. Without some initial desk and field research and without taking the trouble to acquire an appreciation of the nature of the cyberspace marketplace, you will soon flounder.

Most of the millions of people worldwide currently plying their part time trade as Netpreneurs are doing it for pin money but there others, substantial others, who've managed to transform what started out as a pastime into a lucrative full time business. Some of these substantial others are earning high incomes and this where you want to position yourself in time.

Even the pin money merchants have a plan but the real home based Netpreneurs have a masterplan. You too will require a masterplan if you are to succeed, and this tutorial will provide you with all of the necessary ingredients to incorporate into a winning, masterly strategy for success in your Internet business.

YOU ARE ENTERING THE FASTEST GROWING INDUSTRY IN THE HISTORY OF THE WORLD

The Internet is the fastest growing industry in the history of the world and yet it is still in its infancy. It offers even the novice an opportunity to build a business and compete with major commercial concerns around the globe. Given training,

planning and consistent application, **anyone** with a computer can be successful.

With these elements in position, you can begin to create a business that will assist you in attaining your financial goals - and your independence.

Start thinking in terms of a realistic income

There are countless disparate ways to make money on the Internet but the reality is that it takes time and considerable effort to develop the available opportunities and to build a business that will sustain its momentum. You should start thinking in terms of what \$50, \$100 or \$200 extra in your pocket every month could do for you and your family.

For some people it might represent the cash to pay for an overdue vacation or to meet mortgage repayments on time and without anxiety; for others this surplus might prove a godsend in covering running costs for the family car or paying for Christmas and birthday presents. Monthly incomes ranging from \$50-\$200 are feasible in a short period of time for those who set about the task in hand with sincerity, proficiency and persistence.

It won't happen overnight but if you apply yourself for two to three years, you will create an opportunity to join the ranks of those successful home based Internet business operators who are already enjoying sizeable annual incomes.

GOING IT ALONE ON THE WEB TAKES YOU INTO GOOD COMPANY

Operating a home based Internet business is a solitary occupation but you will be in good company because there are millions of you out there in cyberspace. Very soon it won't seem so lonely. You'll strike up friendships with all sorts of people you are unlikely ever to meet in person and you will experience generosity on an unbounded scale. You will be the receiver of freely given advice and practical assistance by way of ideas for a suitable business, affiliate programs, Web sites, virtual office suites, bulk mailers, domain name services, ezines, mailing lists, email facilities, autoresponders, ad submission tools and the like - for most of which you will not be asked to pay.

This is the wonder of operating as an international Networker. Show willing and you'll get lots of help and encouragement in your quest for success.

Can you think of any other business where you'd get these just for the asking?

- Free affiliate programs (to resell top of the range produce globally)
- Free electronic ordering systems (to save you qualifying for merchant status)
- Free Web site construction tools (to help you build and promote your business)
- Free virtual office suites (to set you up as a cyberspace specialist)
- Free bulk mailers (to post your promotional emails to prospects)
- Free domain names (to personalize your email/Web site addresses)
- Free ezines (to enhance your knowledge through electronic training)
- Free mailing lists (to send announcements to targeted groups)
- Free email facilities (to cascade your marketing activities worldwide)
- Free autoresponders (to reply instantly and automatically to enquiries)
- Free ad submission tools (to blast out your ads to millions at one click)

BASIC SKILLS YOU'LL NEED

You do not need to be an experienced Webmaster to be successful in your home based Internet operation; quite the opposite in point of fact because too much knowledge might only serve to get in the way of free-flowing creative expression. However, there are several basic skills you will require to master. Hopefully though, it is safe to assume that you already possess sufficient expertise in most of them. The others you can pick up as you go along.

What are these basic skills?

1. Acceptable levels of literacy, numeracy and articulation
2. Computer literacy
3. Rudimentary comprehension of what the Internet is all about
4. Basic typing skills
5. Proficiency in receiving and sending emails
6. Ability to compose compelling sales copy
7. Working knowledge of the autoresponder facility
8. Competence in using electronic advertisement tools

You should be au fait with points 1-5. - As for the remainder...

Composing sales copy

Here are two superb ebooks (electronic books) which you should be able to download for free by sending an email to each of the authors indicated below, requesting details of the appropriate Web sites for downloading.

How To Make Your Ads Pull Like Crazy!

By Mark Hendricks

mark@hunteridge.com

Contains all you'll ever need to know on writing compelling sales copy for inclusion in your promotional emails and classified ads. The book normally retails for \$12.50 where the author throws in reseller rights for free. Here is a list of the contents for your perusal:

- The absolutely biggest mistake you can make
- How to find people who will buy
- How to write e-ad headlines
- The secret seven-step process
- How to communicate your message
- How to make the buyer feel comfortable
- The most effective words in marketing
- The magic words that will transform your copy
- How to get more marketing ideas

This download also contains five of the most enlightened reports I've ever read on getting the best out of your Internet marketing efforts...and it's all for free!

Magic Letters - How To Write So People Buy!

By Allen Says

allen@privatesites.com

Another remarkable piece of creative writing for which you can also obtain reseller rights by payment of a small one-time fee.

Certain words are irresistible
Bulleted benefit lists create buyers
Create action - appeal to the subconscious
The rule of white space
Use sub-headlines to catch quick readers
The strange power of command copy
Create mental movies in the mind of the reader
Educate, inform, and sell more
Explode sales by increasing perceived value
The WIIFM rule
The power of someone else blowing your horn
Headlines - the ad for the ad
Become the person you want to influence
Simple words and short sentences make money
Create ideas in the reader's mind

The power of speaking with authority
Be dramatic, bold, and exciting

Autoresponders and Ad Submission Tools

Essential tools they may be, but mastery over them can wait until you become acquainted with the wizardry of these incredibly fast working electronic devices. We'll be talking later about where to go to download as many of these as you wish.

- ❑ Quantify your Internet skills quotient
- ❑ Brush up on those areas requiring development

YOU'LL NEED A MASTERPLAN IN YOUR QUEST FOR SUCCESS

While you won't be submitting your plan to investment sources for start up funding purposes (and you'll find out why in the next section) it must nevertheless be sufficiently comprehensive to enable you to set out your objectives clearly and concisely. That way you will be completely focused on the reasons for launching your enterprise.

If you don't know where you are going when you start out on your journey, you're hardly likely ever to reach your destination.

Your plan will be in the nature of a report, a report to yourself, and you should make a start on it straightaway. Don't wait until you have located your opportunities. Do it now. You can fill in the blanks later. Your plan should be a winning plan, a masterplan, and to achieve perfection, comply with detailed instruction provided in Chapter 6.

Meantime, here is a list of the essential bandings under which you will fill in the blanks as you progress in your start up activities.

Executive summary

One single paragraph will suffice here. Tell yourself exactly what it is you are endeavoring to achieve and how you will go about it.

Expertise

List your skills and your levels of expertise. Make a note of the areas where improvement is required to enhance your skills quotient.

Opportunities to run with

Fill this in when you have pinpointed the particular areas of opportunity you wish to pursue, develop and prosper from in your operation.

Objectives

List your objectives for the embryo enterprise: personal and business, short and long term.

Competition

Leave this section until such time as you have:

- (a) Identified your opportunities
- (b) Achieved an inkling of the nature and extent of the competition

Marketing strategy

Complete this as soon as you are in a position so to do.

Marketplace

Ditto

Promotional options

Ditto

Production costs

Ditto (but they should be nil or very, very little)

Strengths and weaknesses

Ditto

Financial projections

Ditto

Appendix

This is where you stick all the bits and pieces of information you will accumulate as you go along in the early stages.

- Make start on your masterplan right now
- Write down in simple terms exactly what you are endeavoring to achieve
 - Create the template now
- Fill in the blanks later as your studies progress

HOW ABOUT ZERO START UP COSTS?

Let's keep this section short and sweet by starting right away with the good news. If you go about matters the way I did in building my own first Internet business, your start up costs should amount to zilch, nada, nothing.

How come?

There are a variety of factors why this should be so and if you follow the precise directions given throughout this tutorial you will have cost yourself next to nothing in setting up your initial enterprise as a home, shop or office based Internet business operator.

Freebies! Freebies! Freebies!

Follow the directions and start digging. The freebies will come at you from everywhere and your biggest problem will be to identify and discard those that you don't really need.

Free affiliate programs

In Chapter 4 you will be introduced to some of the best selling 'bizops' (Internet shorthand for business opportunities) and for most all of them, it won't cost you a penny to join as an affiliate reseller.

Freeware

We've already touched on this subject but in Chapter 7 you'll discover how to locate all the freeware you'll need to build your business.

LET'S LOOK AT THE SOFTWARE YOU'LL NEED

Later in the book we'll be discussing in detail the entire spectrum of the active Networker's software requirements: the various brands on offer, where to go for them, how to use them. Let's have a sneak preview now though at your basic networking software needs.

Web sites

Software? Yes, they are software items (for the purposes you will be using them at any rate). Notice Web sites plural. Should you decide to operate as an affiliate reseller, you'll need a few of them to house the aggregated programs into which you'll be enticing other Web users to enlist, and to spread your OTS (opportunities-to-see) on the far reaching worldwide Internet.

Virtual office suites

You'll want several of these too, these state-of-the-art electronic set ups which contain a fascinating range of useful tools: search engines, email facilities, Web page design and creation systems, autoresponders, URL (Web site address) submission facilities, and much more besides. You will also have the opportunity to make money giving away these suites to other opportunity seekers!

Email programs

Why would you want these when you'll already have them in your virtual office suites? You *will*. As you progress in your studies you will come to appreciate why you need designated email programs at your disposal as well as those incorporated in other software.

Autoresponders

Likewise Autoresponders are extremely efficient and you'll want to sign up for several. What do they do? They reply instantly to enquirers with your predetermined messages, as many as you wish, and in rotation at your command. Are they difficult to use? No. These systems are ultra simple in execution.

Multiple search engine tools

You'll want to promote your various Web site addresses frequently and consistently. Rather than do it manually, search engine by search engine, these electronic wonders reach hundreds of them at a time automatically and in a fraction of the time.

Email/ad submission tools

These will blast out your promotional emails and ads to thousands in minutes.

Group mailers

When you're posting your messages to groups of people (as you will) group mailers are indispensable.

Signature facilities

A 'signature' is a sign-off promotional message you ought to include in all of your emails, business and personal. You never

know who might bite when least expected. This piece of software will do it for you.

In your forthcoming searches for opportunities to promote, you will come across many priced offers for all of the foregoing. Do NOT be tempted to purchase any of them. In Chapter 7 I'll show you how to get them all for nothing and in the process save a sizeable sum of money.

- Do not rush out and buy the software
- Wait for now and get it for free later

DO SOME DESK RESEARCH BEFORE YOU START

It will pay you to undertake some minimal desk research before you embark upon cyberspace sourcing. Not to find the opportunities, but to enhance your appreciation of the sheer scale of the facilities available to you on the Internet. You can best achieve this by referring to the undernoted publications, most of which you ought to be able to borrow from the Internet section of any main or central public lending library. Use their duplication services while you're there to copy any material of particular relevance.

The Complete Idiot's Guide to the Internet

By Peter Kent

Published by Prentice Hall Europe

(no offence intended by the inclusion of this title!)

How to Activate your Web site, Bob Algie (Ziff Davis)

Doing Business on the Internet, Graham Jones (How To Books)

Internet in an Hour, Don Mayo (DDC Publishing)

How to Use the Internet (fourth edition), Mark E. Walker (Ziff Davis)

Doing Business on the World Wide Web, Marni C. Patterson (Ziff Davis)

Teleworking Explained, M Gray, N Hodson and G Gordon, John Wiley & Sons

Teleporting in Brief, Mike Johnson, Butterworth/Heinemann

Searching for opportunities

When the time comes around that you start to search in earnest for opportunities, the Internet itself is the place to go first. Another excellent source is to be located in the content of your incoming emails (which will increase in number as you get going) and especially those email messages emanating from other Networkers endeavoring to interest you in their own propositions. Do not trash any of these until you have digested the content. Many of them will contain gems of opportunity you might never otherwise encounter.

STEPS AND STAIRS TO GETTING STARTED

- ✓ Decide on your basic métier: consultant, affiliate reseller or specialist business proposition
- ✓ Make an early start on your masterplan for success
- ✓ Work on improving your skills quotient
- ✓ Investigate all free software options
- ✓ Master the art of writing copy for Internet promotion
- ✓ Undertake some basic desk and field research

EXERCISE

Maybe you've considered launching a home, shop or office based business in the past. Maybe you've even gone ahead and started one but found it unfulfilling for whatever reason. Now consider this: you've got a computer and it could make some money for you if you went about matters in the right way. Take some time out now to come to a decision. If you went ahead, would you do it for pin money or would you do it to make some real money? Either way, start now on the beginnings of your masterplan for success.

2

Where to look for ideas

Do you have a particular expertise? It doesn't matter what it is or how restrictive it may appear to you because you can bet your life there are thousands of other Internet users who would place a value your expert knowledge. Is it a skill you would be prepared to share and make some money from?

EVALUATE YOUR EXPERTISE

Ask yourself these questions.

- Do other people show an interest in your expertise?
- Would it have an appeal in cyberspace?
- Is it marketable?
- Could you sell it on the Internet?

If you answer yes on all four counts, you have just created a benchmark upon which to plan, launch and manage an online Internet business.

LOOK RIGHT IN FRONT OF YOU

Here are three actual case studies to illustrate that looking right in front of you may well be all that is required to find a suitable idea.

1. Seeing further than the end of his nose paid off handsomely for Douglas Maxwell. Douglas has been running the four-star Craigroyston Guest House in Pitlochry, Scotland, for over seventeen years. Two years ago he signed on to the Net as a novice and to enhance his limited knowledge of computer facilities embarked on a series of training courses covering word processing, spreadsheets, databases and desktop publishing. Midway through his instruction he hit upon the idea of using the Internet to attract visitors to his guest house. It didn't take long to discover that cyber communications were tailor-made for this business and now thirty per cent of the Craigroyston reservations are effected via Douglas' Web site.

2. 'Angie's List' was conceived and developed out a housewife's frustration over no-shows and poor service from local trades people. So incensed was she that she set about researching, compiling and grading her own list of dependable operations. Like Topsy, Angie's List just grew and grew. It now has a global significance as it contains thousands of recommended contractors in over 250 categories. You can learn more about 'Angie's List' in Chapter 5 where it features as opportunity Number 20 in a range of tried and tested ideas for an online business.

www.angieslist.com

3. Your author has a friend in Preston, England, who is about to launch an interesting new home based Internet business. He's retired now but for over forty years he worked as a sales representative and stayed at B&Bs all over the United Kingdom; not just once or twice but on repeat visits spanning all of his working life. Now he is putting his accumulated knowledge and experience to good use by constructing a Web site that will list in excess of 1000 recommended B&Bs from Lands End to John O'Groats. His market focuses on overseas visitors and (resulting from initial research) he has already formed valuable contacts in over 30 foreign tourist boards. The competition will be formidable but he has one distinct advantage over all of them - he's *actually* stayed in most of the establishments for which he will be providing details of location, amenities, rates, availability, etc.

CONSULT WEB SITE DIRECTORIES

Another good source of information is the plethora of Web site directories now available in bookstores and public reference libraries. One of the best where I live is *UK Directory*, the definitive guide to British sites on the Internet. It contains 70 pages listing over 2000 business Web sites and the range of interests and expertise covered is staggering. Spend some time researching similar directories because a good number of the entries relate to home, shop and office based operations.

If you have a skill you could determine whether:

- o Other people are doing it on the Internet
- o How they are doing it

If you're looking for an idea you could establish:

- o What's on offer
- o Whether there's anything that appeals to you

USE THE INTERNET SEARCH FACILITIES

Using the search engines is another excellent option for sourcing ideas - but stick with the majors - otherwise you'll spend a lot of time going around in circles and getting nowhere fast. For best results, concentrate your initial searches on such as Google, Yahoo, MSN, Fast, Lycos, Teoma, Alta Vista, Jeeves. Here an example of what you might expect to find when you use keywords and key phrases such as 'bizops', 'Internet bizops', 'Internet - business opportunities', 'Internet - affiliate programs'.

Yahoo>business and economy>small business information>
(keywords: Internet - affiliate programs)>26 sites

Just a few simple manoeuvres, a few seconds of your time, and you've hit the jackpot with 26 business opportunity sites (try out the underlined formula above for yourself and you'll see what I

mean). Best of all, the very first on the list fetches up 'Commission Junction' <http://www.cj.com> offering a choice of 396 free affiliate reseller programs with leading Internet retailers.

- ✓ Use the major search engines when you source for opportunities
- ✓ Employ key words and phrases
- ✓ Follow the path of the Yahoo example illustrated above
- ✓ Create your own path e.g. 'business opportunities- Internet'
- ✓ Print out those opportunities that interest you

THERE'S PURE GOLD IN CLASSIFIED ADS

There are literally hundreds of thousands of classified ad Web sites on the Internet; some paid-for, but most of them free of charge. They all represent valuable sources of information for the opportunity seeker in search of ideas. Here is a list of five such sites with aggregated users running into millions:

Micro

<http://linkplace.com/micro.cgi/1025-7585>

SmallBizFFA

<http://www.smallbizffa.net/ffa.pl?10100>

Ad Network

<http://www.adnetwork.nu/st/2635967.htm>

Leading Edge

<http://www.Websitings.com/classads/sites/2639315.htm>

FFANet

<http://www.ffanet.com/links/jim333.htm>

VIRTUAL VISITS TO SPECIALIST OPPORTUNITY SHOPS PAY OUT BIG

We visited a specialist opportunity house when Yahoo took us to 'Commission Junction'. Now let your computer direct you on virtual visits to several of the dozens of other such operations to be found on the Internet. Here you will find opportunities in every conceivable product category.

While you're on the way, stop off at Jim Daniel's site

<http://www.bizWeb2000.com>

Jim quit his job in 1996 to become a home based operator and is now acknowledged internationally as one of the leading Internet gurus. His book *Insider Internet Marketing* sells all over the world and his helpful cyberspace marketing tips have assisted over 100,000 small and home based businesses to profit online.

- ✓ Specialist opportunity houses make a living out of promoting other people's programs.
- ✓ Just one visit can net you hundreds of opportunities to consider.

IDENTIFY THE OPENINGS

As you progress in your searches the data will begin to accumulate and this is when you should take time out in a preliminary endeavor to identify those openings with which you feel most comfortable. Don't make any hard and fast decisions yet; just pencil in a few possibilities.

REVIEW EVERY OPTION THAT COMES YOUR WAY

Leave this until the very last and at least until after you have read through the next few chapters. Discard nothing because you will need most if not all of your located opportunities for an important exercise in test marketing.

DISCOVERING GEMS IN YOUR ELECTRONIC MAILBOXES

Once you are up and running you will soon create an Internet presence, and your incoming email will gradually begin to increase in both quantity and quality. Make a point of checking all of your messages because you will discover little pieces of gold nestling among them: You will receive invitations to join affiliate reseller programs of course, but you'll find more, much more in your emails: tips on free training, free software, free mailing lists, free virtual office suites, etc.

I was only a few weeks into my own Internet venture when I received an email offering me free participation in a ten week course of instruction on Internet marketing. The invitation emanated from an acknowledged leader in the field of cyberspace training and the knowledge I gleaned from this exercise proved extremely useful. It filled in many gaps in my appreciation of the wonder that is the Internet and the instruction cost me absolutely nothing.

Here is the syllabus for my free training course.

- Introduction to Internet marketing
- Generating traffic with free reports
- Setting up your own free classified ad sites
- Effecting sales via your 'signature'
- Composing persuasive email messages
- Configuring email programs
- Where to find safe free opt-in lists
- How to send out bulk mail without fear of spamming
- Marketing free affiliate programs
- The pros and cons of downline clubs
- Offline marketing

There are many other free Internet training courses available. Look for invitations in your incoming email.

- ✓ Never trash your initial emails before reading them through.
- ✓ They will increase in quantity and quality as you progress and you will soon learn which to keep and which to bin.
- ✓ Feasible ideas for your embryo enterprise will just drop into your mailbox.
- ✓ Look out for offers of free training, free Web sites, free software etc.

As you progress in your search for an idea

As you undertake your initial sourcing forays into the cyberspace marketplace, you will come across several enticing looking propositions. If you look closely at them once more you will almost certainly find that they all have one factor in common.

DO YOU KNOW WHAT SELLS BEST ON THE INTERNET?

Anything and everything, which can be converted into an electronic format will sell on the Internet. Why? Simply this: the produce can be downloaded into the recipient's computer instantly. When someone makes the crucial decision to buy, they can't wait to get their hands on the merchandise. When that someone buys something on the Internet and it can be converted into an electronic format they can have it

immediately; just as soon as they've handed over their credit card details.

Which types of selling proposition are of most interest to people who buy on the Internet? Whatever they perceive will make them smarter, happier, richer, healthier, more attractive and more popular; anything in fact that promises an enhanced lifestyle.

The single factor in common with all of these propositions (and with the majority of the opportunities you will encounter in your initial sourcing) is **information**, and information is the product category you would do well to focus on in your home based Internet business.

- ✓ Information products are the top sellers on the Internet.
- ✓ Anything that can be converted into an electronic format is a front runner.
- ✓ Lifestyle enhancement products attracts Internet buyers.
- ✓ Instant receipt of purchase equals customer satisfaction.

When you come to analyze the results of your initial searches

Do most of the opportunities center on providing specialist expertise by way of information products? Do some of them have to do with reselling communications software, training

programs, electronic publications? It would be most surprising if you hadn't at least encountered the propagation of information programs.

To illustrate the point, look at this recent survey published by the Harvard Business School, a survey that lists the top dozen affiliate reseller opportunity categories on the Internet:

1. Information
2. Books (electronic and hard copy formats)
3. Communications
4. Internet training
5. Electronic publishing
6. Software programs
7. Educational programs
8. Online shopping malls
9. Personals/dating services
10. Credit card facilities
11. Banking
12. Gaming

Information is the core product marketed in almost every Web site category you can locate on the Internet; for example: air, rail and sea travel, tourism, hotels, banking, insurance, postal and freight delivery tracking, credit card services, online malls,

training, etc. Moreover, those sites selling tangibles are totally reliant on the information they provide because prospects cannot see, touch, or test the merchandise on offer: cars, furniture, furnishings, foodstuffs, clothes, etc.

STEPS AND STAIRS TO FINDING AN IDEA

1. When searching for ideas for your business, start first with an evaluation of your own expertise.
2. Look right in front of you. The best ideas are often so obvious that are discarded with due consideration.
3. Consult Web site directories.
4. You can waste a lot of time on indiscriminate use of search engines. Stick with the majors and be precise in your keywords/key phrases.
5. Review the classified ad Web sites listed in this chapter and sign up for a few while you're there. It costs nothing to join.
6. It is possible to find just what you're looking for with a visit or two to the specialist opportunity houses.
7. Identify the openings, review the options, but don't discard anything just yet.
8. Your electronic mailboxes are goldmines of opportunity: programs, software, and training. And all for free.
9. Information products are top sellers on the Internet.

EXERCISE

If you haven't already done so, complete the following:

- ✓ Undertake initial basic desk research at your local lending library.
- ✓ Spend some time on the major search engines, using effective key words and phrases.
- ✓ Visit several classified ad Web sites.
- ✓ Look over everything that the 'Commission Junction' Web site has to offer.

3

Which type of Internet business will you operate?

You have engaged in some initial desk and field research and already some possibilities for a viable operation are springing to mind. Now consider this: irrespective of whether you are based at home, in your shop or at the office, there is no requirement on you to match an online proposition to any mainstream offline venture in which you may be involved. That's the beauty of the Internet as a trading channel: **anonymity**. But why if you are already in business would you want to become involved in another? Well, no matter how good you are at what you do, you have slack times don't you? I know I do and that is why I have several disparate commercial interests.

Basically, you have four options at your disposal.

- 1 Purveying your services as an expert or consultant in a designated field of commercial activity: for example, [information specialist](#).
- 2 Representing global concerns as an [affiliate reseller](#) of their produce. (Chapter 5 presents 10 opportunities in this category).
- 3 Concentrating your efforts on [ideas already worked by other Internet users](#). (Chapter 6 reviews 35 such opportunities).
- 4 [Combining \(2\) and \(3\)](#) in an endeavor to create sustained prosperity which is what your author does in his networking activities.

With regard to item **(1)**, and as an added indication of its importance as the prime route for consideration, visit this site <http://www.sitesell.com>. Its major product is 'Site Build It!' an all-in-one hosting operation which houses 500+ online businesses – almost all of which market information produce.

We will be re-visiting sitesell.com in Chapter 12 for an in-depth review of opting for the ultimate automatic route in online marketing – but not before you've had a dummy run on doing it manually to get up to speed on the luxury of total automation.

To summarize: this tutorial focuses mainly on options (2), (3) and (4) because these are the areas...

- ✓ Where most home based Networkers tend to operate.
- ✓ Where the opportunities would appear to exist for making the most money.
- ✓ Where you'll discover an abundance of free training and free tools to help you on your way.

4

Introducing the concept of affiliate reselling

We've touched on the matter several times thus early in your studies and now we will undertake an in-depth review of the entire concept of affiliate reselling to determine its feasibility as a candidate for a home based Internet operation.

WHAT IS AFFILIATE RESELLING?

In a nutshell: for affiliate reselling read sales agency. There are literally thousands of commercial concerns operating on the Internet who will grant you an agency and remunerate you on a commission basis to represent them and sell their produce through your own cyberspace marketing applications.

In effect then, the term 'affiliate reseller' is simply universally accepted Internet jargon for sales agent.

Although the concept was first introduced on the Internet by a purveyor of tangible merchandise (Amazon Books) the produce is mainly information packages and participants make money in one of three ways.

- o Selling the product online
- o Recruiting others to do likewise
- o Combination of both

These information packages (as evidenced in the Harvard Business School survey) centre on inducements to lifestyle enhancement.

THE BENEFITS OF PARTICIPATION

Many established home based business operators start out as affiliate resellers; some remain so, while others put the

accumulated knowledge they glean from handling other people's business to developing an idea of their own.

There's a flexibility surrounding affiliate reselling that makes it an attractive proposition to newcomers to the Internet. Servicing several reliable and profitable programs can evolve in time into a business in its own right while still enabling the reseller to use the learning curve the concept provides as a stepping stone to bigger things.

Why so many people set out on their Internet adventure as affiliate resellers can be summarised as follows:

- ✓ There is no long term commitment
- ✓ You can join many of these programs free of charge
- ✓ Where fees are applicable, they are usually modest and sometimes refundable
- ✓ There are no trade restrictions
- ✓ You may take on as many opportunities as you wish
- ✓ There is no requirement to buy stock for resale
- ✓ Marketing strategies and tools are provided free of charge
- ✓ There is no personal interfacing with prospects and customers
- ✓ Commission statistics are normally available in real time online

- ✓ Reimbursement is monthly by check or direct debit
- ✓ No cash handling
- ✓ No creditors
- ✓ No debtors

What to look out for before committing to a reseller opportunity

Visit the Web site and check out the credentials. Just one visit will suffice. If it's a professional operation it will display most if not all of the attributes listed above. For examples of how proven affiliate reseller programs present their case, take a look at the Web sites for Marketing Tips, Active Marketplace, Six Figure Income, Virtualis, Cognigen, and the other opportunities listed a little further on in this chapter.

What to avoid like the plague

Disregard all downline clubs offering reseller status. All they will do for you is have you work your butt off in contributing to a giant list of prospects which they will go out and flog to some other concern.

HOW AFFILIATE RESELLING WORKS IN PRACTICE

Operating a responsible affiliate program is very simple. You are only replicating a formula already being successfully used by the company itself. Training is provided together with a host of

electronic tools to enable you to be up and running almost immediately.

Professional concerns (such as the 10 recommended in this chapter) will set you up with all of the following:

- Multi-page Web site (often personalized)
- Hyperlinks and/or banners to your own site
- Training manual
- Tips on how to get the best out of your marketing
- Essential tools
- Secure ordering facility
- Private members area (company news, updates, developments, etc)
- Online commission tracking
- Email contact
- User name and password for confidentiality

Ignore any opportunities you come across that do not provide these features because they are hardly worthy of consideration.

Why these features are so important

- ✓ The multi-page Web site is identical in every respect to that of the program contractor and while it may be personalized

with your ID, it contains all the facilities of the home site i.e. full product range, secure ordering and merchant account facilities, email contact, etc. All sales recorded are credited to you.

- ✓ If you have your own Web site and opt instead to place a hypertext link or banner to promote the affiliate program, you still have access to the full product range and ordering facilities. As soon as a prospect hits the link or banner, he/she is instantly transported to the program's fully automated home site where you are credited with the link and any ensuing action i.e. a sale.

Before you start on promotion

Familiarize yourself with every aspect of the program, the product or service, and the market at which it is aimed. If you spend some time on this before you start on promotional activities, the copy for your own particular slant on the sales message will flow more easily and you'll be able to answer any otherwise awkward questions thrown at you by prospects. You won't be interfacing with prospects but they can reach you through the contact point at the Web site or in reply to your promotional emails.

Be prepared before you leap in.

Devising your marketing strategy

Affiliate reseller programs provide a basic marketing plan for the use of all participants but to steal a march on the hundreds of others working the same proposition, you would do well to devise your own marketing strategy. Instruction on how to develop and implement this strategy is the subject of Chapter 9 but to give you an early flavor, here is a rundown on the tools you'll be using to create an edge on fellow resellers.

- Search engines
- Email marketing
- Discussion groups
- Classified advertising
- Free reports
- Banners
- Articles
- Signature messages
- Promotional CD/DVD

Always remember that you'll be open for business twenty four hours a day but your Web site cannot do it all on its own. It needs help from every relevant tool to nudge its message before prospects.

The value of links and banners

If you already have a Web site of your own and you join a reseller program that offers either a hyperlink or a banner routed to the main promotional site, be sure to take up the invitation. Casual Internet surfers use these unique routed links on impulse and every time one of them makes a purchase from your hyperlink or banner, you get credit for the sale - and the commission. Routed hyperlinks can also be included in your email marketing for other propositions. While not as popular as once they were banners are still effective when used sparingly.

Building up and using downlines to effect

Stay clear of so-called downline clubs but with judicious email marketing you can build up your own exclusive list of like minded opportunity seekers. You may only attract a couple of dozen or so recruits in your early months of trading but if you promote consistently the numbers will increase in time to hundreds if not thousands. This is how practitioners become 'heavy hitters', producing sales well above the average on every proposition they market. Add to that the additional split-level commissions earned on every piece of produce sold by your downline members.

Increase revenues of existing products and services

The reason why many Internet operators remain in affiliate reselling after they've launched their own business is because advertising these opportunities for free is the easiest way to attract prospects to the primary business interest. When someone responds to an affiliate ad the opportunity is presented to strike up a dialogue and introduce the prospect to the main source of business.

Using the affiliate product or service yourself

Use the merchandise yourself where there is a repeat purchase factor in evidence. Order the product or service direct from your own Web site and the commission earned will represent a substantial saving on an already discounted price.

WHY MLM ISN'T A DIRTY WORD ON THE INTERNET

In conventional networking the term MLM (multi level marketing) has certain unfortunate connotations attached to it. Not necessarily so on the Internet. In fact MLM forms the backbone of all the affiliate reseller programs you will encounter in searching for opportunities. If you decide not to participate in multi level marketing in your Internet operation, you may risk putting a curb on your earning power.

But what is exactly multi level marketing?

Look upon MLM as cyclical selling; selling with many layers attached to it. It is not unlike the steps in an escalator: what goes down invariably comes back up.

- Fred sells an MLM product or service to Tom
- Tom sells on the same service to Dick
- Dick sells it on to Harry
- So far so good but look what happens now...
- Every time Dick makes a sale, Tom gets a slice of the action
- Every time Harry makes a sale, Dick gets a slice of the action and so too does Tom
- Every time Harry's conversion sells on, he gets a cut and so too does Dick, Tom and Fred...and so on and on...as they all continue to build their downlines.

In a successful MLM operation, the selling and earning process is never-ending. It neither levels off nor does it flatten out.

In cyberspace e-commerce, one sale begs another because what you will be doing in effect is replicating your own efforts many times over (through others) as you effortlessly build your downlines. That's the way it works on the Internet and that's why all of the major programs encourage and foster MLM among their affiliate members.

The benefits are threefold:

1. You build your downlines without ever having to interface with the participants.
2. You are credited with a percentage of their earnings. on levels scaling from 1-10 according to the nature of individual propositions.
3. You are relieved of the responsibility of collecting monies personally because the program contractors handle that onerous task and remunerate you monthly by check or direct debit.

All the time of course, you are also earning in our own right through your own personal promotional efforts.

- ✓ MLM is good for your Internet business.
- ✓ Make money from your own promotional activities.
- ✓ Build your downlines effortlessly.
- ✓ Earn additional income on a range of affiliate levels.

UNDERTAKE AN OBJECTIVE OVERVIEW

If by now you feel you might like to try your hand at affiliate reselling, you ought first to undertake an objective view of the sheer range of opportunities available globally. You can

accomplish this easily by spending some time at a unique Web site that lists over 3000 affiliate reseller programs.

<http://www.AssociatePrograms.com>

Look first at the categories, choose one of particular interest, then review a dozen or so relevant Web sites.

REVIEWING 10 PROVEN OPPORTUNITIES

It follows quite naturally then that the top affiliate programs reflect the most popular reseller opportunity categories listed earlier. These programs have all been around for some years, and they are tried and tested favourites among global opportunity seekers. You may already have visited several of these sites in your searches. If not, you should make a point of looking over all of them as soon as possible. Where potential income is indicated, the amounts quoted are gauged from the author's own personal experience of program participation. Bear in mind though that no two people will have the same experience. The amounts you earn are down to how much time and effort you are prepared to put in.

Information produce

[Active Marketplace](#)

Personally orchestrated by Declan Dunn, a multi-millionaire Internet guru in his own right, 'Winning the Affiliate Game' is the system you will be selling in his free-to-join program. 50 per cent commission on your own sales, 10 per cent on those of your downline. <http://activemarketplace.com/w.cgi?winning-6556>

This is an extremely popular product with Internet opportunity seekers and one that consistently attracts favourable media coverage. You would do well to purchase it yourself before going on to sell the program to others. It's a complete learning curve on how to be a successful reseller. Sample the product first and after a short settling-in period you could be earning between \$150 and \$200 per month.

[Six Figure Income](#)

Brainchild of Gery Carson, yet another Internet high flier, the SFI wealth creation study course is currently operating in 140 countries worldwide. There is no cost to enrol and the program features a 'quick-pay' compensation plan that pays out 65 per cent on the first three levels

<http://www.sixfigureincome.com/?122341>

Potential earnings: around \$100 per month.

Communications

[Hosting.com](#)

Features a breathtaking twenty-two page Web site reselling what many experts consider the finest range of virtual servers on the Internet. This is a prestigious communications program and remunerates affiliates in two ways: commission on direct sales of produce, commission on recruitment of downline affiliates. Free to join - but you'll require to demonstrate some basic product knowledge before they'll let you in on their secrets to making money i.e. you are asked to sit an online exam. <http://www.hosting.com>

This one is a slow burner to begin with and although many experienced Virtualis resellers command huge commission payouts, do not expect to earn more than \$50 per month for some considerable time.

Internet training

[Site Sell](#)

This program would fit equally well under the 'information' category and it's one of the best bizops on the Internet.

Affiliates earn excellent commission reselling a 400page eBook *MYSS My Site Sells* which contains astonishing information on how to galvanize the average Web site into a top money spinner. Strongly recommended opportunity and free to join.

<http://www.sitesell.com/interactive1.html>

Another slow burner that depends on drip-feed for sales. However if you stick rigidly to the marketing plan, sales will come, and a potential monthly income of \$150 to \$200.

[Marketing Tips](#)

Corey Rudl started his Internet business from a tiny room, made some mistakes as we all do in the beginning, learned from them, and is now turning over millions annually. He put his accumulated knowledge to good use when he devised 'Marketing Tips' - a remarkable opportunity that offers Internet newcomers a series of free lessons which he previously sold for \$147 (approx. \$100). Take advantage of his generosity and if you decide to sign up for his full-scale program he will teach you how to make a great deal of money on the Web.

<http://www.marketingtips.com>

[Profits Vault](#)

This one is an Aladdin's Cave of cyberspace information products; ebooks, reports, courses of instruction – and how to sell them in a series of easy-to-digest learning curves. There's a one-time subscription fee of around \$30 which opens up the way to multiple income streams with detailed instructions on successful application. Even if you decide not to invest, you will still be offered several free courses of valuable instruction on

how to implement the essential aspects of Internet marketing.
Here's the Web site and it's well worth a visit.

<http://www.profitvault.com>

Educational

[BizOpAlliance](#)

If you're new to affiliate marketing, this is the site for you. Earn as you learn from the professionals. Free to join

www.bizoppalliance.com

Credit cards

[Next Card](#)

Low cost credit card facility which is sweeping the USA. Not yet available in the United Kingdom but you can obtain global reseller rights for free. <http://cognigen.net/getnext.cgi>

You won't build a business on Next Card but it makes a nice addition to your portfolio and has the propensity to attract interest in your other propositions.

Payment processing

[Clickbank](#)

The online banking system that offers a range of services: secure ordering, merchant status, credit cards etc. Worth joining - and no fee. <http://www.clickbank.com>

Books

[Amazon](#)

This famous online bookseller will provide you with a link to their Web site for free. Worth considering for the name alone. No fee required. <http://www.amazon.com>

WHY IT'S BEST TO CAST THE NET WIDE

Why would anyone run several of these affiliate programs at the same time? Why not?

- The investment is modest.
- It costs nothing to service them.
- They're not cluttering up your computer.
- They're working 24 hours a day, every day, in cyberspace.

It will pay you in the early days to review as many opportunities as you can find, sign up for those that appeal to you, and run with all of them for a time: perhaps as much as twelve months. You see, when you start out, you have no idea as to which types of program will work best for you, when they work, or even why they work. There's also a seasonal aspect to some of them. Although wealth creation programs are popular all year round, they peak twice a year: at the beginning January and at the close of the holiday season when opportunity seekers get a rush of blood to the head, probably brought about by the thought of impecunious times ahead. Online dating service

programs start buzzing at the outset of spring when young men turn their thoughts to you-know-what...

You have to cast your net far and wide, hedge your bets, take note of individual program progress, and allow time to run out its course. Look at it this way. While you are monitoring the entire spectrum of say six affiliate programs in your portfolio, and each of them turned over only \$50 per month, your computer would be effortlessly providing you with additional monthly income of \$300. Some of these programs you will discard in time, others will develop into regular income generators, and one of them might even make you wealthy.

- ✓ Evaluate every opportunity you come across.
- ✓ Sign up for as many as appeal to you.
- ✓ Test them all out on a trial basis.
- ✓ Take note of seasonal variations.
- ✓ Earn while you learn.

WHAT HAPPENS IF YOU DECIDE TO SPECIALIZE STRAIGHTAWAY?

You run the risk of early disillusion with your project if you do because the odds of spotting a winner straight off are minimal. Some opportunities seem sexier than others (it's all to do with presentation) and you'll come across one where you think: this is it, this is the one, drop everything else and go for it. Don't be

tempted. Stick with them all for a time because it might be one of the boring ones that pays off best in the end.

- Don't be unduly swayed by the packaging.
- Some apparently boring opportunities work best.

How come they let you join for free?

Whenever I'm asked what it costs to set up as a home based Internet operator and I reply, 'Nothing,' the response is invariably, 'I don't believe you. There has to be a catch. No one gives anything away for anything'. That's true - no commercial concern ever really gives anything away for free. But there's no catch, only a very good reason for the magnanimity of the program contractors.

Promotion

Concerted, consistent, continuous global promotion is so vital to the reseller program contractors that they gladly and freely dispense pre-designed, personalised Web sites, email facilities, autoresponders, search engines, submission tools, and free entry to their programs when they could easily charge at least a token fee for all of this. Why? Because every time you send out a promotional email, place free classified ads, submit Web site addresses to the search engines, blast out your automated

messages to enquirers, you are not just marketing your own little enterprise - but essentially you are marketing and promoting **their** corporate programs.

- ✓ It's win-win with the free stuff.
- ✓ Something for you, something for the program.
- ✓ Promotion is King on the Internet.

LEARNING FROM THE COMPETITION

We talked earlier about finding nuggets among the dross in your incoming emails. You can learn and accumulate an enormous amount of valuable information about money making opportunities from the competition: not only from emails but also from the millions of classified ads that infest the Internet. Take time out to study some of these and take note of those opportunities you haven't come across in your own searches. Look too at how other operators promote their propositions, the media they use, and how they compose their sales messages. Some of the copy platforms are questionable, some downright naive, but some will inspire you and prompt you to look more closely at your own approach. Promotion is what it's all about and the ability to compose compelling sales copy is the key. We'll examine both in detail in a later chapter.

- Look at what the competition are offering

- Observe their marketing methods
- Learn from the good and the bad in their ad copy approach

MAINTAINING ESSENTIAL RECORDS

As the information begins to build on your findings, you'll want to devise a simple system to keep track of it all and to allow for ready access in various circumstances. If this measure is not instigated at an early stage, it can all run away from you very quickly. There's too much of it to carry around in your head and if lost or misplaced, it will take time and cause you unnecessary aggravation in the retrieval of information. Although your business will be managed through electronic data applications, I recommend a hard copy register to house all of this essential stuff because that will allow you to refer to your findings when you're not at your computer.

Which categories of data will this register contain?

- Income generating Web sites
- Functional Web sites (i.e. virtual office suites)
- Classified ad Web sites
- Web sites under construction (i.e. composite sites you are currently building)
- Email addresses

- Autoresponder facilities
- Commission scales (for individual opportunities)
- User names and passwords (i.e. for access to revenue statistics on individual programs)
- Advertisement submission tools
- Schedule of promotion (i.e. daily/weekly ad + email postings)

You'll get more details and examples on how to construct these sections when we arrive at Chapter 13.

STEPS AND STAIRS TO AFFILIATE RESELLING

1. People use the Internet as a source of free information but they'll also pay for it if the product promises enhancement of lifestyle.
2. Look for products that fulfill this promise.
3. Choose several opportunities from the main product categories and run with them all for a time on a pilot basis.
4. It's a mistake to throw all your energies behind one opportunity until you are convinced of its effectiveness.
5. Promotion is germane to success on the Internet and that is why the reseller contractors give so much away for free in return for a promise from you on promotional activity.
6. Learn from the competition: capitalize on what they're doing right and avoid repeating their mistakes.

EXERCISE

From the selection of opportunities you have located so far, choose the one that currently appeals to you most. Go to the program site, pull down and copy/print out every page and every link to ancillary information that you can find. Study all of these in detail and make initial assessments on the product or service:

- ✓ Viability
- ✓ User friendliness
- ✓ Value for money
- ✓ Exclusivity
- ✓ Ease of purchase

Now repeat the process for several others among your range of possibilities. This exercise will give you a 'feel' for handling a variety of opportunities in one portfolio.

5

35 ideas for a home based Internet business

If you cannot come up with an idea of your own or you don't fancy affiliate reselling, here are 35 alternative opportunities

worthy of your consideration. Whatever level of Internet expertise you currently possess, there's a business you could start at home in this extensive selection. Among the examples are opportunities for the highly skilled, the semi-skilled, the totally unskilled - and with appropriate planning, you could run several of these businesses concurrently. They're as new as the Internet itself *but* they are all being successfully worked by home based operators like yourself.

Many of the descriptions to follow contain URLs that will take you to Web sites where you can learn more - or see for yourself how someone else is marketing the opportunity. For those businesses that take your fancy but for which you are short on skills, there is ample training available online and usually for free. How much income you can expect to make is down to the quality of your planning, your willingness to learn, and your application.

1 - THE SIX FIGURE INTERNET PUBLISHING PLAN

Several years ago a woman came up with a very simple but powerful method for making money on the Internet: a method that anyone can copy and profit from. Here is what she did:

On AOL there is a forum called 'Business Know How.' Within this forum there is a section 'File Libraries'. The file libraries contain articles that people have uploaded (posted) to the

forum. These people may be marketing consultants, software publishers, book publishers or writers and other experts. They post the articles in order to get exposure to Internet users who may be interested in their services. By looking at the download statistics for the articles, the lady in question was able to determine which reports were the most popular with members of the forum.

As a matter of fact, the number of times a file is downloaded is posted right on the main screen and since you can sort the articles by number of downloads, it is an easy task to find the most popular titles. Now, these articles are usually only 3 or 4 pages long but they contain a wealth of information on just about everything to do with operating a business including advertising, management, pricing, start ups, business plans, organisation, marketing, etc.

She downloaded several of the most promising articles and wrote the authors to ask for two things:

- 1) Permission to reprint the reports on floppy disk.
- 2) Permission to transfer the reprint rights to others.

Now, why on earth would these authors give her permission to reprint their copyrighted material? For the same reason they had uploaded the articles in the first place: Free publicity. They

know that the more people who view their articles, the more exposure they will get for their products and services - and the better chance they have of making a sale. For them, it's free advertising - and for her, it represents a never-ending source of fresh, new reports.

After she got permission from the authors to reprint their articles, she grouped them together according to subject matter and produced 12 disks that featured a different business topic. Each disk contained 5 - 8 different reports relating to the topic. At the bottom of each report there is a 'plug' for the author. This plug is sometimes called a resource box and generally contains the author's name, contact reference, and information about the product or service on offer. It looks just like a classified ad.

Now (bearing in mind that the lady is selling reports, not the product or service) this is where she got really smart. Instead of just selling the disks herself, she came up with the idea of an opportunity catalogue and offered the disks for sale in four different ways:

Retail -- You could buy each disk for \$8. **Reprint** -- You could buy the reprint rights to a disk for between \$100 and \$150 and sell the disk to others at retail. **Unlimited** -- You could buy the reprint rights to a disk and also the right to sell the reprint

rights to others. This option cost \$180 to \$250 depending on the disk. Or, if you were really serious about making money, you could buy the **Business in a Box**, which included unlimited reprint and resell rights to all the disks for \$2000. Many people went for the Business in a Box option because she included a discount coupon for \$1000 if they ordered within a certain date that was stamped in red on the coupon. The last I heard, she had sold 100 Business in a Box packages for \$1000 each in less than a year. **Total turnover: \$100,000.**

Anyone could do what this lady did because there are literally hundreds of thousands of valuable, informative free reports and dissertations (including many of my own) on the Internet - and all of these are there just waiting to be downloaded and marketed successfully.

At first glance this might appear like a convoluted way to do business, but in reality it is very simple - and it's a proven winner. There are unlimited numbers of authoritative, well written, free reports available for download on the Internet, reports from authors who are only too willing to let you have them to do with what you please.

2 - START AN INTERNET ADVERTISING AGENCY

If you are motivated and highly competent in using and explaining the workings of the Internet to small businesses in your locality, you could build up a home based Internet Ad Agency serving clients in a specialized area. The best way to start is to focus on a market with which you are familiar. You could for example set up a Web site to attract advertising from the travel and tourism industry or you could specialize in one type of service. For example, a Web site devoted to wedding planning will attract advertising revenue from hotels, restaurants, florists, care hire, bakeries, etc.

How you make money

You can lease a virtual server that will hold 5000 pages (or more) for around \$140 per month. If you offer your clients designed/maintained Web pages at \$20/page, you will only need to sell seven pages to meet this expense. The goal must be to get as many clients as you can, thus maximizing the profitability of your server capacity.

You can also offer custom design services on an hourly basis. Charge between \$100 and \$150 per hour - or determine your rates on a per-job basis, taking into account all billable hours involved in the project. Many Internet ad agencies also work on monthly retainers of \$500 or more, providing updating and

maintenance. An example of this might be updating the menu on a restaurant Web page.

In essence, your incomings derive from:

- (a) Advertising revenue
- (b) Mix of hosting/design/maintenance fees

Getting started

You'll need to set up some sample ads on your domain to show to potential clients

Into the future

This is a business with enormous growth potential where you can develop a close relationship with your clientele. You'll be servicing an area you know about and enjoy - but remember that (as a one-person agency) you must be hands-on in every aspect of the process; from selling ads to designing and maintaining the Web pages.

Maybe you're now retired and maybe you worked in or managed a traditional advertising agency during your 'active' years. Here's an opportunity to do it all over again from home as a cyberspace specialist.

3 - SET UP YOUR OWN CLIP ART BUSINESS

Clip arts are those ready-to-use illustrations, borders, stylised headlines, and other little pieces of art that you clip out to brighten up ads, leaflets, newsletters, etc. Before the emergence of new age electronic technology, the main sources for clip art were office supply stores and mail order dealers - but now you can pull down a sizeable quantity from your computer - and an even bigger selection from the Internet. And all for free. Moreover, there are many software packages now available for free download on the Internet that will permit you to create your own copyright-free graphics which you can sell on to other users.

Footnote

The clip art business isn't everyone's cup of tea but if there's a creative streak in you bursting to break out, you might do very well in this home based opportunity to make money on the Internet.

4 - BECOME A HOME BASED DESKTOP PUBLISHER

According to research findings, this market had expanded globally from \$2.8 in annual sales in 1985 to almost \$5.1 billion in 2000 - and there would appear to no end in sight to its phenomenal growth. One of the very real challenges of this business is that there are still millions of potential clients out

there who are still unaware that they need the services of a desktop specialist. Home based desktop publishers are engaged in producing a welter of graphic materials; brochures, flyers, advertisements, newsletters, books, business proposals and forms. Some also provide word processing services for their clients while others will work on almost any type of graphic assignment.

This is an enormous market where the proficient operator can locate endless opportunities for residual income. It's a superb business for homeworkers who have the technical know-how, enthusiasm, and the will to succeed.

5 - SELL INFORMATION PACKAGES YOU GET FOR FREE

Here is a ready-made business you could be operating from home, shop or office within a month. You can own and sell the reproduction rights to five popular information products - and all for free. The products come free of charge and all it will cost you to get going is the carriage charge of approximately \$2 per product. Moreover, your promotional costs will be minimal because your marketing strategy would consist of:

- o Ezine advertising
- o Email campaigning on a daily basis to free opt-in lists
- o Newsgroups

- o Personal Web site promotion

If you sold 50 of these information packages in a month at \$12.50 each (almost half the recommended selling price) you would net \$625.

Study the detailed outline on the publisher's Web site and decide for yourself.

<http://www.rjcampbell.com/>

6 - CREATE, REGISTER, AUCTION DOMAIN NAMES FOR FREE

Some time ago the UK national daily press carried a story about an enterprising young man who exercised considerable foresight when he registered the domain name <http://www.bettingshop.com>. Why? Because a few months later he sold it in an Internet auction for \$40,000!

The trick is to locate and register domain names that sometime or another certain big businesses and/or institutions will pay handsomely to have the rights transferred. Until very recently the fees involved in registering a bundle of likely names proved prohibitive. Not any more. There's a new Web site where for a small fee you may register as many names for business and personal use as you wish. Why not get your thinking cap on? Come up with some likely candidates, visit this Web site, and

start registering. Who knows, there might be \$25,000 - and a business in it for you.

<http://ehost.domainzero.com>

Alternatively, you could do the same thing this way - but it will cost you more. Every week thousands of people have their valuable, treasured dot.com names repossessed because of non-payment of the domain registration fee. If InterNIC (the worldwide registration authority) do not receive payment by the due date, they repossess the domain name in question and return it to the pool of available names. *Unclaimed Domains* compiles a weekly list of these expired names and provides access to it for a fee of around \$30 per year. Affiliates make \$18 commission on every sale.

<http://unclaimeddomains.com>

7 - SET YOURSELF UP IN THIS MINI BUSINESS FOR UNDER \$10

Here's a simple four-step system you can set up to create your own mini home based Internet business. It will cost you just \$14.97 and here is the exclusive set-up information you will receive...

- o How to create your Internet cash machines with no money.
- o How to get others to do all the work for you.

- How to accept credit cards immediately with no set-up charge.
- How to take easy advantage of what people look for in the search engines.
- How to make back-end profits every month.
- How to get a free ebook maker.

The system comes complete with your own personalized Web site, merchant status and free re-sell rights allowing you to sell the product for what you paid for it - and pocket all the receipts.

This might seem like an affiliate reseller opportunity - but it's not because you keep all the profits. To enter this business, send an email to jjjones@infowave2000.com with 'Internet Cash Machines' in the subject line. Alternatively, you can view the entire range of Mr Jones' money-making opportunities by visiting this Web site.

<http://www.infowave2000.com>

Four businesses to operate as a home based ezine publisher

Ezines are electronic magazines in newsletter format (list of topics, articles, tips, etc) which are emailed to subscribers. They are generally offered free of charge but recently a few niche ezines have emerged which command fees for subscription

because of their unusually high quality of content. They are considered by many to be the real 'work horses' of the Internet because more and more promoters are discovering that Web sites are *not necessarily* the best way to generate sales in cyberspace. Does that surprise you? There are two reasons why ezines might be considered as more efficient tools than Web sites at generating sales. With a Web site it is very easy for a visitor to become distracted and leave your site before they've taken the time to read the sales pitch. After all, they literally have the world at their fingertips. With an ezine on the other hand, you have the opportunity to reach your prospects at times when they are not so liable to be distracted. This way the chances of your material being read are substantially enhanced. Since most users still access the Internet through a dial-up account, they can read your ezine anytime - even when they're not online. Once received, your message stays in the mailbox until deleted. Secondly, ezines allow you to build relationships with your readers because they will be seeing your publication on a regular basis. This consistency leads to sales.

Let's now examine the profit streams your ezine can tap into.

8 - SELL ADVERTISING IN YOUR EZINE

This is far and away the most popular method of generating income with an ezine. Indeed, you would be hard pressed to

come across an ezine that does not sell advertising in one form or another.

Classified ads

Short pithy ads generally grouped together at the end or interspersed throughout the articles.

Sponsorship

Sponsorship ads appear at the very beginning and sponsors invariably have exclusivity, affording the ezine owner to command higher rates for inclusion.

Direct mail

This is where an ezine publisher will email an ad to the entire subscriber list or a part thereof. While this can be lucrative for the publisher, he must always guard against saturating his subscriber list with offers. Direct mail works best when the list is large. With 30,000 subscribers on tap, the publisher can sell six direct mailings of 5000 each per week. That way he can be certain that no one on his list receives more than one promotional email per week. Successful home based ezine publishers make an annual residual income into five figures from the ad revenue they pull in.

9 - PROMOTE YOUR OWN PRODUCTS AND SERVICES

More and more Internet users are coming to realize the advantage in promoting their goods and services via *their own ezine* - and with good reason. Professionally produced ezines

are popular visitors to electronic mailboxes worldwide. An effective promotional method is to publish an article in every issue focusing on a single benefit the reader will enjoy by owning or using your service. But don't write *sales* letters. These articles should be rich in content and give your readers valuable information while at the same time highlighting the reasons why they should buy. Give them some 'insider secrets', show them how they would use your product or service to save time or money.

Imagine you have an ezine with 30,000 subscribers and you sell a product to just **one tenth of one per cent** of them in each weekly issue. A product retailing at \$5 would produce \$150 income every month. Don't preach, don't write sales letters, let your well couched informative articles act as hidden persuaders in attracting incremental sales.

10 - PROVIDE A PRODUCT ENDORSEMENT SERVICE

Do you miss out because you don't have a product or service of your own? Not necessarily. There are numerous traders who would love to give you a piece of the action if you agree to promote their merchandise to readers of your ezine. In general terms, you split the proceeds 50/50 with the product owner.

Product endorsement work best when:

- You work with traders who have products that closely match the interests of your readership. If you publish an ezine relating to the grooming of dogs, a good product would be a book/CD/DVD on dog training - and better still, something entitled 'Dog Grooming Secrets of the Professionals'. Sticking in something like 'How to Bathe Your Cat' would clearly be bad marketing.
- You use the product yourself because if you don't, you'll never know if you like it - and if that happens it will show through in your editorial and your readers will detect a lack of passion about the proposition.
- Endorse the product to your readership. Don't just send a sales letter to the subscriber list without first telling readers why you are enthusiastic about the product.

You'll have some planning and researching to accomplish before you attract endorsement income but if you make the effort, the rewards are substantial. Do not be timid about approaching program contractors on the subject of endorsement. Many of them consider it as effective as affiliate reselling.

11 - PROMOTE REVENUE SHARING AFFILIATE PROGRAMS

Another way to generate income from your ezine is to use it to promote revenue sharing affiliate programs. You can usually join these free of charge and all that will be required is that you provide a link to the appropriate Web site. This link will include a tracking code that uniquely identifies you as the affiliate that supplied the prospect. If the prospect bites you will receive commission ranging from 5%-50% of the purchase price. There are thousands of these programs available on the Internet and like joint ventures it is good marketing practice to select those that most closely match the profile of your ezine readership. You can locate a searchable directory of **3136** such opportunities at this site <http://www.AssociatePrograms.com> This is the obvious route to take when you don't trade your with your own products. Pays well.

What theme could you use for your ezine?

There are many theme-based ezines around. Here are a handful of ideas for your consideration.

News

You could provide timely, interesting and current news articles on a specific industry. To compile the background material, scan news items in your area of interest and summarize the content into snippets of information.

[Tip of The day](#)

Short concise tips on just about any topic: marketing, share dealing, money matters, national lottery, betting, etc.

[Web site update](#)

If you don't have the time to publish a full-blown ezine you could send out regular weekly updates on what's happening at your Web site. Did someone post an interesting message on the discussion board? Have you published an interesting article?

[Special interest](#)

This is the most common type of ezine. It contains articles, news, events, and tips covering a specific topic or industry. Think of any topic and the odds are there is an ezine or two (two hundred perhaps) currently published on that topic - but there is always room for more providing you put your own unique twist on the subject.

[Ezine based training classes](#)

Publish a lesson a week to teach others a particular skill; sales training, Internet marketing, software development, lead generation, Web design, etc. Use your accumulated knowledge and expertise to teach others and in the process you will attract a following of loyal subscribers.

[Web based ezines](#)

Instead of an emailed ezine you could publish a weekly or monthly Web based 'e-magazine'. This is more difficult to

produce but it also allows you to take full advantage of the technology available to Web developers; real audio and video, interactive discussion board and chat rooms. Many technology ezines incorporate this format.

[Affiliate marketing](#)

If you have a product or service that you sell through affiliates, you will definitely sell more through this category of ezine. Devoted to helping your affiliates sell higher volumes of your product, an affiliate ezine should contain marketing strategies, tactics, tips and success stories from your top producers. It can encourage the 'newbies' to become more enterprising and profitable in their activities.

[Cool site of the day](#)

Similar to the Tip of The Day ezine, you basically surf the Web and locate interesting and noteworthy sites within your particular niche. Then you write a brief review and publish it accompanied by relevant links.

[Resources list](#)

Publish a list of resources in your field. What types of software tools do you use? What equipment do you use? Which sites do you visit. Keep a list of these and publish them in a weekly ezine.

[Multi-step promotional ezine](#)

Promote your product or service to your opt-in lists with a regular timed campaign of emailed letters that both teach and sell.

Ten ways to create a business from a subscription based site

Create your own subscription based Web site and you will present yourself with ten opportunities to start a home based Internet business. Once the domain of adult sites, subscription sites are quickly becoming mainstream. In particular, business and finance sites are embracing the 'pay to view' model because it allows them to concentrate their efforts on building a Web site that services a small group of paying visitors. These subscription based operators are discovering that this is more cost effective than endeavouring to profit from the casual surfer who jumps from one free site to another devouring information without paying.

A subscription based Web site charges a fee for access to the information and electronic tools on the site. After users pay the fee they are provided with a user id and password that will enable them to access the site for a given period of time - usually either a month or a year. In the case of monthly access the fee is normally set up to be automatically charged to the subscriber's credit card once a month. This is known as a 're-occurring' payment. The downside here though is that the

subscriber may cancel at any time and avoid future charges.
Best to go for money upfront on a yearly subscription basis.

Ideas 12-21 illustrate ways to make money on the Internet with 'pay to view' Web sites.

12 - BECOME A NICHE SOLUTION PROVIDER

Set yourself up as a 'complete solution' for a particular industry by offering software tools, lead generation tools, articles, etc for your designated market. Examples include subscription sites for:

- o Estate agents
- o Used car dealers
- o Internet marketers
- o Insurance agents
- o Advertising agents
- o Writing circles
- o Accountants
- o Surveyors

The Success Arsenal is a classic example of a subscription site that is exclusively devoted to providing how-to information to Internet marketers. Its breathtaking panorama of information and services comprises...

- Email account facilities
- Web hosting
- Web page creation tools
- Autoresponders
- e-commerce instruction and tools
- CGI tools
- Press release service
- Networking
- Ezines
- Mass mailing
- Classified ad pages
- Link pages
- Search engines
- Banner exchanges
- Submission software and services
- Over 1000 affiliate reseller programs

Go now to the Success Arsenal Web site and see in how many ways you could link its structure to your own conception of a subscription based Web site <http://www.SuccessArsenal.com>

If you possess expert knowledge in any particular field of commercial activity, think seriously about setting yourself up as a niche solution provider on the Internet. Don't worry about

provision of the co-relating electronic tools - you'll locate them all somewhere or other for free in cyberspace.

13 - SET UP YOUR OWN DISCUSSION BOARD

Do you have a special topic about which you feel passionate, about which you'd like to share information with others? Then set up your own discussion board on the Internet and get paid for your efforts. You could of course be altruistic and do it for no reward by joining the plethora of free discussion boards on just about any topic imaginable. However, the problem with free discussion boards is that by their very nature they are prone to abuse and offer limited value to participants. Indeed, most free discussion boards are no more than glorified spam factories. Unless they are constantly 'moderated', discussion boards become a place for promoters to place their affiliate-program-of-the-day link. On the other hand, recognized experts in the particular market you are targeting will moderate a paid-subscription-only discussion board. Participants would only be allowed to post messages and replies using their id. Add to this the fact that all the participants have paid a fee and are therefore motivated and you have the formula for a successful subscription based discussion board.

Here are three examples of very active and very profitable paid discussion boards:

The Internet Marketing Challenge

Discussion board for Internet marketers where, according to the home page, subscribers (for an annual fee of \$155) can obtain among a host of other features:

1. Get your questions answered free of charge by high paid Internet consultants, as often as you want (so you can stop spending hours or even days - frustrated and hunting for answers).
2. Get your Web site or marketing campaign evaluated free of charge by these same high paid experts (and find out instantly what's holding you back from Internet sales).
3. Be privy to insider methods for starting, promoting, and marketing your business, product, or service on the Internet - methods which are simple, risk-free, and up-to-the-minute fresh.

<http://www.Internetmarketingchallenge.com>

The Universal Thread

Discussion board for computer programming professionals - charges a yearly fee of \$60 for access.

<http://www.universalthread.com>

The Blackjack review Network

This one is dedicated to winning at blackjack! Charges \$21 annually for access <http://www.bjnet.com>

If you have a bee in your bonnet, set up a paid discussion board and get paid for allowing other people to let off steam. If you like people, if you like controversy, if you like discussion - this could be the home based Internet business for you.

14 - BECOME AN ELECTRONIC TOOL PROVIDER

If you have the ability to develop Internet tools that could assist other users to perform tasks more easily or to simplify their lives, you have the basis for a profitable subscription based Web site business. The Ultimate Advertising Club is an example of a classic electronic tool provider. Ninety-nine per cent of Web sites don't get enough targeted traffic to create any true and predictable flow of sales and this Web site is all about joining the one percent who get the traffic and make the sale. It's about getting the traffic and getting the order.

<http://ultimateadvertisingclub.com>

This one will work for you if you have the technical know-how to create and develop useful electronic tools.

15 - OPEN UP YOUR SITE AS A TRAINING CENTRE

This is a site that contains information and tools to help subscribers learn or enhance a particular skill. Online classes, real audio and video lessons, teleclasses are a few of the features that you could offer. Big Stock Play is a good example. It's a training centre for investors and offers its subscribers a variety of packages. It's worth a visit just to see what goes into planning a training centre Web site.

<http://www.bigplaystocks.com>

Are you a skilled trainer? Are you willing to share your accumulated knowledge with others? Do you have the technical ability? If so - on all three counts - then go for it. You will earn a very handsome income for your efforts.

16 - CREATE A RESOURCE CENTRE AND SELL ACCESS TO THE LIST

Compile a list of resources that are employed in a particular industry and sell access to the list. There are several such subscription based Web sites on the Internet right now, sites relating to government contracting assignments, domain names and classified ads. Take an early look at one such successful resource centre that sells a list of free classified ad sites.

Online Classified Club

<http://www.tunza-products.com/classified/ads.html>

Cyberspace resource centres are becoming increasingly popular and various categories of Internet users will subscribe to those sites that offer genuine resource lists.

17 - DEVELOP METHODS FOR DRIVING TRAFFIC TO WEB SITES

Do you know an effective method of driving traffic to Web sites? Or could you develop a software tool that builds traffic? Such valuable information could be developed into a profitable subscription based Web site business.

[Link-O-Matic uses this idea effectively and profitably.](#)

Apart from allowing access to proven traffic building tools, it also provides open discussion and support forums where marketing questions are answered by successful Webmasters, where subscribers can share their experiences, show off their expertise, learn Internet marketing tips and tricks, or just start a general discussion. Link-O-Matic guarantees subscribers that every question will be answered.

<http://www.linkomatic.com>

Clearly, this opportunity is for the skilled Webmaster exclusively. If that description fits you, then give this business some serious thought. There are millions of Web site owners out there who haven't a clue about how to attract users to their expensively designed Web sites.

18 - CREATE AN EXCLUSIVE EZINE ARTICLE CENTRE

Ezine publishing is an exploding industry and the tens of thousands of ezine publishers worldwide all have one thing in common - they need a constant flow of fresh content for their publications. Combine this with the fact that there is available to you an equally constant pool of writers who would love to have their articles published - in exchange for a promotional link - and you have the potential for a great subscription based Web site. If you have a thirst for information and possess highly developed organizational skills, give serious consideration to this particular way of making money on the Internet.

You do not require to be technically minded to create an ezine article center because there is ample free help available, right there on the Internet. If this opportunity appeals to you, go for it, because not too many people are doing it yet. Visit <http://www.zinos.com> for a superb example on how to set up such a center.

19 - CHARGE A FEE FOR RECEIVING YOUR EZINE

If you can offer the absolute best information available for a particular industry you can charge a fee to receive your ezine. However (because there are already many free ezines around on the Internet) to be successful you will require to offer your prospects added value by piling on free bonuses for subscribing.

Here is an example of one ezine that does all of that and in the process attracts subscriptions of \$12.50 per month from authors, publishers, self-publishers, speakers, book promoters, consultants, coaches, trainers, gurus-in-training. This ezine entitled *Sell Your Brain Food* promises to reveal the secrets for successfully promoting and selling 10,000+ copies of any printed book, ebook, audio tape, video tape, newsletter; these secrets purportedly emanating from authors and experts who are already doing it. <http://www.sellyourbrainfood.com>

You've just read how one operator does it. Could you create an ezine of such interest that Internet users would gladly pay a subscription to receive?

20 - CHARGE FEES FOR ACCESS TO YOUR REFERRALS DIRECTORY

How's this for an idea? Offer homeowners access to a directory of reliable, recommended contractors, plumbers, electricians, painters, landscapers, handymen, etc - and charge a fee for access to your exclusive directory.

Let's see what this example has to offer.

<http://www.angieslist.com>

Angie's List is a consumer-driven organization that collects customer satisfaction ratings on local service companies in more than 250 categories. This referrals directory offers assistance to subscribers on an entire spectrum of homeowner headaches. Here is a small selection from the list originally compiled by one American housewife based in the Mid West of the United States.

- Asbestos Removal
- Accounting
- Alarm Companies
- Air Duct Cleaning
- Alterations
- Animal Grooming
- Animal Kennels
- Animal Removal
- Animal Training

- Antique Shops
- Appliance Repair
- Appliance Sales
- Appraisals
- Architect Services
- Artist Services
- Auctions
- Auto Alarms
- Auto Body Work
- Auto Dealerships
- Auto Retailing
- Auto Glass
- Auto Inspections
- Auto Oil Change
- Auto Painting
- Auto Radio Service
- Auto Service
- Auto Tires
- Auto Towing
- Awnings

- Barber Services
- Basement Waterproofing
- Basketball Goals
- Bathtub

- Bicycles
- Billiard Table Sales
- Blind Cleaning
- Boat Service/Repair
- Bookkeeping
- Bridal Shops
- Buffing & Polishing

- Cabinet making
- Cake Decorating
- Calligraphy
- Camcorder Repair
- Camera Repair
- Carpenters
- Carpet Cleaning
- Carpet Dyeing
- Carpet Installation
- Car Washes
- Catering
- Cellular Phone
- Ceramic Tile
- Chef Services
- Chimney Cleaning
- Clock Repair
- Closet Remodeling

- Clowns
- Computer Repair
- Computer Sales
- Computer Training
- Concrete Work
- Costume Rental
- Countertops
- Decks & Porches
- Delivery Service
- Disc Jockeys
- Dock Building
- Doors
- Drainpipes

- Excavating
- Exercise Equipment
- Exterminating

- Florist
- Framing
- Furnace Vacuuming
- Furniture, Custom
- Furniture Repair & Refinishing
- Furniture Sales
- Garage Doors

You learned earlier (Chapter 2) how my friend used this concept to negotiate fees on his subscription based Web site for nationwide B&Bs. Internet referral directories are booming because everyone wants a one-stop source for what they want, when they want it - which is invariably, right now.

21 - PROVIDE AN INFORMATION-ON-DEMAND SERVICE

Final thought in this section. Set up a subscription based Web site business to provide fast access to timely data for a designated industry, market sector or sub sector. Companies and commercial institutions that rely on accurate, timely data are willing to pay handsomely for access to a site which guarantees up-to-date accurate information. Examples include stock, bond and commodity quotes, government contract bid requests, mortgage rates, pending legislation and government statistics. Provision of accurate timely information is what the Internet is really all about. If you can provide such information on demand, you will make money.

Seven businesses that offer high profit services to the Internet community

Are you a Webmaster or are you in the process of attaining that status? Could you provide a specific service to other Webmasters that would save them time or money? Or, can you

help other businesses establish a Web presence? If so, you have the basis for a profitable service based Internet business.

Even if you don't possess the skills required you could quickly learn them right here on the Internet - and usually at no cost. In point of fact, most service providers start off in this way. They had an interest in some aspect of Web development or marketing and found resources on the Internet that taught them how to provide these services.

The rest of this section will be devoted to signalling a few of the services you can offer together with some resources that teach you how to provide these services to others.

22 - BECOME CGI SCRIPT INSTALLER

CGI (Common Gateway Interface) is the most popular programming language used to build interactive Web sites. If you have ever signed a Web site's guestbook, participated in a discussion forum, placed a classified ad or used just about any other tool on a Web site, then you witnessed at first hand what CGI can do. A CGI program is more commonly known as a script - or a series of instructions that tell the server what to do and then bring the results back to the browser to display.

For example, if you are using a search tool on a Web site you enter the word or phrase into the entry field and hit the 'find' or 'submit' button. This action then invokes a CGI script that looks for occurrences of your search term in an index on the server. The CGI script then retrieves the matches from the server and brings them back for the browser to display. All this takes place in just a few seconds.

A CGI script installer doesn't actually write the CGI programs but rather installs existing scripts on the client's server. So where do you find these existing CGI programs? There are several libraries available online offering hundreds of free CGI scripts. This one ([cgi-resources.com](http://www.cgi-resources.com)) is among the best.

<http://www.cgi-resources.com>

Here is a partial list of the Web site content

Remotely Hosted (440 files)

Can't run your own CGI applications?

Get them hosted for you remotely!

Documentation (130 files)

Information, documentation and tutorials regarding CGI programming.

Books (18 titles)

Books related to the various topics found in CGI programming.

Programmers (32 files)

Lists freelance CGI programmers and companies to solve your problems.

The best way to approach this business

Read up on the CGI language because even though you do not require to write the programs, as an installer you should be familiar with how they work. Understanding the inter-workings will help you get up to speed on doing the installations and assist you to troubleshoot problems. Go here for a great tutorial.

<http://www.cgi101.com>

Even newcomers to the Internet can get up to speed quickly through diligent application to the intensive instruction and tools available from cgi-resources.com.

23 - OFFER AN ELECTRONIC PRESS RELEASE SERVICE

This is a service where you fax a client's press release to targeted members of the media. The Internet Marketing Warriors offer their members a free database of over 7000 fax numbers and email addresses of core global media. If you are interested, go to this site for membership information.

<http://www.thewarriorgroup.com>

For further edification on this particular way of making money on the Internet, you might also want to visit this Web site which offers a completely integrated one-stop press release service.

<http://www.press-releases.net>

If this way of making money on the Internet interests you, you'll find all the necessary tools at the two Web sites listed. Spend some time at both, choose the one you feel most comfortable with, sign up, and make a start on your new home based Internet business.

24 - LEARN HOW TO CREATE A SEARCH ENGINE POSITIONING SERVICE

In estate agency practice the most important aspect of the marketing strategy is location, location, location. The Internet equivalent to this adage is *position, position, and position*. A search engine positioning service helps clients get their Web sites listed within the top of the search engine results; this higher than average positioning almost guarantees high traffic for the site. Operators of this type of service keep up with the latest tools and techniques for top Web site positioning and employ these resources to build doorway pages that rank high on the search engine indexes.

You can find out more about search engine placement by visiting this site.

<http://www.searchengineforums.com/bin/Ultimate.cgi>

There is a learning curve required to take advantage of this opportunity but your application in mastering the skills will pay off handsomely because the demand for the service is huge - and growing.

25 - OPERATE A KEY PHRASE DISCOVERY SERVICE

This service examines a Web site and produces a list of all the keywords and keyword phrases that are relevant to the site's content. This keyword list can then be used to:

- o Build keyword specific doorway pages for search engine submission
- o Use the list to advertise on pay-for-click services such as Goto.com and FindWhat.com
- o Find link partners
- o Find targeted advertising media

The Go-To keyword search tool is of tremendous assistance in locating keywords. This resource lists the number of searches on the site for a particular keyword during the previous month

<http://www.goto.com>

This is another business that requires some application on your part before you get going but the information and tools you need are all available; just waiting for you to pull down and get started on a money-making adventure.

26 - SET UP YOUR OWN CLASSIFIED AD SUBMISSION CENTRE

There are literally thousands of free classified ad sites on the Internet but the problem with some of these sites is that they have limited traffic, and so using them individually as promotional tools is basically a hit or miss proposition.

What is not generally known is that there is software available that will allow you to automatically submit to hundreds of classified sites at a time. This greatly increases your chances of getting traffic. One way to profit from this situation is to purchase the classified submission software and then offer to submit clients' ads for a fee. You could charge \$25-\$35 to submit an ad every week for a month to 200-300 sites.

The software you need to operate this business is available at this site.

<http://www.becanada.com>

This one is simple. It will cost you a little money to start off with - but the hours are short and you can accumulate substantial fee income in a market that is booming.

27 - OFFER A WEB SITE DESIGN SERVICE

If you possess (or have the desire to learn) the HTML skills necessary, you can build Web sites for businesses looking to establish a Web presence. For several years now, business owners have been hearing on the news and reading in the press that if they don't get around to doing business on the Internet, they will be out of business. The problem here is that the majority have no idea how to build a Web site for themselves. Add to this the fact that the investment required to hire a specialist house to create a custom Web site is quite out of the reach of most small businesses. As an independent operator in your own online business, you could offer an inexpensive but lucrative solution by providing a template based Web site.

What you do is put together a sample Web site complete with navigation, guestbook, discussion board, and 5-10 blank pages that will be used to fill in information and illustrations about local businesses. Using this simple template, take atmospheric pictures of actual local businesses (storefronts are fine) and insert a picture of each of these businesses on a separate Web page.

Then contact each business owner in turn and demonstrate what his or her business would look like on the Internet. Offer to insert additional pictures and information about their services and products. Charge a minimum fee, say, \$300 for the Web design. In addition charge a hosting fee of \$15-\$30 per month.

For free CGI scripts (guestbooks, discussion boards, etc) visit this site: <http://www.cgi-resources.com>

For details on Web hosting services go to:

<http://www.pair.com>

You can negotiate with Pair.com to obtain virtual domain hosting at discretionary rates, providing you have a Webmaster account with them. Doing it in this way, clients would have their own domain name - www.whatever.com - which would be hosted under your Webmaster account. Assuming you charged \$15 per month for hosting you would be taking \$14 profit per month from every site you host!

Another excellent fee based opportunity. All you need to know is available at the sites listed.

28 - SET UP AS A WEB GRAPHICS DESIGNER/COPYWRITER

Let's look first at the copywriting aspect. A Web site's copy and how it is laid out can make all the difference between a profitable site and one that simply exists and costs money to maintain. You can charge big money if you can compose copy that sells. For information on Web copywriting visit this site: <http://www.write101.com>

Do you have a talent for drawing or graphics design?

If so, you can make a good living creating graphic content and artwork for Web sites. To solicit business, surf the Web and find commercial sites that could use a graphics makeover. Contact the Webmaster (whose address is usually featured on the home page) and offer your services. If you are good, word will spread fast and you could end up with more work than you can handle. Should you be so lucky, go out and hire someone equally talented to assist in the servicing of your increased workload. Put your native skills to the test and join the gravy train with your own home based operation. Proficient writers and designers are always in demand on the Internet.

How to profit from the software industry (even if you can't program)

Don't skip over this short section just because you are not a software developer or programmer. You can make money in the software development industry without writing a single line

of code. Alternatively, if you are a programmer, the ideas featured here might give you fresh insight on how to channel your skills - and if you ever wanted to be a software developer but never got around to it, this may now be the best time to start learning. The development tools available now on the Internet allow you to build applications using simple point and click interfaces with very little coding required. So, no matter which category you fit into, check out these ideas. You may not become the next Bill Gates. But then again, who knows?

29 - DEVELOP A DESKTOP APPLICATION

If you do possess the necessary skills you could develop applications that people can download direct from the Internet. The model for this business is to create the application with a 30-60 day timed limit. That way your prospects may download and test run the software - and if they like it, they can then purchase from you a code that registers the software and terminates the timed limit. To obtain some ideas on the types of software to develop visit discussion boards specializing in your particular area of interest. Pay attention to the various problems for which people are looking to find solutions --then develop software that provides ideal solutions.

30 - BECOME AN APPLICATION SERVICE PROVIDER

Application service providers host Web based applications on their Web sites and charge people an appropriate fee for usage. This is a very exciting way to make money on the Internet and experts forecast that within the next few years just about every desktop application will be Web based.

For complete information visit this site:

<http://www.aspnews.com>

Anyone can learn how to become an ASP. The provision of application services as a way to make money on the Internet shows huge potential for years to come.

31 - DEVELOP AN INDUSTRY SPECIFIC SPREADSHEET TEMPLATE

You don't need to be a programmer to develop a spreadsheet template. Simply write a pre-formatted spreadsheet that can be used for a specific industry. For example, in the financial industry, write spreadsheets that calculate mortgage amortization schedules or prepayment models - or write a whole suite of plug-and-play templates and offer them as a package. This one could be operated in tandem with several others from the opportunities listed in this section.

32 - WRITE CUSTOM CGI SCRIPTS

In the previous section we talked about providing a CGI script installation service. With just a little more expertise you could write and sell your own CGI scripts. Writing CGI scripts is much easier than you think. Here once again is a very good easy-to-follow tutorial. <http://www.cgi101.com>

You could either write CGI scripts on spec for Webmasters who have a specific requirement - or you could write several off-the-shelf scripts and offer them from your Web site. For an example of a site that sells several niche CGI scripts go here:

<http://www.cgi-resources.com/>

If you could learn how to write CGI scripts and couple that skill to offering an installation service, you would have the beginnings of a profitable Internet business.

33 - DEVELOP A DATABASE OF USEFUL INFORMATION

Put together a database of related information and sell access to it on the Internet - or package the information as a database application. The database doesn't have to be complicated. It can be as simple as a Web site that has an alphabetical list of classified ad sites to which you sell access. If you can compile information that is needed by a certain niche market, you will be able to charge for the privilege of accessing the data. A database or collection of related

information can be stored and accessed directly from the Internet. You sell access to the database interface that allows the user to search for the specific information required. Here are some examples of databases that you could set up on the Internet.

Ezine database

Compile a list of ezines that sell classified ads. Include information such as number of subscribers, ad cost, frequency, etc. You can sell access to this information to marketers who are looking for targeted places to advertise.

For an example of this concept, see: *The Directory of Ezines*

Media contacts for press releases

Similar to the ezine database, you could compile a list of core media contacts and this information could be sold to marketers who wish to send press releases to targeted media.

Newspaper advertising database

A list of all the European daily and weekly newspapers along with their classified ad rates, circulation, readership, etc.

Magazine advertising database

Similar list of magazines that accept classified ads

Resume database

Allow job hunters the opportunity to post their resumes in your database and charge employers to access and search the resumes from the Internet. The best way to approach this is to target a specific industry, such as computing, advertising, or accounting.

Industry specific database

Every industry has a need for specific information in a searchable format. Look at your own field of expertise and establish whether you can identify a specific need for compilation.

Employment database

Compile a list of jobs available for a particular industry. Sell access to job hunters.

Sports stats

Compile a list of sports related information for use by fantasy sports players.

You don't have the technical skill to develop your own software products?

Not a problem. Many software products offer affiliate reseller programs that allow you to earn commission by marketing the software. Here are a few.

<http://www.anaconda.net>

<http://www.AffiliateTracking.com>

<http://www.animfactory.com/affiliate.html>

<http://www.oska.com/tahni.pht>

Of all the software opportunities featured in this section, compiling databases has the greatest potential. On the other hand, you could opt to sell custom-made databases as an affiliate reseller and earn substantial monthly commission.

Offer cyberspace training and coaching

When UK Prime Minister Tony Blair announced that he wanted the Internet to be available to everyone, training and coaching featured strongly among the benefits he envisaged for the populace at large.

34 - CASH IN ON THE LATEST ELECTRONIC BOOM

Now commercial users worldwide are fast discovering the advantages the Internet affords to facilitating coaching and training through interactive Web sites, real audio and video, and software products.

Here how to exploit this exploding opportunity.

CGI programming tutorials

If you know CGI programming you can develop online tutorials that teach others how to write programs. You then have the choice of either selling access to the tutorials or offering them for free but selling more advanced courses. For an example of this visit this Web site.

<http://www.cgi101.com>

Web connectivity tutorials

There's a lot involved for anyone in getting their first Web site connected on the Internet. If you have the skills to put it all together, people will pay to have a step-by-step guide (book, CD-ROM, video) that shows exactly what to do and which software to use.

Java tutorials

Java is the programming language to use for developing database applications on the Internet. It allows for much more flexibility, speed and bandwidth than does CGI. However, as Java is much more difficult to master than CGI, it would be best to approach this business by catering for software programmers who want to learn how to leverage their skills on the Web. For example, you could create tutorials that show

programmers how to establish database connectivity to Web sites.

Lead generation coaching

As long as there are sales people, there will be a demand for prospect leads, and if you can teach sellers how to generate more leads, they will beat a path to your door to get at your skills training products. The key is to specialize in one specific industry and for lead generation coaching; you can choose from estate agents, car dealers, stockbrokers, mortgage lenders, financial advisors, etc. What you could do is to create a Web site that gives them some free information and then sell them more advanced courses in the form of videos or how-to manuals. Visit this Web site to see how it's done.

<http://www.leads4insurance.com>

Internet marketing tutorial

There is any number of Internet marketing courses on offer and the majority of these are in the form of manuals that are downloadable. Is there perhaps an opening here for a multi-video format? This animated approach could take viewers from A to Z and show them how to develop and market a Web site. It could also demonstrate how to use software tools, where to advertise, and how to install simple CGI scripts to boost traffic.

Sales coaching

Unlike lead generation coaching sales coaching does not necessarily require to be targeted to a specific market but can teach sales techniques in general to a wide variety of sales professionals.

Weight loss coaching

Develop a Web site devoted to helping people lose weight and you're on your way to creating a successful Internet business. One way to approach this opportunity is to create a referral center to assist users to find partners in their quest to lose weight. Then you go on to sell participants weight loss videos, menus, menu planning or even weekly teleclasses.

Health and fitness coaching

Similar to weight loss coaching, this concept could be adapted to helping people to get in shape. Offer videos and manuals on exercise, weight lifting, nutrition, etc.

Online golf coaching

Help golfers improve their game by offering free tips on driving, putting, posture, etc - and then sell them videos, manuals, teleclasses. If you are an experienced programmer, training and coaching is where the money is.

35 - DEVELOP A VORTAL

A Vortal - or Vertical Portal - is a Web site that provides a one-stop gateway to other Web sites with the same theme. Think of a vortal as a combination of a Portal and Theme Web site. A portal (such as Yahoo or Altavista) provides a gateway through which you can reach sites covering a wide range of topics. Conversely, a vortal concentrates on one specific topic and covers that topic in as much depth as is conceivable. However, unlike a theme site, it does not provide its own content.

A vortal can be as simple as a list of topics and content with links to the originating Web sites.

To operate a vortal successfully you would require to find (and link to) interesting and informative sites within your theme - and of course, you must also drive a steady stream of traffic to your site. You can make money with a vortal either by selling advertising or selling your own products related to the theme of the site.

Here are some ideas for vortal sites.

- o Pets and animals

- o Food and recipes
- o Business opportunities
- o Health and fitness
- o Sports
- o Automotive
- o Gardening
- o Web development
- o Internet marketing
- o Employment

Not everyone's cup of tea and a lot of hard work involved here - but you can make money on a regular basis out of creating and operating a vortal as a home based business venture.

EXTRA!. OFFER CREATIVE WRITING TUITION

Are you a writer or better still an author with a few published titles to your credit? Then consider expanding on your expertise by devising a course of instruction based on creative writing for beginners. You could market your information product via a mini (singles page) Web site or use the multi-dimensional approach of <http://www.writing-for-profit.com> . This site which I designed together with the accompanying tutorial started life in April 2003 and (as I write this piece) is ranking on Alexa at 268,209 out of 30,000,000 million web sites. Could you do something similar using your own expertise?

6

Creating your masterplan

Hopefully by now you are settling on an idea for the online business you intend to start and here is where you start to piece together your masterplan for achievement. Even if you are as yet undecided and mulling over two or three alternatives, still crack on adding flesh to the bones of the outline you have already created.

Leave the sections on Competition, Packaging, Marketing and Selling on the Internet until you have completed your first reading of the book - but start now on the other sections.

PLAN AHEAD FOR SUCCESS

Don't be put off if you've never written a business plan before. You have an idea, you want to start a business, and what you're about to do now is to slot into position all the nuts and bolts to create a plan of action that will transform your idea into a practical reality.

Do not consider the construction of the plan as a chore. It should be fun and as it develops, so too will inspiration as your

creative juices begin to flow freely. The initial purpose is to keep you focused on all matters relevant to the successful launch of your enterprise but there is another equally valid reason for creating and developing your masterplan. Even now you should thinking ahead and planning for the future. You won't need much if anything in the way of start up funding but the day may come when you require to submit your plan to external sources for expansion purposes.

Legislate now for that eventuality so that if or when that day arrives, you will be in a position to take instant action. Work on your plan consistently; make it a part of your everyday routine. If you don't take it that seriously, one day you might find yourself scrabbling around and cobbling together words and numbers that fall short of the mark as a persuasive instrument in your quest for financial assistance.

MAKE SURE THE PLAN HAS YOUR IMPRINT

Whatever the format of your final draft, make sure it's got your hand on it. You may need some help with the structure but if you follow the guidelines provided in this chapter, you won't go far wrong. Do not be tempted (even if you have the money) to assign this essential work to some hotshot consultant. This is your dream and to convert it into reality, it is you who has to see it through. Just remember, it's not the size of the plan that matters

but what goes into it. Keep the document brief, succinct, and to the point. Do it this way and you'll discover that a handful of foolscap pages will suffice.

CHOOSING AN EFFECTIVE INTERNET TRADING NAME

There's a lot in a name but even more in trading name. You should make a start on developing a suitable name for your enterprise by listing as many ideas as you can come up with. Getting it right from the start is crucial because you don't want to be obliged to change it after a few months of trading. There are a few house rules to observe and ideally, your trading name should meet these requirements.

- ✓ Maximum of nine letters in the composition of the core word (preferably less).
- ✓ Maximum of three syllables in its pronunciation (preferably two).
- ✓ The name must look and sound right.
- ✓ It should fit the purpose of the enterprise.
- ✓ It should be apposite to the marketplace.
- ✓ It must be acceptable for use on the Internet.

Composition

The crisper the trading name, the more memorable it will be. Consider the composition and the number of letters in each of these famous Internet names: MICROSOFT (9), HOTMAIL (7), YAHOO (5), FREESERVE (9), NETSCAPE (8). Keep it short and simple and providing it complies with the other guidelines, your name will work for you.

Two or three syllables

Good names are simple to pronounce; they just roll off the tongue because of fewer syllables. For example: Shock-wave (2), Hot-send (2), Cor-el (2), Pri-max (2) and the famous names above, Mi-cro-soft (3), Hot-mail (2), Ya-hoo (2), Free-serve (2), Net-scape (2). Avoid tongue twisters at all costs.

Looking and sounding right

If you get the first two guidelines right your trading name will sound okay but it also has to look good for graphic development in such a visible medium as the Internet. That's why single word names work best as a rule. Even so, you can sometimes cheat a little and get away with it by butting three words together as one in the form of an Internet graphic. For example: JimsWebStore.

Fitting the purpose

Seems pretty obvious but you'll encounter a host of inappropriate trading names in cyberspace. Take good care at the start and avoid this pitfall.

Suiting the marketplace

Your marketplace is the Internet so endeavor to inject a hint of high tech in the composition of your chosen name.

Acceptable for use on the Internet

Before the cement sets on your logo, make sure you can use it as the domain name for your Web site. Once you have made up your mind on a suitable name, endeavour to register. If it has already been taken, you'll have to try again - and that is why it's best to have a few alternatives in your knapsack.

DEFINING YOUR BUSINESS STATUS

Unless your idea has incredible potential you will almost certainly start out as a sole trader in your Internet business. Just be conscious of what this entails: should your enterprise go down the pan you will be personally liable for all debts incurred - unlimited liability, in point of fact.

ALLOW FOR TAXATION

Not a subject we need delve into in detail thus early in your adventure but it would be prudent to make some allowance for its ensuing inevitability.

If , for example, you live where I live in the UK you should be thinking in terms of:

- Income tax
- National Insurance contributions (NIC)
- Value Added Tax (VAT) in the fullness of time

Preparing your accounts

Should your business turnover (total sales) before expenses fall below \$15,000 for a full year of trading, you will not be required to provide detailed accounts. Instead, a simple three-line summary will suffice: For example

Turnover	\$14,657
Less purchases & expenses	\$ 5,500
Net profits	\$ 9,157

CREATING THE BLUEPRINT

This is where you discover whether or not you *really and truly* want to start an Internet business at home. Get it all down on paper; the good, the bad and the ugly. Omit nothing or you will live to regret it once you are underway. Let your head rule

your heart in the execution of your blueprint and you will become the architect of your own success.

Executive summary

- Brief description of the idea behind your business.
- Target market.
- Unique aspects (if any).

Management expertise

- How much you already know about Internet marketing.
- How much you know about your product or service.
- List the skills you still have to acquire.

The concept

- Just what is your idea?
- Is it yours or does it originate from another source?
- Explain it briefly.
- If it's brand new, prove its practicality for Internet application.
- If it has been around for years, who else is doing it on the Internet?
- What's different about the idea?
- Have you located a gap in the market?

Objectives

- List the objectives for your enterprise; short and long term.
- Now show how you intend to realize these objectives.

Competition

- Do you know who your main competitors are in the global marketplace?
- Detail their product ranges and illustrate where they differ from yours.
- If they are superior, say so; if they're not, explain why not.
- If you perceive a gap in the market for your particular product or service, make a guess at how you think the competition will react on your entry into the marketplace.

Product or service

- Devote one concise page to its description
- If it differs from competitive alternatives, say so.
- If it's superior, say so.
- If it's inferior, say so, and then explain why you believe it is still viable.
- List the benefits to the end user.

Packaging the proposition

Wrap your product or service into the benefits package you'll be offering your customers. Bear in mind that one difference makes all the difference.

- Will it be discounting?
- Will it be incentive marketing?
- Will it be added value service?

Marketing your business on the Internet

Keep your marketing strategy simple and relevant to the proposition.

- How will you go about attracting visitors to your Web site?
- Will you be using email marketing?
- Would you consider approaching user groups?
- Will you be offering a free trial period?
- Can you offer a choice of ways to pay?
- Will you use free reports as an incentive to purchase?
- Will you develop and circulate your own ezine over the Internet?
- Would you consider developing a promotional CD/DVD?

Production expenses

- List the costs of any extra tools you may require apart from the freebies you will locate on the Internet.
- List the costs of any special applications you might need for your particular type of operation.

Strengths and weaknesses

You will already be familiar with upside elements in your projected enterprise. Now list the downside before someone else does it for you. No matter how brilliant your plan may appear, there are bound to be some weaknesses. List them and state how you intend to accommodate them.

Financial projections

- Profit and loss for first year of trading
- Cash flow for the period
- Balance sheet

Appendix

- CV
- Include anything else that doesn't seem to fit in elsewhere.

STEPS AND STAIRS TO CREATING YOUR MASTERPLAN

- 1 Think of your masterplan as a rolling document. When you complete the first draft, you just keep on adding to it as you progress in your new business.
- 2 Take your own counsel to ensure that the input is all of your own devising.
- 3 Consider several alternatives before selecting the trading name you'll run with.
- 4 Be aware of the implications of operating as a sole trader.
- 5 Make some provision for the inevitability of taxation.

EXERCISE

Start now on your blueprint for success. Take everything you've gleaned so far on launching an online business at home, shop, or office and lay it all out into the semblance of a masterplan for achievement.

- o Are you confident in your ability to compose compelling sales messages?
- o If not, how do you intend to remedy this essential skill shortfall?

- o Do you know yet how to negotiate with faceless prospects?
- o How will you bring yourself up to speed on Internet selling?

7

Locating the freeware to build your business

There is an amazing range of promotional software on the Internet and it's all available for instant download as shareware or freeware. You do not require to do *anything* to qualify and it's all there just waiting to be downloaded into your computer. In this chapter we will review an extensive collection but our focus will in the main be centred on freeware products.

SHAREWARE, FREWARE AND IN-BETWEEN STUFF

When you download shareware you will normally be required to pay a small one-off fee which allows you to share the software with other users; with freeware you download the produce for free and it's yours to use for evermore.

How come they can just give the stuff away?

Manufacturers who classify their products as freeware do so for these purposes.

- o Sponsorship

- o Advertising
- o Testing

The promoters rake in a fortune in sponsorship and advertising rights and the recipients (you included) become the marketplace for product testing; win-win all around.

HOW AND WHERE TO LOCATE THE FREEBIES

Literally hundreds of disparate electronic application product categories are available as shareware or freeware but it could take the rest of your life to track them down if you didn't know where to look. You won't have to endure that because now I will show you how to locate the freebies.

YOU'LL NEED UNLIMITED EMAIL FACILITIES

As your enterprise gathers momentum you would be well advised to apply for as many email facilities as you can locate. You will need them to spread the flow of your incoming messages from sundry quarters. The good news is that you won't have to source for them because below is a list of such facilities, all of which you can join for free.

You can have as many free email addresses as you want

Sorting out and keeping track of responses to your promotional activities becomes easier when you have several email addresses at your disposal. It's a good practice to allocate separate email addresses for individual advertisements to ensure that the source of response is accurately identified. This is not a problem because you can have as many free email addresses as you want.

Extra facilities save cluttering up your mailbox

You will receive hundreds of email confirmations in response to your ads and many of these will be trying to sell you something else. There is no way around this but you can divert these confirmations to alternative addresses to save cluttering up your main mailbox; for example <http://www.zwallet.com> . Do not delete confirmations willy nilly - there could be gems of opportunity nestling among them.

Most of the accounts you choose will be Web based

What this means is that you will be able to access your email from any computer - a decided bonus when you are out and about on business or on holiday. Just pop into an Internet Café and your incoming emails are all there, waiting to be checked over.

Better yet, quit fighting your email

You need all the help you can get in your early days of email marketing. If you haven't already done so, go now and download the latest version of Netscape Communicator for free. Its Help Section has one of the easiest tutorials to follow on learning how to use email efficiently. Print out the pages and use them for reference.

12 email facilities you can join for free

<http://conk.com>

<http://hotmail.com>

<http://www.lycos.com>

<http://mailcity.com>

<http://excite.com>

<http://netaddress.usa.net>

<http://www.yahoo.com>

<http://eudoramail.com>

<http://www.uk2.net>

<http://juno.com>

<http://www.bigfoot.com>

<http://www.teamon.com>

TeamOn controls all of your group workings

This is an inventive piece of electronic wizardry that allows you to house all of your email requirements for groups and downlines in a single convenient program. You can sign up for free and it won't cost you a penny to use any or all of TeamOn's state of the art facilities on a liberal cost-free trial basis.

- Set yourself up as team leader
- Create your own exclusive email address i.e. jim@wealth-wizard.teamon.com
- Tag on addresses for team members i.e. anita@wealth-wizard.teamon.com

Here's some of what you get for free

- Individual incoming and outgoing mail service for every team member.
- Create complete facilities for teams of up to ten.
- Create sub-user group facilities.
- Autoresponders.
- Secure servers for interchange of sensitive information.
- Electronic work charts.
- Group calendar.

<http://www.teamon.com>

NO NEED TO PAY FOR AS SUBMISSION TOOLS

You can download and try out all of these tools for free (and keep them) whereas if you were to purchase them in the open market, you would get very little change back out of \$1000. Right now you may think you won't need all of them but I can tell you from practical experience, you will. Locate and download these goodies over the next few days and test them out over several weeks until you become acquainted with their individual facilities.

[Spider](#)

Submit your URLs to an amalgam of 941 assorted sources: major and minor search engines, free-for-all (FFA) pages and classified ad sites. Incredibly fast submission to all sites in a single application takes 6/7 minutes and you get a detailed submission report on performance. You'll have to settle for less hits on the free no-time-limit trial but a modest one-time payment gives you access to all 941 sites. Spider is a must for serious home based business operators.

<http://www.BizWeb2000.com>

[Ultimate Ad Tracker](#)

Now here's a tool that acts as your personal researcher.

The Ultimate Ad Tracker is perfect for the serious Networker who wants to know which ads work - and which don't. It has 10 unique features:

1. Tracks hits by using different **URLs** for each ad campaign
2. Tracks hits from any site you send traffic to (i.e. affiliate programs)
3. Password protected admin area
4. Shows all referring URLs
5. Tracks total hits *and* total unique hits
6. All hits logged in an easy to read graphical format
7. Tracks hits and unique hits by month, day, even down to the hour
8. Better file locking to handle much heavier loads
9. Ability to edit all accounts
10. Shows ratio of unique hits to total hits

[Free trial download](#)

<http://www.thewarriorgroup.com/utrack.zip>

Spend some time on the search engines to identify free download sources for the tools listed below. Use keywords such as '*Internet tools - FFA Blaster*'.

[FFA Blaster](#)

The Blaster transmits your URLs to 1000 FFA pages in minutes and you may use the service as often as you wish. Get yours on a free trial basis.

[Classify98](#)

This is an essential piece of software for Networkers who regularly post ads to classified sites. Classify98 reaches 1500 of them in just one quick posting. Available on free trial with limited sites run. Minimal one-off payment allows access to all 1500 sites.

[DHSC free submit](#) - beams out your URLs to hundreds of search engines.

[Classified Connection](#) - connects to thousands of classified ad Web sites.

[IMC tools](#) - just about everything you'll ever need for electronic marketing.

[Aureate group mailer](#) - blasts out emails to groups

[Zenith bulk mailer](#) - ditto

[Ad Wizard](#) - files and categorises all your promotional ads

[AdsPull](#) - tells you how to write copy that sells

And now five amazing Internet communication tools available initially on a test market basis - and then yours to keep thereafter. Don't pass these by.

[ICQ](#) - talk to anyone anywhere direct from your computer and for free

[Adobe Micro Reader](#) - downloads and lets you read and print out PDF files

[Hotsend](#) sends bulky files (such as this book) as a single attachment in a single email

[Gator](#) - fills in online forms automatically

[Shockwave](#) - reaches parts of the Internet no other tool can

You won't find it difficult to locate any of the above (and I don't want to make your induction too easy) if you apply yourself to regular diligent search sessions.

CHOOSE THE BEST AUTORESPONDER YOU CAN FIND

There are available to you literally hundreds of sources for free autoresponders (virtual office suites for example) and I am not going to direct you to any one source in particular. Do your own search so that you can get a feel for what's on offer. Just ensure that the autoresponder of your choice has the entire range of features listed below.

[Immediate autoresponse](#). The facility to ensure that the very first message you send out to enquirers can be as long or as short as you wish.

[Follow ups](#). You may issue unlimited follow ups but seven is the accepted maximum in Internet circles. If they haven't bitten after the seventh approach, you're blowing in the wind.

[Edit suites](#). These allow you to freshen up or completely change the copy for both immediate messages and follow ups.

[Test facility](#). Send yourself test messages as a precaution prior to submission.

[Opt-in list](#). All incoming enquiries are catalogued (names and email addresses) into a convenient list which in time will build up to form your own exclusive safe prospects list.

[Add/remove](#). This facility enables you to add to manually and to remove unwanted enquirers.

[Email](#). You can send one-off messages on unrelated topics to your entire aggregated following.

HOW DO YOU FIND ALL THE FREEBIES?

As a matter of fact I didn't find any of them; not one. *They just came to me*. The Internet loves winners and it loves triers almost as much. When it sees you give it your best shot, it simply reaches out and gratuitously throws things at you to help you on your way. It will happen to you too if you always give it your best shot. You'll be offered more and better stuff because Internet technology progresses at the speed of light and it's the *triers*_who are invited to test market (and keep) the industry's newest inventions.

MAKING SURE YOU PUT IT ALL TO BEST USE

First off: locate and then download those freebies or items of shareware for which you reckon you have an immediate requirement. Log the remainder in your 'accumulated information' file for future use. Do this now and then start using your immediate tools on a regular basis. Some may seem strange at first but persist and the best computer of all (*your brain*) will very soon effect complete mastery over them.

STEPS AND STAIRS TO SELECTING ELECTRONIC TOOLS

- 1 Shareware and Freeware help you build your business without incurring undue cost.
- 2 Take advantage of all free tools to complement your own endeavors.
- 3 When you use these tools, both you and the developers prosper.
- 4 Sign up for several email facilities. You'll need them in time.

EXERCISE

One evening this week spend an hour or so searching the Internet for as many items of shareware and freeware as you

can locate. Read all product descriptions assiduously and make your selection for download.

8

Creating a corporate structure

You may be operating your business from a desk at a window in your living room overlooking the village green (as I do) but no one else on the Internet will know that. The impression you must always project in all you do is that of a professional corporate entity, and to accomplish this, you will require to develop a corporate structure of your very own.

MAXIMISING THE POTENTIAL OF YOUR INITIAL WEALTH CREATORS

For the purposes of this exercise we shall assume that you have decided to run with several opportunities in tandem to test out their potential. However, the guidelines provided on constructing a composite Web site are equally applicable should you decide to concentrate all your energies on a single idea. If you're running with several, the amalgam could be broken down as follows:

- o Three or more affiliate reseller programs
- o Your own idea plus several affiliate programs

- o A selection of opportunities from those featured in Chapter 4

Now you have to find ways of maximizing individual and overall potential in a pilot testing operation that will take anywhere between three to four months. None of this is going to cost you a penny and while you will require to work long and hard at the outset, your eventual input will consist of no more than an hour or so daily on promotion. The rest of the time you can devote to checking the returns and assisting your business to grow in other ways. Here is what you have to do to maximize potential.

- ✓ Pilot test each of your potential opportunities individually.
- ✓ Design a composite Web site to house and promote the entire range.

TAKE INDIVIDUAL SITES FOR A TEST DRIVE

If you are running with affiliate resellers, the majority of the programs you have identified come complete with pre-designed Web sites and secure ordering facilities (ignore the handful that don't) and it is these Web sites that you will promote individually. How you do this in a systemized manner is the subject matter of the chapter to follow.

CONSTRUCTING A COMPOSITE WEB SITE

To complement your campaign of individual program promotion, you will create a composite, corporate Web site containing all of your wealth creators. This will double the thrust of your promotional activities and prove in time to be a vital cog in the overall marketing strategy. Don't balk at the prospect of being asked to create a composite Web site. And don't worry if you've never designed anything before in your life. Do not be concerned if you can't even draw a straight line. Above all, don't worry about costs. Do a search and you'll find many sources where you can use Web page creation tools at no charge.

However (of all the available options you may encounter) I recommend Freeservers. As the name suggests, this service is also free, and the easy-to-use 'wizard' design tools are superb – in line with many professionally created Web sites that cost thousands of dollars to construct.

<http://freeservers.com>

Creating a strategy for construction

Let's turn our attention now to the creation of a strategy and flowchart for implementation of the graphic treatment for your proposed Web site.

➤ What will this entail?

- Which elements are we to include?
- How many pages will be required?

What you are in effect doing when you create a composite Web site is setting yourself up as a *mini* specialist opportunity house. It stands to reason therefore that you must include sufficient information and display it in such a way that visitors to your site can immediately identify with who you are, what it is you do, and how easy it is to do business with you.

Elements to include in the strategy

Name of the enterprise i.e. 'LensTop20'. 'JimsWebStore', 'The Cyberspace Mall', 'Wealth_Wizard'. Whatever you decide, keep it short and to the point -no more than three words.

Brief mission statement on what you are offering: specialist service, tangible merchandise, free Web sites, free training etc.

Pic or illustration. Could be a pic of yourself or an illustration relevant to the activity. Personal pics you will need to scan and import from your computer but you can locate dozens of suitable illustrations from the toolbox of the 'wizard' you'll be using to create your pages. Simply download and insert the one you choose.

Hyperlinks to each and every one of your opportunities. Follow the simple directions supplied in your page creation system and

you will enable visitors to activate entry to *any* program of their choice at a click of the mouse.

[Special offer panel](#) to highlight a particular opportunity or promotional offer.

[Email link](#) to allow visitors to contact you direct.

[Autoresponder link](#) to reply to enquiries with a predetermined response.

[Guest book](#) to record visitor names, email addresses, fax numbers.

Do not feel intimidated by the apparent enormity of the task facing you. 'Wizard' Web page creation systems lead you through the process step by step, and in effect do all the work for you. With the following tools at your disposal you will create up to three pages within an hour.

Masthead generator. Creates your trading name logo in a flash.

Copywriter. Keys in your mission statement.

Image creator. Positions your pic or illustration.

Hyperlink activator. Just type in your program URLs for immediate activation.

Gizmos to create your special offer panel and animated effects.

Links to email autoresponder are automatically activated.

Guest book created instantly with one click.

plus

Metatag generator to enhance your chances on positioning with the search engines.

How many pages and what is the split?

You could contain all of your information in a single page but you will have a more effective Web site working for you if you spread it over three pages as follows:

Home page

- ✓ Masthead
- ✓ Mission statement
- ✓ Link to programs page
- ✓ Links to email and autoresponder on final page
- ✓ Special offer panel

Programs page

- ✓ Masthead (with linking copy)
- ✓ List of hyperlinks to all affiliate programs
- ✓ Gizmos such as weather forecast, astrology, or lotto numbers
 - all of which you can get for free

End page

- ✓ Masthead

- ✓ 'Thank you' message
- ✓ Email
- ✓ Autoresponder

Why are we designing the pages in this way?

Because doing it this way provides visitors with choices; the information provided is in logical sequence; individual pagination is not convoluted; users can determine at a glance:

- ✓ Who you are
- ✓ What you do
- ✓ How to contact you
- ✓ How to sign up for your opportunities or order merchandise
- ✓ *Add to all of this the fact that visitors are not to know that your operation is home based.*

Summarizing the benefits

So, what are the specific benefits to be achieved by electing to create and operate your own Web pages, your very own composite Web site?

- ✓ You can market your business and sell its services on-line.
- ✓ You can do business 24 hours a day, every day.

- ✓ You can receive enquiries from all around the world.
- ✓ You can foster better customer relationships.
- ✓ You can answer prospects' questions and provide information instantly.
- ✓ You can compete on the same worldwide platform as international concerns.
- ✓ Prospects can browse your opportunities menu at leisure.
- ✓ Prospects can download and print out individual program data.
- ✓ Prospects can sign up online.

View an actual Web site created using these techniques by visiting <http://www.writing-for-profit.com>

WHAT TO DO NEXT

The creation of your own corporate Web site is the key to broadcasting news of your enterprise worldwide and having new customers from far afield come directly to you. Before that can happen though, you must accomplish the following:

- ✓ If you don't have your own host computer, you can rent space for free from your ISP who will normally provide you with 5Mb of Web space as part of the basic deal (enough for almost 150 pages).
- ✓ Register the name of your Web site.

- ✓ Go on-line by placing your files onto the host computer.
- ✓ Promote your Web site's presence on the Internet.

HOW TO GO ABOUT PROMOTION

As with any form of conventional advertising and marketing, competition to attract the attention of Internet users is positively fierce. Make early and consistent endeavors to promote your Web site's presence and ensure that every opportunity seeker cruising the Web has a fighting chance of finding your painstakingly created Web pages.

Immediately set about your own self-generating campaign of exposure by ensuring that your Web site and email addresses feature on your letterhead, business cards, with-comps slips, invoices, statements, press advertising, print matter, etc.

Thereafter apply yourself to keeping the information contained in your Web pages up-to-date.

REPLICATING THE CORPORATE STRATEGY

Having done it once, you have the option of stretching the reach of your global marketing by replicating your composite site through free tools provided by these sources:

<http://www.angelfire.com>

<http://www.tripod.com>

With another two or three replicated sites carrying the corporate message, your Internet presence will be considerably heightened.

STEPS AND STAIRS TO A CORPORATE IDENTITY

- When you portray a professional image on the Internet you are right up there among the major players.
- Promoting your opportunities individually and collectively pays off in the long run.
- Allow your pilot testing to run for up to four months in a focused Web site that will attract sign ups online.
- 'Wizard' Web page creation tools do the job for you.
- Submit your exclusive corporate Web site address(es) to every search engine on the Internet.

EXERCISE

Read over once again the example given in this chapter of the strategy devised for the creation of a composite Web site. Now apply yourself to devising a strategy for your own corporate Web site and complete the exercise by drawing up an appropriate flowchart. Allow for up to three Web pages to include...

- ✓ Trading name
- ✓ Mission statement
- ✓ Profile of affiliate programs
- ✓ Pic or illustration
- ✓ Active hyperlinks to bizops
- ✓ Links to email and autoresponder

Now add an inventive additional element of your own choosing.

9

Devising the internet marketing strategy

It's all beginning to fit together now and the time is fast approaching for implementation of your Internet marketing strategy. To accomplish this, there several ways in which you can promote your enterprise in cyberspace; some excellent, some good, some which can backfire on you if not properly used. How will your strategy shape up? We will now review all of the options in detail and arrive at a balanced judgment on a plan of action for consistent and effective promotion.

OPEN FOR BUSINESS 24 HOURS A DAY

There is no early closing on the Internet. It's open for business seven days a week, every week. There are no time constraints

either because every second of every hour, someone somewhere is buying online. You really can sell anything (well, *almost* anything) to anyone, anywhere, anytime.

DIRECTING THE TRAFFIC TO YOUR WEB SITES

However you evolve, develop and implement your Internet marketing strategy, it will be done with one sole purpose in mind: *driving traffic to your Web sites*. You won't sell off the page in this business, regardless of whether the 'page' is an enticingly composed email or a drum-beating classified ad. It simply does not happen that way on the Internet. Unless your marketing persuades opportunity seekers to visit your Web sites (storefronts), sample your merchandise (programs) and tempts them to 'buy' on the spot (sign up electronically), your efforts will have been in vain and your business will rapidly fold through lack of interest. Imagine instead you were operating a string of high street stores. You wouldn't under these circumstances expect your prospects to buy from you over the telephone without first visiting one of your stores, would you?

- Driving traffic to your Web site is germane in this business
- Selling off the page is a no-no

CONSIDER ALL OF YOUR PROMOTIONAL OPTIONS

Basically there are five options at your disposal and you should certainly use the first four in your marketing - but they must all be used correctly if you are to avoid the backfiring aspect touched on earlier. The final option is just that: an option, but an effective option nonetheless.

- Search engines
- Classified ad Web sites
- Effective emailing techniques
- Alternative media
- Promotional CD/DVD

HOW TO POSITION YOUR SITES WITH THE SEARCH ENGINES

Submission of your Web site addresses (individual and composite) isn't something you do just once, but regularly. Don't expect too much though in the way of prime positioning. You might just get some of your sites into the top five hundred of a remote category but you'll be lucky to make the top five thousand of where you'd like to be - the opportunities category - unless you include the following in all of your submissions.

[Keywords](#)

For an information product focused on assisting people to write for profit for example, here are some basic examples of keywords/key phrases one might consider using:

'writing for profit, creative writing course, writing tutorial, extra income idea, residual income stream, writing resources'

Meta tags

The same keywords are used for meta tags but you never see them on the Web page. They are hidden persuaders that the Web page creation tools (and most submission services) will submit for you on request. Always take advantage of the offer wherever you come across it.

SUBMITTING YOUR SITES TO THE SEARCH ENGINES

First, do your research! Your title and meta tags should be in order. Have your description of 25 words or less prepared. Limit your description to 200 characters including spaces and focus on the top 3 keywords. Create a title tag using the top keywords, keeping in mind that most web browsers will place a limit on the display.

Before submitting to the search engines, optimize all the main pages on your website by making them search engine friendly. You have the option of paid versus free submissions. Paid submissions will get faster and better results if done properly. If you have already submitted to paid services within the past 6

months, there is no need to do it again. If you previously submitted to free search engines that have changed to charging for submissions, you should resubmit using their paid forms. Before submitting to any search engine, read the submission guidelines very carefully. A good set of guidelines can be found at

<http://www.google.com/webmasters/guidelines.html> .

Your listings with the following top search engines will help in getting listed well on other search engines.

Paid Submissions

[Yahoo](#)

[LookSmart](#)

[Alta Vista](#)

[AskJeeves](#)

[Fast All The Web](#)

[Inktomi](#)

**Submit to these sites
for free**

[Open Directory
Project](#)

[Google](#)

[Zeal](#)

[Zeal](#)

[Froogle \(part of](#)

[Google\)](#)

Other Search Engines

AOL Search

WebCrawler

Direct Hit

DogPile

Excite

Infoseek

HotBot Lycos

MSN Search

Netscape

Search

Northern Light

Snap

When to re-submit to search engines

Only resubmit each time you update or change your page and only if you are not already ranking well for a particular engine.

It is important to resubmit major changes because search engines are not always aware of them. But there are dangers to submitting too often. A general rule is not to submit more than 2 pages to any search engine at any single time. Wait at least a month before resubmitting--but three months would be better. Engines such as Google re-index pages on their own schedule so you may need to be patient--it can take a few days or up to a few months for pages to be re-indexed. Do not submit over and over again as this is considered spam and may cause you to be dropped to the bottom of lists.

LINKS TO YOUR SITE ARE IMPORTANT

Links and their wording are important (even if they are coming from your own website.) Search engine placement is improved by including the targeted keywords in these links--but sometimes this will not be how you wish your users to see the links. It is best to give greater importance to making it easier for your users than what is better for the search engines.

Link Popularity and why it is so important

Most major search engines consider "link analysis" or "link popularity" (how many other sites are linking to your site) in ranking websites. Link analysis also gives search engines a powerful tool to evaluate relevant websites for specific keywords or phrases. The major proponent of link analysis is the

prominent Google search engine. Google and AOL have millions of users and AOL uses Google for its search listings. Keep in my the relationships search engines share are constantly changing.

CLASSIFIED AD SITES CAN WORK WONDERS

These sites make a useful adjunct to your overall marketing mix and you can have as many of them as you wish for free. Your own offers will be featured in display ad format *but* you can also use these classified ad sites to drive traffic to your main Web sites by inviting other Internet marketers to post their ads. You can accomplish this quite easily by regular email shots directing users to a classified ad banner on your main site(s) So, before they can post their ads, you have repeated opportunities to interest them in your primary propositions.

Advertise and send prospects directly to your ad sites

Alternatively, you can advertise and send people *directly* to your classified ad sites. When users post their ads, these sites acknowledge placement by an autoresponder 'welcome' message that will include complete details of your own opportunities.

An added bonus

You'll be able to give away free sites like your own to other users and in the process get another two bites at the cherry.

- To obtain these free sites enquirers are directed to the classified ad banner on your main site(s) where they can view your opportunities while they are there.
- When they sign up for a free they also get the 'welcome' message

Your own ad is the first they see

Your own display ad stays at the top of sixteen disparate classified categories, so the very first ad prospects see is always *yours!*

How banners can drive traffic your way

You have the capability of posting banners on your classified sites to advertise any business you wish - and of participating in free banner programs. This latter option will cost you a little money but it's worth it. You receive a commission anytime anyone signs up under you.

The bottom line

Sign up for several of these classified sites because they will prove beneficial to all of your online ventures and help you

build up a stack of useful contacts. They cost nothing and are useful servants who will work non-stop for you.

EMAIL - YOUR NUMBER ONE SELLING TOOL

You'll be working with a small marketing budget, so how then do you obtain the best for less? By utilizing to its full advantage the most efficient promotional tool on the Internet: email. Email marketing breaks down neatly into just two categories.

- Targeted
- Untargeted

Untargeted emailing is a waste of time

Untargeted marketing on the Internet normally takes the form of unsolicited bulk email. Whether you do it yourself or hire one of the thousands of online blasting operators, it makes no difference because it's simply a waste of time and effort.

What is unsolicited email?

If you don't have permission to send it, then it is unsolicited. Most ISPs do not allow this activity and they will close your account without notice as soon as the inevitable complaints start to trickle in. Don't risk it.

'Spamming' is bad netiquette

You are guilty of spamming when you send unsolicited email to addresses that have not agreed to receive commercial messages. Never indulge in spamming or you'll not only risk the reputation of your business; you'll get yourself into more trouble than you can imagine.

Targeted email marketing is the only way

Targeted email works best because you are talking to like minded Internet users and you're doing it in an acceptable manner. Not only do you get much better results but you'll never have to worry about being closed down or damaging your reputation as a home based operator.

Email allows you to communicate directly to your customers. It is also one of the most abused forms of online advertising on the Internet. Nobody enjoys receiving unsolicited email touting a business or service. While it is possible to purchase huge mailing lists of email addresses that can be used for marketing your product, you are likely to turn off large numbers of potential customers by engaging in this practice.

Instead, opt-in mailing lists are now the preferred method of establishing email lists of customers who are genuinely interested in your product or service. Give customers the option

of signing up for the opportunity to receive periodic emailing of future promotions and information.

Consider creating an online newsletter

An online newsletter (ezine) must do more than just tout your products. Make it informative, useful and worth reading. For example, if your online store sells tropical fish, write a short article detailing useful aquarium maintenance tips. Include relevant links to your site within the email itself, encouraging readers to find more information by clicking on the appropriate links. Also consider providing time-limited online "coupons" that can be redeemed at your site. [Barnes & Noble](#) has effectively used this strategy to reward frequent buyers at their online store.

Finally, remember that each email should also contain instructions for how the recipient can be removed from the email list.

USING ALTERNATIVE MEDIA STRATEGICALLY

You're left now with two very useful marketing tools to include somewhere in your overall strategy:

Generate traffic with free reports

Reports are very popular on the Internet and now there are programs that will generate traffic for you by offering *free* reports. Once you subscribe you will have links back to your site(s) on thousands of pages and reports all over the Internet.

Leading Edge Reports

<http://www.Websitings.com>

Link Reward

<http://www.linkreward.com>

You can obtain and employ these for free. Use one opportunity or several disparate ones.

- Use the report nets to draw attention to your site through email ads or classifieds.
- Put a link on your main Web site(s) for all your reports.

Sign off your emails with a sales message

On every email you send out into the stratosphere, make sure you tag on a 'signature' that sells one or more of your opportunities.

GET IT ALTOGETHER ON A CD/DVD

You can commit a whole variety of computer files to CD/DVD: text, graphics, video, animation, etc. However, (as in the case of constructing your composite Web site) it is essential to draw up an appropriate strategy before commencing.

Trim the costs by preparing in advance

Perhaps at this early stage you don't feel sufficiently confident yet about creating your own promotional CD/DVD. Should that be the case, hand the project over to someone who does. However, if you decide to use an external source, make every endeavor to handle as much of the pre-production work as you can manage in-house. You will save money if you do.

Get it all together

Efficient pre-production is all down to advance preparation: strategy, 'shooting script', collation of all the required elements (graphics, pics, illustrations, video clips, animation etc). You will also require to compose an appropriate commentary to accompany the visual aspects. There's nothing difficult about any of this; it's just a matter of application.

Developing the strategy

Let's demonstrate the pre-production process by turning our attention back to the plan we devised for constructing a Web

site. We'll include the same elements (saving some time and effort) but include a few new ones. The list will look something like this:

- ✓ Company name etc
- ✓ Brief mission statement
- ✓ Pic/illustration
- ✓ Video clip
- ✓ Hyperlink to main Web site
- ✓ Hyperlinks to *all* affiliate programs
- ✓ Email responding facility
- ✓ Link to autoresponder

Let's see how all of this shapes up in the 'shooting script' which (despite the arty title) should be simple, brief, and straightforward in its execution. You are not about to conceive the production script for a major motion picture; only for a promotional piece, the scenes and settings of which are to be set out succinctly, step by step.

PRODUCTION SCRIPT FOR YOUR VERY OWN PROMOTIONAL CD/DVD

[Opening frames](#) - letters and characters come together from different angles and directions to form trading name in an animated fashion. Cut to clear screen where [mission statement](#)

(max 25 words) appears - word following word, line by line - in telex type format. Dissolve to light pastel color background featuring [interactive bullet-pointed hyperlinks](#):

MAIN WEB SITE (accessed through integrated plug-in, say Shockwave)

OPPORTUNITY WEB SITES (up to 20 in total)

GREETINGS FROM C.E.O. (i.e. YOU on video!)

SPECIAL PREMIUM OFFER (i.e. free reports to sign ups)

EMAIL (also accessed through Web site)

AUTORESPONDER (ditto)

When accessed, the hyperlinks give the recipient options to flip back and forth from one Web site to another. Once a particular opportunity is clicked and viewed, the presentation reverts back to the pastel background housing all of the features. The opportunity just viewed is highlighted, enticing the recipient to move on to other opportunities. All of the affiliate Web sites contain essential: secure ordering facilities.

[Ends with freeze frame](#): logo and thank-you message

That's really all there is to it. Take the trouble, save some money, and create a promotional CD-ROM you'll be proud to send to your customers.

To summarize:

- ✓ Create your strategy
- ✓ Develop a script for production purposes
- ✓ Write an appropriate commentary
- ✓ Collate all graphics, pics, video clips etc
- ✓ Call in professional help if you need it

Who would you send your promotional CD/DVD to?

That's easy: hot prospects, hotter-than-burning-ashes prospects who just need another nudge to sign up. You'll find that many of them sign up for several programs on the spot on receipt of your CD. Why? Because very, very few of your competitors will be so imaginative...

SELLING ON THE INTERNET

Your marketing strategy will determine the sales policy but however it pans out you will require a means of accepting orders and effecting money transactions electronically. If you were to be selling hard goods you would need to set up a shopping cart service but as it is more likely that you will be focusing your efforts on digital downloadable merchandise your best bet is to opt for a third party credit card/online check processor.

Cash payments are less advanced with third party processors but easier to set up. Funds are transferred from the buyer's bank account or credit card to the sellers account. This is similar to writing someone a check but much more secure and easier to track. This type of service is most commonly used for services that do not require shipping or taxes, hence there is no need for shopping carts to manage the information.

With [PayPal](#), for example, all a visitor to your site requires is an e-mail address and a bank account to get started. A PayPal account is then created to send money from their account to yours. A finance charge is imposed on every transaction. This is acceptable to many e-commerce businesses that are happy to pay the finance charges in order to complete online transactions. A drawback is that customer support is completely automated. Below is a list of some of the more popular and well known forms of cash payment systems.

- <http://www.paypal.com> - Owned by Ebay
- <http://paydirect.yahoo.com>
- <http://www.propay.com>
- <http://www.echarge.com>
- <http://www.moneyzap.com>

Alternatively, you might consider opting for the service I use for my online enterprises <http://www.clickbank.com>. There is a

one-off set up fee of \$49 + a small commission on every transaction but you can use the system for an unlimited number of products providing they are downloadable and under the same domain.

Money transactions

Be very careful when choosing a method to handle online payments, including issues such as taxes, security, cost and reliability. If your site becomes very popular, your e-commerce system will need to be scalable to that growth.

Compensate for lack of personal interface

<u>Upside</u>	<u>Downside</u>
You avoid personal interface	Harder to strike up a dialogue
You avoid personal presentation	Harder to get your message across

Successful Networkers turn this perceived downside on its head by utilizing every aspect of electronic interfacing to the fullest advantage in every tool they use. Striking up an initial dialogue might prove slow to begin with but if you persist the response factor will soon start to improve - and with good reason.

You are not indulging in scattergun marketing here; you are talking to like minded Internet users who share an affinity with your proposition.

Compensate for lack of personal presentation

How you talk electronically to your prospects is crucial and so it is important that:

- ✓ Your Web sites are professionally constructed and user friendly.
- ✓ Your information is clear, concise and honest.
- ✓ Your copy platforms are compelling.
- ✓ Your sales messages are persuasive.
- ✓ You use your autoresponders to keep the dialogue going.

40 EXPLOSIVE IDEAS FOR INFORMATION PRODUCT PROFITS

Every now and then we are all struck by writer's block or have trouble brainstorming the next information product. Here are 40 explosive ideas to help you emerge from the rut – compliments of Bret Forster www.profitavenue.com

Idea #1. Checklists: Create a list of things to check for a particular process related to your business's topic. (Ex: a checklist for creating a profitable website.)

Idea #2. Templates: Design a template that will make a certain action easier for your target audience. (Ex: a template for writing a profit-producing ezines.)

Idea #3. Text Workbook: Publish a text format ebook so your audience can learn and practice a certain skill. (Ex: a text workbook for writing webpage ad copy.)

Idea #4. Offer Transcripts: Create an ebook of text transcripts of a related live event. It can be a seminar, speech, class, interview, etc.

Idea #5. Glossary Of Terms: Publish a web directory or ebook glossary of terms relating to your specific business industry or subject.

Idea #6. Advice Service: Offer a live chat room where you or your employees can give your visitors and customers advice on your e-business topic.

Idea #7. Free On-line Research Service: Offer a free service where you will search sites or information your visitors or customers are having trouble finding online.

Idea #8. Plans: Create ready-made plans for a particular project your target audience wants to accomplish. It could be marketing plans, landscape plans, etc.

Idea #9. Forms: Offer printable, ready-made forms your visitors

or customers would use regularly. It could be legal forms, organizational forms, etc.

Idea #10. Email Reports: Publish quarterly e-mail reports that contains new research discoveries, surveys, and statistics about your related industry.

Idea #11. Consulting: Give your customers advice on topics related to your product or service. You can consult via e-mail, message board or chat room.

Idea #12. Viral eBooks: Compile related product information or instructions into a viral eBook. You could publish it in text, PDF, html or exe format and allow them to brand the eBook.

Idea #13. Customers' Only Discussion Board: Make a place online for your customers to communicate about your business or similar information.

Idea #14. Email Newsletter: Publish an informative ezine that keeps your customers informed of important or helpful information related to their purchase.

Idea #15. Private Member's Only Web Site: Give access to a private part of your web site were customers can find helpful

information non-customers can't access.

Idea #16. Software Downloads: Allow your customers to download software that's similar to or compliments their main purchase.

Idea #17. Useful Online Utilities: Give customers a web utility that will make their life easier. It can be a calculator, graphic creator, web site submitter, etc.

Idea #18. Online Chat Room Classes: Teach your customers how to better use your product or about a subject that relates to their purchase.

Idea #19. Online Video: Allow customers to download or view a related how-to video or informative seminar right over the internet.

Idea #20. Online Audio: Allow customers to download and listen to a recording of an expert that is being interviewed right over the internet.

Idea #21. Announcement Alerts: Give customers e-mail alerts about critical information or product releases before your non-customers find out about it.

Idea #22. Discounts: Allow your customers to get lower prices on your products and other related products other businesses sell.

Idea #23. Expert Conference Call-ins: Set up a date and time when your customers can call up and talk directly with experts that are related to your industry.

Idea #24. Private Invitations: Give your customers private invitations to customer events that non-customers cannot attend.

Idea #25. Online Rolodex: Compile a list of websites or online contacts that are related to the product. You could publish it on the web.

Idea #26. Information Archive: Bundle together some older information that's no longer available. It could be ezine back issues, articles, transcripts, etc.

Idea #27. Mentoring Program: Give your customers unlimited consulting with their purchase. Allow them to contact you by e-mail, phone, fax, in person, etc.

Idea #28. Audio/Video Ezine: Give customers an upgraded version of your ezine in online audio or video format. Non-paying customers could only get it in e-mail.

Idea #29. Freebie Announce Board: Offer your customers a message board where they can announce freebies that they can offer from their web site.

Idea #30. Barter Discussion List: Offer your customers the option of joining a barter email discussion list. They can barter goods and services with others.

Idea #31. Offline Directory: Create an online directory of offline resources. You could include names, phone numbers, addresses, etc.

Idea #32. eBook Of Reviews: Publish an ebook of stuff that's related to your target audience that you could review like products, web sites, movies, etc.

Idea #33. Round Table Chat: You could schedule a group chat of people your customers would want to meet and talk to on the Internet.

Idea #34. E-mail Intelligence Alerts: Allow your customers to

sign up to an email alert list. You can alert them when you find out news that could affect their life.

Idea #35. Statistics eReport: You could compile a report of different statistics that's related to their purchase. It could be surveys, tests, special studies, etc.

Idea #36. Personal Notes eFile: Collect notes that you've taken about your industry and compile them into a downloadable file.

Idea #37. Profile eBook: Publish a profile ebook or report of people your target audience are interested in. You can list their birthdays, interests, age, hobbies, etc.

Idea #38. Email Lessons: Teach a class via e-mail about a subject your customers want to learn. Email them study materials, worksheets, assignments, etc.

Idea #39. Sample Of Another Product: Give customers a free sample of another product as a bonus. It could be a basic version, excerpt, limited service, etc.

Idea #40. To Do List or Instructions: Publish a list of instructions or things to do in order to accomplish a goal your

customers would want to complete.

GOLDEN RULES YOU MUST OBSERVE

Start out where you mean to finish by observing these golden rules at all times.

Never spam

They'll shut you down if you do.

Never send out promotional emails that lack sincerity or conviction

You'll just blow away your credibility

Never promise what you cannot deliver

If you do, you'll lose your integrity

Never argue with a prospect

You'll lose out if you do

Never knock the competition

Don't talk about them; learn from them quietly

Never leave a lost sale thinking it's lost forever

The deal may not have been right for the prospect this time but the next one might be

Never take rejection to heart

You won't appreciate your successes until you have experienced the odd loss or two

Never fail to keep your sales records up to date

How else will you know how you're doing?

STEPS AND STAIRS TO INTERNET MARKETING

- ✓ Once you have your chosen programs in position and you've built your Web sites, create an integral Internet marketing strategy to sell to anyone, anywhere, anytime.
- ✓ Be under no illusion: driving traffic to your Web sites is the cornerstone of your plan.
- ✓ Use all the available options for promotion - but use them correctly for total effectiveness.
- ✓ When submitting to search engine always insert relevant keywords
- ✓ Sign up for several free classified ad Web sites. They'll work for you all day, every day
- ✓ Study and learn the techniques that make email the most effective promotional tool on the Internet - and *never* spam or they'll close you down
- ✓ Free reports and 'signatures' are good alternative media
- ✓ Create your own promotional CD/DVD and send it to hot prospects
- ✓ Use due diligence in choosing your third party payment processor.
- ✓ Observe the golden rules for selling on the Internet

EXERCISE

You've guessed it. Develop a strategy for the production of a promotional CD-ROM. Do it on the basis that you will do all pre-

production in-house and then hand the project over to an external source for finishing, polishing, and copying.

10

How to manage your information

Information begins to build up rapidly once you really get going in this business and because it's coming at you from every direction, it can just as easily drift away from you unless measures are taken to organize it all efficiently. This chapter shows you how to manage your information with the minimum of effort and the maximum of efficiency.

CREATING A WORKING MASTER LIST

Your first job will be to make out a list of every aspect of your operational activities so that incoming information can be correctly apportioned. Here are the main areas but you can add to these as your business develops:

[Income generating Web sites](#)

- a) individual programs
- b) composites

[Classified ad Web sites](#)

- a) income generating
- b) promotional

[Web sites under construction](#) (those still to be completed)

[Email addresses](#) (sundry email accounts)

[Autoresponders](#) (you should have several at your command)

[User names/passwords](#) (to gain access to sites)

[Virtual office suites](#) (for day to day electronic processing)

[Commission scales](#) (for each affiliate program)

[Sub-sites](#) (to access hits/commissions earned)

[Electronic tools](#)

- a) Web site address submission
- b) ad submission
- c) bulk ad mailers
- d) bulk emailers
- e) ad copy storage

[Safe \(opt-in\) lists](#) (for spam-free posting)

[Progress charting](#)

- a) daily ad/email postings
- b) weekly ad/email postings

Your best bet is to contain these listings in a binder (preferably one with plastic sleeves) to carry around with you for reference when you're away from the computer.

WHY CATEGORIZING YOUR MONEY-MAKING ACTIVITIES IS VITAL

Be sure to include in your listings all the moneymaking aspects of your opportunities; some will be commission only on sales;

some sales commission plus additional revenue on referrals;
some both of these together with incentive bonuses. Don't go
into detail. Just include enough information to remind you
where your profit centres are. Example:

Wealth_Wizard

REVENUE GENERATING WEB SITES

Virtualis (virtual systems)

<http://www.virtualis.com> (sales)

<http://www.virtualis.com/vr2/jgreen> (affiliate sign ups)

JDD Publishing (Insider Internet Marketing book)

<http://www.bizWeb2000.com/d5315.htm>

VenerNet (server systems)

<http://www.vener.net/rep2/jimgreen-info.shtm> (account ex.
sign-up)

<http://www.vener.net/rep2/jimgreen-server.shtm> (sales)

Smart Money Group (Ghost Downline Builder) - (Recruitment)

[http://www.smartmoneygroup.com/SMG/ghostmem/JGO152.
htm](http://www.smartmoneygroup.com/SMG/ghostmem/JGO152.htm)

Ezze.Net (Creating home based ISPs)

<http://www.ezze.net/affiliates/28699>

MyFreeOfficeOnline (Sundry/Referrals)

<http://myfreeoffice.com/jimsWebstore>

Marketwize (Software Programs/recruitment)

<http://www.marketwize.com/biz/ware/m45r/index.html>

RealCall (Internet Software/Recruitment)

<http://www.realcall.net/internet>

Multilinks (Free Web sites)

<http://multilinks.net/index.shtml?10966>

The Duplicator (Downline Internet Information Product)

<http://www.theduplicator.com/vip.cgi/jim333>

Wise Old Mule Club (Downline Internet Information Product)

<http://www.wisemuleclub.com/d/JG1118.html>

Site Sell (5 Pillar Club - Internet know-how...)

<http://www.sitesell.com/success66.html>

Magic Learning (Learning Systems Sales/Reseller Program)

<http://www.magiclearning.com/cgi/members/JG51079>

DESIGNATE YOUR CLASSIFIED AD SITES

Your collection of classified ad Web sites will be used mainly for promotional purposes but several will also be revenue producers. Designate them all accordingly to ensure that you don't miss out on accrued income (reseller program contractors do not always tell you when you're making money out of them!)

Why would you have Web sites under construction?

Aside from the composite sites you build to house your sundry opportunities, you should also sign up for several spares. These

will provide you with options. For example: use them for new opportunities coming on stream or to promote special offers.

Gaining easy access to your email accounts

You will be using a number of email accounts concurrently and you want to be able to get at them quickly. List individual facilities for easy access.

List your autoresponders

These valuable communication tools will come into their own when you start to promote your programs on a regular basis. Make sure you know where to locate them.

Why you need to list user names and passwords

User names and passwords aren't necessarily the same for all programs and promotional accounts (the rules vary). Avoid wasting time searching for names and passwords among mounds of paperwork. List them.

Switching swiftly from one from one virtual suite to another

Your virtual office suites offer varying facilities and you will use all of them. List these so that you can rapidly identify which suite offers what facilities as you seamlessly switch from one application to another. Example:

ABC Virtual Office

- Web site
- Web site promotion tools
- Email facility
- Autoresponder
- Search engine
- Word processor
- Database
- Spreadsheets
- Secure ordering facilities
- Shopping cart

Keeping an eye on your commission scales

Commission scales can cause confusion unless you list them all for reference.

Sub-sites tell you how you're doing

Certain opportunities will have sub-sites where you may view your revenue statistics on demand. List those sub-sites.

Your safe lists at a glance

Group all of your safe opt-in email lists for ease of daily and weekly promotional postings (see example below).

ITEMIZE ALL OF THE PROMOTIONAL TOOLS YOU USE

When you've done all the spadework and your business is up and running, you will be spending so much of your time on promotion that it's easy to get into a rut using manual applications. The tendency is to forget that secreted in your computer are a host of tools you put there to do it all for you automatically. Include all of these tools in your listings - just to remind you from time to time of their existence and applicability.

CHARTING PROGRESS FOR YOUR MARKETING STRATEGY

Never trust your memory to prompt you on daily/weekly promotional functions. Write it all down. Then you'll be able to chart progress on your overall marketing activities. Example:

EMAIL DAILY POSTINGS

varantmkg@egroups.com

(via jim@megan62...)

mlmworks@egroups.com

(via jim@megan62...)

a_netcash@egroups.com

(via jim@megan62...)

supersafe@listbot.com

via jim@megan62.freeseve.co.uk

the_professional@egroups.com

via jim@megan62.freeseve.co.uk

NoLimitAds@onelist.com

Via jim@megan62.freeseve.co.uk

free-home-based-ads@egroups.com

via jim@megan62.freeseve.co.uk

BizOpClassifieds@listbot.com

Via jimsWebstore@Themail.com

theList2000@globalists.com

via jimsWebstore@Themail.com

via stacy340@hotmail.com

freeads@globalists.com

via jimsWebstore@Themail.com

via stacy340@hotmail.com

EMAIL WEEKLY POSTINGS

60kOpt_In@listbot.com

(via jim@megan62...)

ListID@listbot.com

(via jim@megan62...)

ListID@listbot.com

(via stacy340@hotmail.com)

2 WEEKLY ADS POSTING

Flintel

Blaster

Classified connection

Wise Wolf + Mikes List + MC tools

TAKE TIME OUT TO ORGANIZE THE PAPERWORK

Even though your enterprise is computer based, paperwork just seems to keep on mounting up and there's little you can do about it. You could of course house all of the information in your computer but (unless you use a laptop) that won't help when you're out and about and need to refer to something urgently.

What sorts of paperwork are we talking about here?

Not a lot fortunately, and confined to these essential categories.

- o Program data
- o New business opportunities

Keep your paperwork to a minimum so that it is always transportable.

BE CONSISTENT IN ACTIVATING REGULAR CHORES

It takes time to record all of the foregoing accurately but it will be a pointless exercise unless you activate all of your regular

chores with consistency. Chores they are (some of them are boring) but they are chores you must accomplish daily, weekly, or whatever- so that you are in a state of preparedness to take advantage of every opportunity to build your business.

- ✓ Email checking (daily)
- ✓ Ads and promotional email postings (daily and weekly)
- ✓ Affiliate contact (as required)
- ✓ Web site(s) updating (as required)
- ✓ Revenue checks (weekly - and not at all boring)

STEPS AND STAIRS TO MANAGING INFORMATION

1. Managing accumulated information is crucial to the success of your home based Internet business.
2. Be comprehensive in the compilation of your working master lists but don't overdo the content.
3. Remember that several of your programs have more than one profit centre.
4. Classified ad Web sites can generate income as well as promoting your opportunities.
5. List all of these: email accounts, autoresponders, user names/passwords, virtual office suites, promotion tools.
6. Organize your paperwork efficiently.
7. Make provision for charting the progress of your marketing activities.

EXERCISE

Using as a benchmark the guidelines given in this chapter, devise your own system for managing incoming information.

11

The masterly power of keyword selection

In this chapter and the two that immediately follow we move from manual applications to total automation which is where you want to position your enterprise once the dummy run is over, you've mastered the basics, and you begin to see some orders trickle in. Let's start with automating keyword selection...

Keywords (the words that people use on the search engines to arrive at your site) have the power to make or break virtually any 'virtual' business idea and so significant is the subject that it commands thorough examination.

WHY SUCCESS HINGES ON CORRECT KEYWORD SELECTION

Target the wrong keywords and all your efforts at developing that great extra income idea will be in vain. Net result: you will lose out on your home based business opportunity.

Choose the right keywords, and you'll see your traffic skyrocket. Therefore, think long and hard on what keywords people are likely to use to find you. What words would **you** choose to search for your home business idea? Make lists of keywords and then combine them into two or three word phrases.

For example, you rarely want to target a **single** keyword because with the billions of words indexed on the Web right now, one keyword won't normally cut it on the average search. People learn quickly that if they type in 'properties' they get listings for property from all over the world. It would be nice if your URL popped up there on those extremely broad keywords – but a better use of your time is to **pair** the generic keyword with something more specific. You might get lucky and rank well on just 'properties' as it is in your page - but if not, you'll probably end up at somewhere like 2035 (or worse) in 'USA properties'.

Using **paired keywords** will also bring you far more qualified prospects for your work at home idea.

HOW PEOPLE CONDUCT KEYWORD SEARCHES

Statistically, most people search with two to three word phrases to avoid getting back too many unrelated matches. Keep this in mind when you design your business pages. Don't worry about there not being enough top ten slots where you can achieve a high ranking. True, there are some keywords that are very competitive, especially in the realm of work at home, shop or office opportunities. And if you find that no matter what you do, you can't get in that top ten spot for that word or phrase, just be creative. There are so many other keywords and keyword combinations where you can achieve a top ten ranking. It's really not very difficult at all. Once you tap into some phrases people are searching on to find your type of web site, you'll have tapped into a continuous stream of **free advertising** for your business idea.

For example, if you don't achieve a good ranking on 'income idea', keep trying, but also be creative and target 'extra income idea' too. It's all about thinking like your customer or clientele - and finding a keyword combination that can **dominate** in the search engines. You'll often find that there are more people searching for these other phrases than were searching for the first phrase you thought of. In marketing, this is called carving out your niche and when you work from home, isolating a unique niche is germane to success.

If you're Microsoft, you can afford to fight over who has the best 'browser software'. But, for the rest of us, we know we can't always fight the big boys. So instead, do what savvy marketers do: detect a **niche** that few others are targeting and go after it. (Sidebar: work at home moms are expert at niche identification).

Good management is the key to achieving a range of good rankings, each of which will bring you scores of new visitors - if you choose the proper keywords.

What are people searching for?

You need to know how many people are searching for one keyword over another keyword. "Search volume" is the number of times a specific keyword is searched over a period of time. Having knowledge of search volumes will give you a sense for what is being searched for and what keywords you may want to focus on. A good place to look up search volumes is the suggestion tool at

<http://inventory.overture.com/d/searchinventory/suggestion>

You will need to conduct market research to decide on which keywords to focus on. Keep in mind that the more popular keywords are competing for the top listings--some are searched for several thousand times more than others. So the

keywords you use to pull in users may vary accordingly. The goal is to find keywords or keyword phrases that get a good amount of searches but do not have as much competition.

HOW TARGETING KEYWORDS BRINGS INSTANT RESULTS

Here is a practical illustration from my own experience when launching <http://www.writing-for-profit.com>. Targeting the correct keywords at the outset resulted in **839 top rankings** for my eighteen web pages within days of being 'spidered' by the major search engines. These are six of these keyword pairings and the initial rankings obtained on the very first day that listings were effected.

Writing for profit – 6 x #1 Spots

Writing – 18 x #2 Spots

Extra income idea – 6 x #3 Spots

Extra income opportunity – 5 x #4 Spots

Residual income opportunity – 7 x #5 Spots

Residual income stream – 5 x #6 Spots

Note the similarity of keyword pairings and the fact that the single keyword 'writing' broke the mould and scored highly. Note too that the first keyword phrase is also the URL for the web site. Some claim that the composition of the web site

address makes little difference to the search engines but I disagree – and with good reason...

THE PROGRAM THAT HELPED GENERATE 839 TOP SPOTS

It's how you apply keyword power that determines success or failure in online marketing and you will discover why when you digest the content of **Site Build It!**. It features a unique piece of software that takes the sting out of keyword selection, web site construction, and the vitally important matter of **traffic generation**.

SBI Site Build It! is the one-stop resource that does it all for you automatically and you can examine its incredible potential at this web site <http://www.sitesell.com/interactive1.html> . Among the benefits is a Manager Program that takes your concept, submits it to rigorous testing and spews out a list of targeted keywords which is then further scrutinised for supply, demand – and profitability. **Doing it this way you know where you stand with the search engines even before you submit!**

TIP: Always use your own counsel in the final selection of power keywords. You know your own concept inside out (or at least, you should) so if you have an instinctive feeling about a certain key phrase of your own choosing and it doesn't come out top

on profitability – retain it nevertheless. For example, 'writing for profit' rated highly in the manager program analysis but it wasn't at Number One – which it was in the search engine rankings we reviewed above.

HOW KEYWORDS IMPACT ON SALES

Because keyword power is the catalyst that directs visitors to your web site it follows that attention to keyword selection is crucial if you are to attract sales for the end product of your home business idea. When people find you and your work at home idea on the search engines they are invariably looking for something for nothing and if you provide them with freebies in the form of useful articles, tools, tips and techniques, they will be all the more amenable to purchasing your home business idea product or service. They won't all rush to buy so if sales are slow to begin with, take heart, you are on track with your home business idea. Persist and the flow of transactions will gradually increase.

Think about this: According to search engine statistics an average of **159,388 people** are searching on the Internet **every day** for '**home business**' information.

Think too about this: many of these people will be among your visitors who will find you because they want to do what you do: **operate a home business**. In the light of this, it is sound practice to include two or more keywords aimed at these highly targeted prospects. They will be seeking free information on 'stay at home jobs', 'new home business ideas', 'work at home ideas', 'work at home moms', 'work at home part time', 'work from home, - and in particular, 'free work at home opportunities'. Give them what they want for free and a percentage of them will give you a sale for your home business idea product or service.

12

Attracting, controlling, optimizing traffic flow

There is no magic solution to better search engine rankings. It takes time, hard work, market research, educated decisions, and even trial and error. But there are ways to improve your rankings--and actions to avoid that will hurt your rankings. While you have the option of hiring a search engine consultant to manage this important responsibility, you can also do this yourself. Here are the factors that go into search engine placement and how to better optimize your pages for search engines.

START WITH A DESCRIPTIVE DOMAIN NAME

The domain name you choose is crucial. It is so very important because the name itself can help your website be more relevant to a keyword. Let's assume you want to focus on the keyword "poster". Then "poster" should be a keyword in your domain name. Or, consider getting a new domain name for the website and using the name to target new keywords--or creating a new small website with content so that you could get it listed on the search engines as well. Another option to consider, if the content on your site grows quite large, is to create sub-domains, for example,

www.pictureframes.postersrus.com (pictureframes is the sub-domain of postersrus.) Speak with your host about setting up sub-domains. Search engines in many cases will index sub-domains separately which could be to your benefit.

Your business name should also be simple and easy to remember and contain the keyword(s) you want to focus on. For example, <http://writing-for-profit.com> has the keyword 'writing' for a very good reason. Having keyword(s) in the name of your website can help you be more relevant with the search engines for certain keyword(s). Don't go overboard with excessively long names and keep in mind that the domain name you chose will be important in years to come.

OBSERVE HOW THE COMPETITION ARE RANKING

Stay informed on your competition's rankings. Top ranked pages rank well for a reason--so see what you can do to be more competitive! Here's how to do it: download for free the [Alexa](#) toolbar and compare your own rankings with that of the competition on a daily basis. That way you'll always be a step ahead.

OPTIMIZE YOUR HOME AND KEY INFORMATION PAGES

Optimize the index/home page and the content-rich key information pages for the search engines:

1. Consistently add more content to your site. Re-submit any major content changes or updates to the search engines--especially if you're not ranking well on a particular engine.
2. Submit your site to the right search engines.
3. Expand your link popularity by gaining more inbound links to your site.
4. Consider pay-per-click strategies such as [Overture.com](#), [Google.com](#), and [looksmart.com](#)
5. Keep search engines and placement in mind as you create new pages for the site.

Your home page is the most important page on your entire site. Use keywords or keyword phrases you would likely do well with and keep in mind how the content on your page relates to

those keywords or phrases. To implement this strategy, you will need to know the basics of HTML.

HTML is the common language of the net. It is a simple mark-up language that allows creation of complex page of text and images and consists of tags that are included into a text. For example, the tags used for the title of your home page begins with **<title>** and ends with **</title>**. The title tag is the single most important tag on the page since it is one of the most important factors in how a search engine may decide to rank your page. So populate your homepage with several of the keywords you want to focus on.

Search engines only look at the first ten keywords, so focus on the top ten keywords that you think will drive the largest number of potential customers to your site. Carefully evaluate the search volume positioning of these words. Most search engines will only index the first 25 characters. Google will use content taken from your website for your description. The title tag you provide to Yahoo will be used to determine your description and title based on what they feel it should be. Changing this is not always easy. For more information on HTML, go to <http://hotwired.lycos.com/webmonkey>

USE META TAGS TO IMPROVE SEARCH ENGINE PLACEMENTS

Meta tags are information inserted into the "head" area of your web pages. Information in the head area is not seen by viewers. Instead, meta information is used to communicate information visitors may not be concerned with such as controlling how the page is described by some search engines. You will need meta tags but keep in mind that they are not the determining factor--getting listed will take hard work and educated search engine strategies.

Make meta tags appealing to your audience but also include some of the keywords within it. More information on met tags can be found at

www.searchenginewatch.com/webmasters/meta.html.

USE ALT TAGS TO ENHANCE RANKINGS

ALT tags provide a means for creating text for images--they describe in words what a picture depicts. Use of ALT tags is useful because some search engines recognize and utilize ALT text as part of a page's contents. So it is important to include keywords or phrases for your important images, especially on your home/index page, by the use of ALT tags. Do not use more than 5 keywords in an ALT tag. For example, if you have a picture of a business plan you might consider using the ALT tag: ALT= "Business Plan" which relates to the image. ALT tags also help those who are visually impaired to read and understand the meaning of a particular image.

13

Opting for the ultimate route to automated promotion

If you were to forever manually operate all of the mandatory chores we have covered so far you'd drive yourself nuts and what's more, have no time left over to accomplish what you really set out to achieve: develop your own online business. Fortunately, that need not be the case. You have at your disposal a variety of cutting edge tools to do it all for you automatically - but not before you've cut your teeth on the manual basics. Why? Because only when you know 'how' can you appreciate 'why'.

In this brief chapter we'll look at two such tools. (1) One I currently use to create and manage my existing Web sites, and (2) another I intend to employ on an experimental basis to launch a new online venture.

THE Site Build It! WAY TO CREATE AND MANAGE A WEB SITE

What you need to make the most of the e-commerce experience is composite software that frees up time to enable you to concentrate on the primary function: marketing the business. Such all-embracing software is available to you and it is proving a popular route with many business owners because

it is less demanding and permits of one-to-one interfacing with potential customers. Should this be of interest to you (and it's worth investigating) you might consider investing in the all-in-one tool that I use. It will set you back \$499 annually but what you receive for your money is awesome. **Site Build It!** is available for immediate download at <http://buildit.sitesell.com/interactive1.html>

Here is what you get for your investment

- Domain name registration
- Hosting
- Power keyword research, analysis and implementation
- Graphic tools
- Point &Click page building
- Choice of page templates
- FTP (file transfer protocol) to upload your files to server
- Form builder/Autoresponder
- Data transfer
- Email
- Newsletter publishing facility
- Brainstorming & researching for the right keywords
- Spam check
- Daily traffic stats & click analysis
- Search engine optimization

- Automatic search engine submission
- Automatic search engine tracking
- Automatic search engine ranking
- Pay-per-click research & mass-bidding
- 4 traffic headquarters
- Action guide & fast track guide
- Integrated online help
- Express ezine to keep you up to date on new developments
- Tips & techniques
- Customer support
- Facility for uploading/downloading digitized data

The [Site Build It!](#) Traffic Center outstrips by far all other alternatives I have so far encountered. Once you have the hang of it (and that doesn't take long) you just sit back, leave it all to the software as you watch your traffic soar day by day. It's awesome!

THE Third Sphere ALTERNATIVE

With Third Sphere you get all the above plus...

- Choice of fonts
- Context-sensitive menus when building

- CGI bin
- CGI scripts library
- Uploading to server
- Password protected pages
- Custom error pages
- Back-up system
- Source code editing
- Spell check
- Spam blockers
- Total Marketing automation
- Traffic center + tools
- Upload files WITHOUT FTP
- Edit HTML on screen
- Anti-virus software
- Secure space (product delivery)
- PDF ebook creator (ex WORD files)

On the face of it (at \$24.95 per month) this looks like the better bet and that is why I intend to try it out – but there's a 'but' and it's a big 'but – the [Third Sphere](#) Traffic Center does not appear to have anything like the power of [Site Build It!](#)

This could result in traffic optimization being left entirely to your own devices which could in the long run prove very costly.

Ill let you know how I go...

14 Forging ahead

Let's examine the basic skills and personal qualities you will require to develop (and indeed *enhance* as you progress) in your quest to be Networking successfully here, there and everywhere.

STRATEGIC OVERVIEW FOR THE HOME BASED OPERATOR

Here is your mission statement in four straight, short, crisp points...

- ✓ Networking is a way of working, not just a job.
- ✓ Networking produces opportunities for manageable, sustainable growth.
- ✓ Networking is the only option for 9-5 drudgery.
- ✓ That's all you need to think about. Now start planning...

BASIC QUALITIES YOU'LL REQUIRE TO DEVELOP

- Self motivation
- Ability to work without close supervision
- Quantifiable time management skills
- Flexibility

- Resilience
- Self reliance
- Excellent communication and interpersonal skills
- Experience of electronic interfacing
- Ability to cope with conflicting demands under one roof (work and home, shop or office)
- Keyboard skills
- Knowledge of modem applications
- Competence in electronic mail facilities
- Ability to conduct online discussions
- Effective use of Web sites
- Ad copy writing skills
- Report writing skills
- Article writing skills
- Telephone communication skills
- Self-management skills (i.e. interactive learning capability, time management)

GETTING OFF TO THE BEST POSSIBLE START

You've had your test run on all your chosen opportunities, monitored progress, assessed and reviewed results to date and are hopefully now ready for total automation. What happens next? How do you go about ensuring that you get off to the best possible start? By developing a clear appreciation of

certain essential personal qualities that make for successful Networking in the Information Age.

EMPOWERMENT THROUGH SELF MOTIVATION

Empowerment to engage in Networking comes from self-motivation. There is no other way. You must be absolutely certain of your goals, in the short and in the long term. Why else would you want to work on your own? What else could possibly inspire you? In the longer term, think about whether you will *consistently* enjoy your new working arrangement, whether the business will still offer variety, stimulation and opportunity for personal development and whether you will be able to combat the possible risk of isolation and loneliness.

BEING IN WHEN YOU'RE OUT

It stands to reason that you're not going to be stuck at your desk all of the time. Like the rest of us you'll have to be out and about some of the time.

- How can you avoid missing important contacts?
- How can you control business when you're not there?
- How can you be in when you're out?

Thankfully, *because you're a Networker*, you have information technology and the Internet as reliable, indispensable co-workers to look after your affairs when you're not around.

Mobiles to keep in touch

Answering machines to take your calls

Email and fax to receive urgent messages

The Internet to accept the sales that bring in the cash

PROTECTING YOUR MOST IMPORTANT ASSET

Your ability to earn income is your most important asset, and there are two ways to protect it if you decide to make Networking a full or part time career.

- ✓ By way of an income protection plan
- ✓ By way of a critical illness policy

No one working alone likes to think too much or too often about these matters, but make some provision. An income protection plan provides replacement income and a critical illness policy pays out a lump sum on diagnosis of serious illness.

REMOVE THE HOBBY ASPECT FROM YOUR NETWORKING

Your author is also a Networker (as prone to temptation as anyone else) with an all-consuming passion for vintage, but

really_vintage films. The Corel All Movie Guide CD-ROM is always locked away securely in a desk drawer during working hours. Otherwise....

REDUCE STRESS WITH EFFECTIVE USE OF TIME MANAGEMENT

And here's how to do it...

- ✓ Don't make appointments without first consulting your diary.
- ✓ Don't work long hours unless you are being rewarded accordingly.
- ✓ Don't be afraid to reject opportunities that are unprofitable.
- ✓ Don't be so inflexible in your scheduling that you can't handle last minute demands on your time.
- ✓ Don't try to keep everything in your head; write it all down.
- ✓ Don't delude yourself that you're Networking when catching up on the latest sports scores.
- ✓ Don't let a day end without making out an action list for tomorrow.

HARNESS THE POWER

Here are two Networker Web sites for you to visit. The first <http://www.gilgordon.com/hub.htm> permits access to a variety of useful resource papers, some free, some for which you have to pay a little to download.

- AT&T Telework Guide
- Bell Atlantic Teleworking Guide
- Sieman's "Managing Your Business Effectiveness with Teleworking"

The other Web site is that of the Entrepreneur's Home Office Magazine www.homeofficemag.com

It publishes a regular stream of useful reports.

- Master of your own domain
- Tip of the day
- Solutions
- Internet freebies
- Be your own boss!
- Cash in with money hunters
- Homezone
- Power tools
- Money
- Marketing
- Get organized
- Resources

15

Duplicating and replicating your masterplan

This is where you begin to duplicate and replicate your masterplan for creating a successful Internet business. Remember your corporate Web site? Now you are about to take it a vital stage further and (depending on which route you intend to take in your adventure) you have a choice to make:

New master Web site

You will either:

- Enhance the existing content (if you are staying with affiliate programs)

or

- Create entirely new content (if you choose to specialize). Don't overdo the cosmetics though; just sufficient to give your prime site a touch of class. Spend as much time as you have to on this exercise and if you don't get it right first time, try again.

Why are you doing this?

- ✓ To promote your products or service
- ✓ To get other people to replicate your proposition, pay you, and promote for you.

Duplication and replication.

Promotional emailing

Direct all your emailing activities from this point on to daily promotion.

Classified ads

Now all the hard work you put into setting up and developing your range of classified ad Web sites is about to pay off. Once again, focus all your class ad activities on your proposition.

DUPLICATING AND REPLICATING THE FORMULA

If you were to concentrate exclusively on promoting affiliate reseller programs, you would be in a position to forge straight ahead on duplication and replication. However, in a business of your own choosing or creation, that may not always be possible. The majority of the thirty five opportunities featured in Chapter 4 are very much hands-on and would require you to become highly proficient in their marketing before you could think of duplicating and replicating the formula. With a number of others though, you could start the process almost immediately. Replication and duplication can be effected in three ways. Let's briefly examine each in turn.

Building up the downlines

The more successful you are in getting people to sign up for your wealth creating opportunities, the more recruits you will have joining your army of co-workers. They will duplicate what

you do, make some money, and as a logical sequence of events, make you even more money.

Referrals program

Your ever-growing downlines will then become the base for starting up your own referral program. What's a referral program? The simple process of informing on a regular basis those who have already signed up for one or more of your opportunities (your downlines) about additional propositions you have coming on stream. If they're happy with what you've already introduced them to, the chances are high that they'll sign up for these new opportunities too.

Persuading others to do what you do

With the first two elements underway, you are now in the fast lane in the duplication and replication of your success system. Here's where you begin to persuade your army of co-workers to build their own downlines and referral programs. This is how the Internet marketing gurus become mega rich

HOW TO MAKE YOUR SITE IRRESISTIBLE TO THE SEARCH ENGINES

You can make your master Web site(s) totally irresistible to the major search engines by adopting the outrageously successful technique employed an anonymous Netpreneur who turns

over an incredible *thirty two million dollars a day*. What's his secret? Well, he's got two actually...

Web aliases

Here's what the 32ml man does. He invents Web aliases that concentrate on the core purpose of the business and in so doing, he persuades the search engines to position his Web sites exactly where he wants them to be. Your author has a domain name which he didn't purchase but which pulls reasonably well. However since switching to Web aliases, the hits are increasing and multiplying by the day.

http://dmapower/wealth_wizard.com developed not just one but six Web aliases:

<http://riches.radpages.com>

<http://radpages.com/riches>

<http://riches.Webdare.com>

<http://Webdare.com/riches>

<http://riches.tophonors.com>

<http://tophonors.com/riches>

Here is where to obtain your Web aliases completely free of charge - compliments of the 32ml dollar a day man.

<http://Webalias.com>

GIVE FREELY UNTO OTHERS...

Soon you will be on your way, and soon you will be put to the test on the single most important ingredient in the formula for creating lasting success in a home based Internet business of your own making. What's that? Your willingness to share your good fortune and in turn, hand over your secrets to others so that they may do what you have just done. So important is this that you should always bear in mind that what's yours today belongs to someone else tomorrow.

This little book cost you a few dollars but its contents are worth much more. Share the philosophy with anyone you think could use some help. Let me leave you with an eternal truth: you only take out and *retain* what you first put in.

Think about it.

STEPS AND STAIRS TO GET YOU THERE

Making money on the Internet is all down to locating and recognising opportunities and adhering to the formula you've learned in this book.

- ✓ You have been introduced to opportunities you wouldn't find anywhere else.
- ✓ Now it's up to you to you.
- ✓ Will you grasp the nettle?

- ✓ Will you take immediate action?
- ✓ Will you be one of the new breed of home based Internet business owners?
- ✓ Will you still be thinking it over twelve months from now?

GLOSSARY

Ad submission tool Electronic device that emails ads to unlimited locations.

Application service provider Internet user who hosts Web-based applications on his/her Web site.

Autoresponder Device to automatically receive and respond to emailed messages.

Bizop Universally accepted Internet jargon for 'business opportunities'.

Bulk mailer Emails out to masses of locations in a single application.

Clip art..Electronic graphics which can be imported or downloaded to any computer.

Common Gateway Interface (CGI) Popular programming language used to build interactive Web sites.

Desktop publishing The design and production of literature using the resources of a domestic computer.

Discussion board..A web site where messages may be read or posted.

Domain name The electronic name tag for a Web site.

Downline Term applied to groups of people who have agreed to actively participate in a given Internet venture.

eBook..Electronically generated book.

Ezine Electronically generated online magazine.

Freeware Internet tools which are obtainable free of charge.

Information-on-demand Provision of information that can be instantly downloaded.

Keywords Key words and phrases used to enhance a Web site's chances of higher positioning in search engine listings.

Metatag Hidden persuaders (keywords) injected into but never visible on Web sites.

Metatag generator The electronic device which implants meta tags.

Moderated list Safe or optin list which is regularly monitored. Usually allows only limited postings on a daily or weekly basis.

Netiquette The rules of etiquette adhered to by responsible Networkers.

Netpreneur Internet entrepreneur.

Networker Anyone who works the Internet for profit.

Niche solution provider Someone who supplies 'complete solutions' for a designated market by offering software tools, lead generation tools, articles, etc.

Optin list List comprising Networkers who have agreed to receive emails on business opportunities.

Password Code to allow access to Web sites etc.

Reseller program Any Internet program which pays affiliates to represent its services.

Safe list Alternative term for optin list.

Shareware..Similar to freeware but requiring a subsidy from users.

Signature Promotional message tagged to the foot of emails.

Snail mail Standard conventional mail.

Spamming Sending out unsolicited email to unsuspecting recipients.

Teleworking..What Networkers do.

Username Prescribed identity for Internet users.

Web alias..Web site address alias to enhance search engine positioning.

Virtual office suite Electronic suite providing the Internet user with a variety of essential promotional tools.

