

# A to Z of Internet Marketing

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# A to Z of Internet Marketing

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## **A to Z** **of** **Internet Marketing**

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## **CHAPTER 1**

### **HOW TO START WITH INTERNET MARKETING**

#### **Is it a wise decision to go for internet marketing business?**

Let me start with how it all began. It was a Monday morning. I was waiting for the train at an underground station, looking at the watch from time to time, making sure I would not be late for office. Somebody tugged my shirt from behind. What a surprise! It was my high-school friend George, with his girlfriend Isabella. They also had a four year old with them, with cherry-like cheeks. Supposedly they were married and their cheerful mood told me they were happy too. I was wondering where the entire family was going on a Monday morning.

He seemed to understand my question and answered, "Family outing. First, to the zoo; then, to a movie."

"Jesus! On a Monday?" was my instant reaction.

"Why I am retired. I retired early this year. So did she."



"So, what are you two doing for a living?"

They were smiling, as if to build some suspense.

"Did you win a lottery or something? Won some super-rich game show? Or found a millionaire uncle?"

George and Isabella were still smiling and nodding their heads in disagreement.

"Working from home," said Isabella.



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“Working from home? Don’t tell me” I shrugged with a simile of disbelief. “How do you find it?”

“Great! I am FREE after so many years!” was Michael’s outcry.

My train pulled in. Before the door closed, I was able to ask, “What are you doing from home?”

“Internet marketing,” was what I could hear.

I returned home that evening deeply curious and tried to find out more about internet marketing. I was skeptical and I made sure I won’t step into a trap. I was aware of scams on the internet and people who promise loads of profit from internet marketing and sell ebooks that have hardly anything to offer. I was dead against these scams in the name of making you rich in weeks. I am basically a skeptical and careful person like most of you. My money is hard earned and I don’t want to lose them. I never ever believed that people could become rich by working from home and following a few written advices.

But I had heard that many people have become super rich from internet marketing business. So, I decided to give internet marketing a try. But I knew many who tried their luck with internet marketing, yet could not make much money out of it. They had said working from home was good for nothing. Still I tried. I read a lot about it. I was serious about it like a student who studies for exams. Gradually I discovered a lot of secrets about internet marketing that sort of changed my way of looking at it.

I was compelled to change my ideas about internet marketing in a month. Of course I was so foolish to mistrust other people who have already become millionaires by being internet marketers! I applied the knowledge and tricks that I had learnt about internet marketing and within 3 months...guess what...I submitted my resignation in my company. My boss asked why I wanted to leave.

I had wanted to tell him the truth, but I was decent and polite to keep quiet. In reality my workdays were dreadfully long, the workweek seemed endless, and the drive to work took an hour and twenty minutes one way. Just the drive alone ate up more than two and a half hours of my day. I was fatigued, poorly paid and sick of the office politics. At the end of the day when my children wanted to have some fun with me, I was too tired to oblige them.

Who would continue with this job when I discovered that the application of my knowledge of internet marketing was suddenly earning me almost as good as my job-salary? After that, more time has flown down the stream.

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Nowadays I have almost spoilt myself. I cannot get up before 9:30 AM. I remove the curtains from my wide windows to see that others in the neighborhood have already left for their work. I read the newspapers and magazines till about 10:30, take a hot shower and go for a drive to my favorite café for a wonderful cup of coffee. I return leisurely to sit with my computer to see the picture of my online business. The best thing is not the easy money that keeps flowing in; it is the freedom from modern slavery. JOB = Just Obey the Boss; I am happy that I don't have to go back to fit that definition even if my internet marketing business goes away. I am relieved from uncertainty. But mind it; I am not saying you can achieve the same without doing anything. I'll never say so, because I hate lies, and hypocrisy. You have to work according to the guidelines I am laying down in this ebook. This ebook will help you get there too, without the learning curve I had.

## 7 top reasons to start an internet-marketing business

If your job sucks, you have faith in yourself, and have the mindset that champions have, simply kick-off your very own internet-marketing business from home. All you need is a few hundred dollars to invest, a couple of freelance-coders to hire (your own technical knowledge would be an added advantage) and you are ready to start with your internet-based business from home. You may start with a site to sell ebooks, or auction online, or simply give unique, good content and earn from advertisements. It is absolutely free to start accepting payments using PayPal. Remember, most of the internet-based giants of today started from their garages in a very small way just like you.

Here are 7 rock-solid reasons why you should give home-based-internet-business from home a serious thought.

**1. Freedom of work hours:** No more rushing out at 8:30AM like crazy while being halfway through your breakfast. No more giving excuses to the boss for being late. Fix your own convenient work-hours. If you wish to work for 3 hours from home (suppose if you choose to continue your job and business at the same time) no one will force you to work extra time. You can yourself conveniently fix your work days and work-hours and manipulate them.

**2. No fixed work-place:** Be free to work from anywhere. Most of the work of internet-marketing business is PC based and it can be carried to almost anywhere in the world. You will never be glued to one place and can freely move anywhere. You can also take vacations and still not hamper your work at all.

**3. Cheapest way to start a business:** You will never have to invest thousands of dollars like other traditional businesses to start a home-based-internet-business. You do not need a posh office at an expensive locality and decorate it with furnishings. To run a website, all it costs is as low as \$1.99 to \$9 /year for domain name registration, and anything

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between \$3 to \$12 /month as web-hosting charges. Working as a freelancer or blogger is even cheaper and costs almost nothing.

**4. Students can work and study at the same time:** It is one of the most convenient businesses for students who can conveniently divide and manipulate their study and work time.

**5. Market is international:** Could you ever imagine of getting an international market if you would have opened a 'brick-and-mortar' confectionary store? While most traditional businesses offer only a small local market, an internet-marketing business offers you a much larger market which is international. You will find visitors and buyers from various countries.

**6. Suitable for all ages:** While jobs have lots of restrictions with ages and hierarchy, an internet-based business can be successfully carried out by adults of all ages; whether you are a student, or in mid-life, or have retired.

**7. Six figure earning:** Answers dot com clears the misconception of some skeptics who believe that it is not possible to earn large figures from home-based-internet-marketing-business. Answers dot com says that many people, who have the capacity to stick to their business, are likely to achieve 6 figure incomes, and majority of the people will quite easily achieve higher 5 figure incomes.

Another great advantage of this business is that help and guidelines are always at hand. Anyone who knows to use the internet knows how to gather helpful information within minutes when you are stuck. Sites like Wikipedia.org are great storehouses of almost all types of information, while sites like Yahoo Answers are where you can ask specific questions and get tailor-made answers from real people (read, experts) from the industry.

## Ways to make your website popular

Welcome to the world of internet marketing. It is true that stories of unbelievable success like Yahoo and Google happened with internet-based business, yet it is also true that a website without any specific marketing plan is like a store about which no one knows, and hence sees no footfall. After setting up your website, the next step should be trying to make it popular. So, what are the 5 best ways of marketing your website, so that it becomes a money-minting machine in a matter of 6 months?

### 1. Writing articles

It is said that content is the king. Visitors are attracted towards a site by its unique content. Writing good articles is itself an art. The articles need to be keyword rich, so that



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they are found quickly during keyword search. The articles should be useful, and posted in various popular blogs, ezines, article banks, article directories. They should link to your site. Hire a copywriter, if you are too busy, or think your writing talents may repel visitors.

## **2. Pay Per Click Marketing**

This is one of the most expensive ways of drawing traffic towards your site, but is one of the most effective too. If you are not under a tight budget, then you should definitely go for it. Success is almost guaranteed. Some of the popular Pay Per Click schemes are

- Google AdWords
- Yahoo Search Marketing
- Microsoft AdCenter (newly launched)

In this system of advertisement, you pay beforehand, and your prepaid-account is debited each-time someone clicks on your adverts. Advertisements appear in other websites with similar content, as well as Google, Yahoo and MSN search engine listings. Sponsored results appear over natural search results. There have been however some reports of click fraud, which may result in your loss of money.

## **3. Traffic purchase**

There are websites who sell traffic (visitor) packages. You can choose a package, from traffic-packages like 1000 visitors a month for \$50, 5000 visitors a month for \$, 180...and so forth. On making a payment that fits your budget, you are likely to get the exact number of visitors that have been promised to you. But, be careful from frauds.

## **4. Buying expired domains**

If someone gives you the key to a car that someone else had bought; and tells you, 'This is for you to enjoy now,' will you take it? Chances are that you definitely will. Any sensible person would. In the virtual world, many website owners lose the key to their websites that are found by others. What I mean to say is that, suppose I build a website and work hard to build a steady traffic flow to the site, but for various reasons, like busyness, or forgetfulness; disregard to renew the site; what happens? It expires on a certain date. There are some sites and people, who grab these expired domain names which still have traffic flow, as soon as they expire. You can buy such expired domain names and build your own website. You are likely to get a ready-made traffic flow instantly.

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## **5. Viral marketing**

Viral Marketing is one of the cheapest (costs almost nothing), yet unbelievably effective ways of internet marketing. It is based on chain mails, and was first very effectively used by hotmail to popularize it. People love funny pictures, funny videos, and free ebooks. Give out these items for free, with the name of your site written on the free stuff. If they are loved by people, they will forward these to friends. If each person forwards these to 5 friends; and if you understand mathematics, you will be able to understand what a large number of people will come to know of your website within a few days.

## **How to increase your profit online**

Do you own an ecommerce site, or plan to start one? In that case, gear up and do your homework of understanding the 7 magic strategies to increase your profits from your online business. The strategies are time tested and proven.

### **1. Solid product description**

If you are selling online, make sure you have excellent product descriptions that are brief, to the point, as well as able to generate the interest among your consumers. The description of your products (if you are selling 50 or more articles) should be 125 – 150 words in length, and preferably written by a professional copywriter. You can get professional freelancers from sites like Guru ([www.guru.com](http://www.guru.com)) and Elance ([www.elance.com](http://www.elance.com)) who can write sizzling sales copies that will sell a refrigerator to an Eskimo. If you are selling only 1 article, like an ebook or a course, the sales copy should be 3000 – 5000 words in length, and accompanied by testimonials of satisfied customers.

### **2. Accompanied by picture**

A picture is worth a thousand words. Be rest assured that things don't sell on the internet if they are not accompanied by pictures, since customers would like to 'see' what they are buying, says marketing guru Mark Luetke. Shabby pictures are worse than no pictures. Small products should be shot with a satin background or the background should be cropped and replaced with a plain color background. Large products (cars, bikes) should be shot outdoor. Ebooks should be accompanied by high quality ebook covers (\$30 upwards).

### **3. Cross selling**

Highlight your other related items just below the product description of each item so that buyers who came for specific products can also see the other related products and get interested about them. It is said that this strategy can increase sales up to 30%.

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## **4. Free gifts to visitors to get their email address**

Give out free gifts like ebooks of general interest like travel and cooking recipes to any visitor who gives his/her email address. This will create a database of email addresses of shoppers, whom you can send newsletters.

## **5. Newsletters**

Newsletters are slightly different from spam mails. Spam mails are only advertisements, which are not liked by anyone, and thus goes to the spam mail folder of any email account. Newsletters try achieving the same purpose by in a roundabout way. They give out useful and interesting information to potential customers, and are often marked as 'not spam' by many who receive them. They can be used as a powerful tool to inform about new products or schemes

## **6. Discount**

Keep giving various discounts with the names of various schemes like 'Winter Bonanza, 25% off' or 'Spring Festival-up to 50% discount' throughout the year to boost sales. Identify your loyal customers who keep coming back. Give them an additional loyalty discount.

## **7. Show professionalism with your affiliates**

If you are running an affiliate program, act professionally. Provide your affiliates codes for your banners, and which is most important; pay them timely. Do not make your affiliates wait for weeks to get their commission.

Additionally, you can increase your sources of earning by becoming an affiliate of other merchants (and get commission from them) and Google YPN (contextual pay per click ads). These can give an additional earning of several hundred to several thousand dollars every month.

## **How to develop product to sell on the internet**

Products flood the internet market and ecommerce sites. Yet not all products do equal business. Products that do magical business follow some unwritten rules. Here are the 7 secret unwritten rules written for you, to develop a product to sell online, beyond expectations.

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## **1. Go for high profit margin products**

Internet is said to have created more millionaires in the shortest time than any other business has. This has been possible because it is possible to make 100% profit in online business. In traditional business products, profit margin is generally between 20% and 33%. This is because there is a cost price of the product, that covers the other 67% - 80% cost of the product. Now if your product is virtual and has no cost price to you (except the initial investment), you are likely to make 100% profit from each sale. Consider the software giants. They almost gain 100% from each sale. It is the same for ebooks.



## **2. Target niche market rather than general market**

When we have a heart-pain we go to a cardiologist rather than a general physician. Similarly it is always a good idea to select a niche market rather than the general market that is over-saturated. Your chances of getting noticed are higher in a niche market, dealing with a specific range of products. Develop your product that is aimed at specific interest-groups.

## **3. High quality**

Whatever your product is, do not compromise with the quality of your product. Remember that your existing customers are your best customers. They are bound to come back for more, if they are satisfied with your product. If you have 300 customers who are satisfied, you will get a steady sale throughout the year. Keep sending them newsletters announcing new products.

## **4. Quick delivery**

Human beings are impatient. They want products to be delivered almost immediately. This is why it is best that your product is auto-downloadable; something that will be with your customers immediately on payment.



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## **5. Trial version**

If you can deliver a trial version of your product that is free to download, there are 40% chances that people who downloaded trial versions will come back to buy the full version. To deliver the trial version (limited period, limited features), the product need to be downloadable. It can be software, or an ebook, or a courseware.

## **6. Research**

Research about what products sell online. Get copies of these products and study them. If these are selling well, they must be good. Try developing something similar to these products. Your developed product must have the best features of these products and still be lower priced from the original.

## **7. Keep upgrading**

If your product is software based or an ebook, keep developing upgrades and improved versions. Stagnancy is equal to death in this business. You should keep it in mind that there should be an upgrade every 6 months, even if it is a minor upgrade.

As you can see, the guidelines are neither difficult to follow, nor expensive. Simple utility software, games, and ebooks can be priced around \$30 for each download. When there are an average of 200 visitors per day, you can expect a 3% - 5% conversion (which will increase later, after they have tried the trial versions), which means an average of \$250 (approx) of sales daily, amounting to \$7500 a month. You are likely to achieve this figure from around the 4<sup>th</sup> month. So go ahead and mint money; all the best for your success!

## **How to choose a profitable niche**

Are you boiling with energy about starting your own website, yet confused about what niche to choose for your site? Making the right choice of niche is important as that is the single factor that stands between failure and success. Let us take a look at the factors that you should keep in mind while choosing your niche before investing on a website.

### **1. Stay away from the crowd**

Avoid areas where everyone is crowding, as your chances of doing a profitable business there is slim. If everyone is after ebook sites of 'get rich easily' schemes, you should avoid that, and try to venture other in-demand areas like travel, health, relationship-improvement and so on.

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## **2. Be specific**

Try to focus on a specific market, and not a very broad market. For example if you are making a site on music, you have to be specific. There are hundreds of thousands of sites on music; so your site may have a tough time being popular. If you target specific smaller interest groups like golden 70s, you are likely to get a much better market from people who love the music of the 70s.

## **3. Niche must be in demand**

While you have to narrow down to a smaller market, it should not be so small that there are no buyers. The niche you are choosing should be in high demand. You can check out the demand of specific items from sites like eBay, Amazon, and Dmoz. If specific items or subcategories are in high demand there, your site should be in demand too. You can also get an idea of which keywords are in demand by visiting <https://adwords.google.com/select/KeywordToolExternal> .

## **4. Passion about the niche**

You should not go for a niche that does not interest you, because in the long run you are likely to lose interest about the site. If you love cars, go for niche like specific car accessories.

## **5. Gather knowledge**

If you have ready knowledge about the niche you are choosing, there is nothing better than that. If not, do some research about the subject to gather as much knowledge about it as you can; because you are going to need that.

## **6. Submit your niche to directories**

After your site is ready, submit it to as many directories as possible so that there are enough back-links pointing towards your niche. Here are two lists of several popular web-directories that you can use: <http://www.strongestlinks.com/directories.php> , and <http://www.seocompany.ca/directory/web-directories.html> .

With all these guidelines you can never go wrong. So stop hesitating and plunge into the pool. Best of luck!

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## CHAPTER 2

### IMPORTANCE OF WRITING ARTICLES

#### Why is it important to hire a content writer?

Website and web-content go hand in hand, and the popularity of a website has a direct link with the quality of the content. In the web world there is a famous saying, “content is king”. It means search engines as well as visitors love a site when the content is good. A site can never become or remain high in the popularity charts with poor content.

Just as there is a vast difference between your cooking and a professional chef’s cooking, or between your painting and that of a professional painter, likewise there is a vast difference between the content written by you and that written by a professional content writer who has been doing this work for a living. Lets quickly check what are the advantages of hiring a content writer, and really why hire a content writer?

- (a) **The experience counts:** The question ‘why hire a content writer’ is best answered by the reason that it is the experience of a writer that has a value. An experienced web content writer can almost always be trusted with your eyes blindfolded.
- (b) **Better language:** It’s true that all of us can talk decently, but when it comes to writing, we seem to miss out somewhere. Creative writers can much better put ideas into words and that is the reason why one must hire a content writer. Additionally content writers are much more error free in their writing. You have to agree that everyone must not try everything and leave certain work for the specialists.
- (c) **Content attracts or repels visitors and search engines:** True enough it is the content that attracts or repels visitors as well as search engines towards or from a site. If the content is good, the site becomes popular. Poor and weak content makes the site meet its doom. Since the business of a site entirely depends on the content, nobody should take a risk with it.
- (d) **Saves Time:** Why hire a content writer? One good reason is that you can be free. It will save you the time.
- (e) **Search Engine Optimization:** Professional content writers are experts in search engine optimization. They can manipulate their writing in a way that optimizes result in search engine search.

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## How to write blogs to earn money

### 1. Advertisements

It is much easier to get advertisements for your blog today than it was, a few years back. Thanks to Google, and Overture, you no longer have to run from door to door to impress advertisers, and wear off your shoe-sole in the process. Advertising programs like *Google AdSense*, *Yahoo Publishing Network (YPN)*, and *Microsoft Content Ads*, have made earning from advertisements easier than opening your fridge and taking a bite from a piece of cake. To know more about how you can possibly place contextual advertisements and banners on your blog, do visit the following:

- *Google AdSense*: <http://google.com/adsense>
- *Yahoo Publishing Network / YPN* (formerly *Overture*): <http://ypn.yahoo.com/>
- *Microsoft Content Ads*: <http://advertising.microsoft.com/microsoft-adcenter/faqs/content-ads>

Your earning comes from the advertisements in two ways.

- Every time someone clicks on the advertisements, you earn.
- You also earn from the number of times people 'see' your page (that is, the advertisements).

As you agree to the terms of any one of the advertising programs, advertisements will start appearing at various places of your blog, and an account will be maintained that registers how much you are earning. On reaching the minimum earning, or the pay-date, they dispatch you your paycheck. Cheers!

### 2. Affiliate programs

Your blog can get you revenue in one of the most traditional ways on earth; commission in exchange of business. Hundreds of companies/websites (established brands inclusive), who pay commission to you for sending them customers. Examples of such are Commission Junction (<http://cj.com>) or clickbank (<http://clickbank.com>). They supply you with a java code that you have to paste in the HTML of your blog, and their banner appears. If any reader of your blog clicks these banners and becomes a paid member of the affiliate site, you get a percentage of the payment. Hey, that's not bad at all.

### 3. Get noticed, get hired

No luck, if you decide to write the type of cliché content that thousands of other bloggers are writing, but if the content of your blog is unique and style is crispy, you are bound to



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get noticed and get offers that sound like, “I like your blog; how much, if you write a daily blog for me?” I leave the rate part for you to decide. You can easily charge anything between \$5 to \$15 for each article you write; and as such can earn up to \$100 per day.

## **4. Sell stuff**

Set up your virtual store and sell stuff through your blog. It is absolutely free to become a PayPal (<http://paypal.com>) member and start accepting payments through your blog. You have to decide what you are going to sell. There are some items, that need to be shipped, and other items that have less hassle, and can be straightaway downloaded after a payment (for example, ebooks). This can become big business if you are serious and full-hearted in your effort.

## **5. Become a sponsored blog owner**

Things work if you can turn the right key. If you can impress others (read, business owners) by your writing, it may so happen that they want you to write about their products, and website through your blog. This is like direct advertising of someone via your blog. Your articles will also carry links to the site that is selling the products or service mentioned in the articles. Needless to say, you don't do this for free, or as a social service. You will get paid for writing about others' products in your blog. What, if you aren't confident to write? Do you miss all these great scopes of earning? Never! Just go ahead and hire a writer. It is worth, even after paying him/her on per article or per month basis.

## **6. Promote your other site or service**

You can use your blog to write interesting articles that will promote your other ecommerce-websites, or talk of the services you provide. Thus, by building awareness, you will get indirect earning from your other sources.

## **7. Donations**

If your blog deals with social issues and charity, you are likely to attract donors who would be interested to donate for charity. A serious and honest effort is bound to attract donors.

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## CHAPTER 3

### MAKING MONEY WITH PAY PER CLICK ADVERTISEMENTS

#### 10 perfect steps to make money with Google AdSense

One of the best things that happened with the internet for small businessmen, who wanted to make money from the web-world, is the evolvement of Google AdSense. It made a wonderful scope for small website owners and people who wanted an extra source of income, to laugh all the way to their bank. You can be one of them too.

1. Make your own website or blog. This is step one. Think of what will be the subject of your site that can attract lots of viewers. You can try with a website for a club or educational institution, so that you will get visitors from that club or institution. If you think of a bigger perspective, make something that offers good tips on success. Buy a good dotcom name, and choose a dependable web-hosting company.
2. Signup with Google AdSense. Alternately you can also opt for Yahoo Publishing Network. Yahoo pays you more, but they take longer time to accept you into their network and are choosier. Recently Microsoft has also introduced their version of a similar program. Go to <http://google.com/adsense>, click the button to apply, and fill up the given form.
3. You have to submit the name of your website while filling up this form. Please note, that your website should be complete and running when you apply. Google will take a couple of days to review your website. If they feel your website is incomplete or has adult content, your application will get rejected. You will get a mail from them in 2 – 3 working days and come to know of their decision.
4. If you get rejected on the grounds of incomplete website, do not think that is the end of everything. Check out your website again, where it is incomplete; fix it, and re-apply anytime. Chances are that you will get approved.
5. An account will be opened in your name that can be accessed by clicking <http://google.com/adsense>. You will get a java code, which will enable the advertisements that will appear in your website. (Colors of the advertisements can be modified to match the color of your website). You have to paste the java code (or ask your friend who understands the internet better than he understands his spouse) with the HTML codes of your site, and Google advertisements will start appearing at places where you have placed the java codes.
6. Popularize the site, but don't become known as a spammer in doing so. You must build a steady traffic flow for your site.

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7. You earn every time someone clicks on the advertisements. How much do you earn?  
I'll give you an idea: suppose you want to earn \$1 each day per page (hey, that's not bad, for doing nothing), what you need for every page is:
  - 400 visitors a day at 5% click-through rate (CTR) and average 5cent payout rate.
  - Or, 200 visitors a day at 10% CTR and an average 5cent payout rate.
  - Or, 100 visitors a day at 10% CTR, and an average 10cent payout rate.
8. Remember; do not click on your own advertisements. This is called click-fraud, and is illegal. Google keeps a check on it, and may cancel your agreement with them.
9. You can check reports logging in to your AdSense account, and you will come to know how much you are earning.
10. Google does not pay by PayPal. They send check to your address, roughly 45 days after an accounting month.

If you have constancy, and do not quit midway, no one can stop you from being a successful internet-businessman that is for sure.

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## CHAPTER 4 AFFILIATE MARKETING

### 7 tips for affiliate marketing success

Affiliate marketing is the name of one of the oldest systems of carrying on business and getting clients by referral in exchange of commission. Suppose I refer a positive client to you, you will not mind paying me a percentage of the payment you received from the client. This is widely practiced in the web-world and such programs are called affiliate marketing programs. When you sign up with a merchant, you get a java code for their banner, and all you have to do is paste the code with the HTML code of your site. Their banners will appear in your site. An account will be maintained in your name with the merchant, and you will get paid a percentage of the payments that come to them from your referrals.

#### 1. Keep it neat

Of course the first thought of a novice webmaster is that ‘the more affiliate banners I plant in my website, more are my chances of getting higher returns.’ And, what they do is fill up the pages with banners and banners. Wherever you look, there are affiliate banners. In reality, visitors hate to visit pages with lots of banners. You have to restrain yourself to make your site look decent, that does not repel visitors.

#### 2. Affiliate programs work in different ways for different webmasters

An affiliate program that does not give you any returns can give high returns to another site-owner. Affiliate programs show entirely different results for different sites. If you keep your eyes open in affiliate market forums, you will find one member complaining that his returns for a particular program is very dull, while another member says exactly the opposite words for the same affiliate program. This is why it cannot be pointed out that this affiliate program is very effective, and that is not. The one that is not effective for you may be highly effective for another webmaster. Commission Junction ([www.cj.com](http://www.cj.com)) or Clickbank ([www.clickbank.com](http://www.clickbank.com)), eAds ([www.eads.com](http://www.eads.com)), Teknosurf ([www.teknosurf.com](http://www.teknosurf.com)), ValueClick ([www.valueclick.com](http://www.valueclick.com)), Safe Audit ([www.safe-audit.com](http://www.safe-audit.com)) and Demoz ([www.dmoz](http://www.dmoz)) are some of the biggest affiliate program exchanges.



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## **3. Go for multiple merchant affiliate marketing for the same niche**

You can at all cost place affiliate banners of 3 – 4 merchants who fall under the same category, or niche. It is not unethical; rather it is helpful for visitors who get a choice. Let earnings come from several sources rather than one.

## **4. Check out the commission offered**

50% or more commission offered for each referral is quite good. You shouldn't settle for a program that offers less than 20% commission.

## **5. Give importance to the status and look of the site**

Go for a site that has some status or look good. If you refer your visitors to a shabby site full of advertisements and nothing more to offer, you are unlikely to get much business from the site.

## **6. How is their support?**

Check out areas like support that the merchant-site is going to give you. Online support for your queries or live telephone support is good. Online replies that come after more than 3 days is not good and you should not settle for such a site. Their reports and automated statistics should be up to the mark.

## **7. Run newsletter campaigns for the merchant**

Running active newsletter campaigns from your site with the banners of your merchant site, instead of just placing cold banners on your site will increase conversion ratio, boosting your earnings from affiliate marketing.

Most small websites with a 400+ hits per day are likely to make \$100 - \$300 with affiliate marketing from a single website every month. Now, that's not bad for doing nothing. If you run newsletter campaigns this return can be in the area of \$450 to \$600.

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# What is Viral Marketing and how to make money from it?

[illegible]

## 1. Give some laughing gas to people

## 2. Give out free ebooks, exploiting people's greed

People are greedy by nature. Give them some free ebook that promises heavy a success formula. Pass your friends the free ebook just as above (pass the download link); and they will in turn pass this link to many other friends. This will go on for 6 to 7 stages, and within 2 weeks, the free ebook will reach a huge number of people. People must show a burning interest for the book that will be an outcome of their greed. This will make you successful. Needless to say, the ebook must have a link to your site.

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## **3. Exploit social networks**

Viral marketing exploits social networks. Everyone keeps regular contact with 12 people on an average, who are the inner circle of friends and associates. If people love something, they almost invariably share it with these 12 people of the innermost circle. This is the secret of viral marketing success.

## **4. Keep it easy to transfer**

The stuff you will give out must be virtual. That is; it must be something that is transferable over the internet. It should be easy and quick to transfer. If it is cumbersome to transfer or takes a very long time to download, you will fail to achieve the best result.

## **5. Campaigns must be repeated with new stuff in 2 – 3 weeks**

The effect of a viral marketing campaign lasts 2 – 3 weeks, after which it dies out. You have to repeat the process with a new campaign every 2 – 3 weeks, with new freebies to offer.

## **6. Allow others to use your stuff**

Make your stuff copyright free, so that they can be freely used and transferred to others.

## **7. Be ready for a magical growth**

It is said that the virus that you created, can kill you. Viral marketing can lead to unbelievable rapid growth. If you are not ready to grow with it, your business will suffer. You must be ready to handle 10 times the order within a short time, or a bigger bandwidth for your website, to handle the additional traffic-load. You must be ready for staff-recruitment whenever necessary. If you can't supply at par with the growing demand, you perish.

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## CHAPTER 6

### USING SOCIAL NETWORKING SITES TO EARN

#### How to make money with MySpace



MySpace ([www.myspace.com](http://www.myspace.com)) and Orkut are the two gigantic and massively popular social community sites on this planet. MySpace statistical facts like 80 million users, 240,000 new sign-ups each day, 30 billion page views ever month, may give you an idea of what a powerful thing MySpace is. If you are a MySpace user, you are wasting your time if you don't know the secrets of how to use MySpace for earning a fortune. Here are the stepwise tips of your way to success using MySpace as a ladder.

1. **Start your personal blog or website** that gives unique information on subjects of general interest, like jobs. You can get a free website from <http://bravehost.com>, and an easy to use (that even your kids / little sister can operate) blog from <http://blogger.com>, or <http://bravejournal.com>, or any of the hundreds of other options available.
2. **Signup with a PPC (pay per click) advertisement distribution program like Google AdSense** (<http://google.com/adsense>), and start your account. Get the java code that you have to paste into the HTML codes of your site/blog. Click advertisements will start appearing in the site/blog. You earn each time someone clicks on these advertisements. You also earn on 'viewing' the advertisements.
3. **Signup with some affiliate program** like Commission Junction (<http://cj.com>) or Clickbank (<http://clickbank.com>) and become an affiliate. This means that your blog/site will be carrying their advertisements, and if visitors to your site click on these advertisements and become paid members to the linking site, you earn a good percentage of what he or she has paid. An account is maintained in your name and time-to-time payments are dispatched.
4. **Join MySpace** (<http://myspace.com>) if you still do not have an account. This step is the most important step in this chain, because this is where your visitors will come from. And who does not know, visitors mean business? Start adding friends in large numbers. The more friends you add, the better is your prospect of making big bucks. There are some programs available in the market that can add some 500 friends in a day.
5. **Join 'groups' in MySpace.** This will widen your access to a much larger number of people. Many of these 'groups' have hundreds and thousands of members. Your message can now penetrate to all these members at a time.



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6. **Post bulletins** to the members of large groups. Write good bulletins that definitely do not read like advertisements. If other members think you are spamming them, you will get flagged. Describe the purpose of your blog, and its utility; what others can gain out of it, in a roundabout way, as if you are narrating a helpful experience, from which you have benefited something.
7. **Send mails** to all your friends informing about your blog. At the click of a mouse you can select all friends and reach hundreds and thousands of people, and pass them your message. Again, be careful, not to appear too spammy. Your message should appear like a story, or as if you are trying to pass some helpful advice to your friends; which has also benefited you.

By this free of cost mass campaign, you will invariably get a large number of interested visitors visiting your site/blog, and clicking your advertisements. Keep repeating the process every week (not every day, please...your friends will be happy to get rid of a spammer like you) with completely new messages. Writing the messages (mails, bulletins) is an art in itself, and you will develop the art, through the process. At the end of the month, the paycheck will make you feel it was all worth the effort.

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## CHAPTER 7

### EBAY; VARIOUS WAYS OF EARNING

#### How to open an Ebay store and run it

##### Step 1: How to register, who can register



Log on to [www.ebaystores.com](http://www.ebaystores.com) to jump start your very own Ebay store. Click on 'Open Your Store Now' button and go to the form to be filled in. To open a Store, you must be a registered eBay user with a seller's account. You'll also need to meet any one of the following requirements:

- Feedback score of 20 or higher, or
- ID Verified (\$5 charge), or
- PayPal account in good standing

The guidelines are pretty simple. For example, the name of your store must be limited to 35 characters. Thus, if a store name like 'Jerry Christopher's Candies, Gifts and Goodies' was in your mind, I am afraid you will have to think of something smaller.

##### Step 2: Subscription options

There are three subscription options to choose from:

- **Basic @ \$15.95/month**

This is the starter plan; best for a small experiment. Gives you a store platform that you can easily customize, access reports, brand your business on eBay, get free phone support, access the Selling Manager that is an online sales management tool.

- **Featured @ \$49.95/month**

Better option if your volume of sales is expected to be medium. Additionally you get the benefits of more reporting and marketing choices.

- **Anchor @ \$499.95/month**

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The most expensive; but the best plan for large, hardcore business houses that need maximum opening. They can be easily located while searching a certain category. It's like setting up a huge store at a prime location on a main street.

Besides the monthly subscription charges, at a price of only \$0.02 per listing per month, you can gain access to the store inventory listing. Ebay also charges a small commission on every sale which is a percentage on the price of every item sold.

## **How to list items**

After you have opened your store, you are free to add store items to be listed for 30 days, or till they are sold out. You have to mention that you want the items to stay enlisted for 30 days, or '*Til Cancelled*', which means, till they are sold out. This is important; since older items will keep showing in the list until you edit your list and delete them.

## **Ebay and Ebay Store: the difference**

Buyers seem to have more trust on Ebay stores compared to Ebay. They expect more skill and professionalism from the sellers selling at Ebay stores. Thus, buyers do not mind paying a little extra at Ebay stores. Setting up your eBay store can open a new horizon for you in internet marketing, and you can even expect to get better prices than normal from online sales. Even slow moving items move fast here, says Lee Bandoni, world famous internet marketing guru.

## **7 tips for minting money by selling ebooks on eBay**

Though you can never sell your second hand car at first hand price, you can however do that with ebooks by selling them on eBay. The best thing about ebooks is that they are resalable at first hand price, and still no one will sue you for breaking copyright laws. You just have to customize them by changing certain information like the name of the publisher, writer, etc. Many ebooks come with *master resell rights*, which means, you are given permission to resell them and keep the full profits for yourself. No royalty to share with anyone. Ebooks on success, stress-management, travel and leisure, understanding human psychology, relationship development sell extremely well on eBay. Prices of books range from \$9.95 (books on magic tricks or cooking recipes) to \$79.95 (real good books on making huge money). The prices of most ebooks are around \$29.95 (travel, success formula, stress management, relationship-development, understanding human psychology and technical). Let's find out how you can make real profits by selling ebooks on eBay.

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## **1. Do your research before you start selling**

Before you actually dive as an eBay seller, do some amount of research about eBay, and how things work on eBay. In a matter of days you will come to identify your potential competitors and at what price they are offering their ebooks. There are 2 ways to sell: (a) selling to the highest bidder (b) fixed price selling (advisable for selling ebooks).

## **2. Write a strong sales copy**



Step two is writing a strong, creative sales copy to be used for eBay listings that really works. If you are not good at copywriting, hire a freelancer for this purpose, because, you will constantly need the help of this person for your various ebooks. A convincing copy will attract your potential buyers' attention towards your product. Not only should the sales copy be attractive, but it should be SEO friendly; which means, keyword rich.

That will make your product search-engine-friendly.

## **3. Invest on a good ebook cover**

If you want to do business, do not save on the ebook cover. Experts like Brent Turner (CEO of eCover Frog, <http://ecoverfrog.com>) say that 40% buyers are attracted towards ebooks by the image (ebook cover). Place an order with a professional designer to get a first grade ebook cover design. Rates start from \$30 upwards. Use this image (or images) in the eBay listings of your ebook.

## **4. Offer multiple payment options**

Offer your buyers / bidders multiple options for paying. In fact, offer them as many options as possible. This will increase your chances of selling more.

## **5. Add shipping costs**

Shipping costs do not come into consideration if you offer an option of direct download on payment, but if you opt to send your ebooks in compact discs by snail mail; you must calculate and include the shipping cost.

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## **6. Maintain professionalism**

Maintain a professionalism right from the beginning, and be 100% businesslike, if you want to stay in the long run. Be very prompt, and give the best possible customer service, charge necessary taxes, and preferably, register your business with the government.

## **7. Feedback**

There is a system of feedback exchange with your buyer on eBay. The feedback speaks of the trustworthiness of the buyer and the seller. It is like complimenting each other. Other buyers will see the feedback about you before they buy. The 3 types of feedback that can be given are: (a) positive (b) neutral, and (c) negative. You should leave a positive feedback for a good buyer. Don't hesitate to leave a negative feedback for a buyer who was nasty or crafty. It is advisable sometimes not to leave a feedback at all, rather than leave a neutral feedback for your buyer, as that can attract a negative for you.

Finally, how good is business on eBay? Effortless and slow in the beginning, picks up gradually and finally shoots up like a rocket. In a matter of days or weeks you can recover the money you invested on the ebook and for selling on eBay.



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## CHAPTER 8

### INTERNET ADVERTISING

#### 7 secret tips on how to write catchy sales pages/letters for your websites

Internet marketing gurus like Rand Fishkin believe that an internet-based business depends 60% on the sales page and 40% on the product itself. The thousands of 1 page mini websites (many of which are ebook sites) entirely depend on the sales page, on which the total business rests. A bad sales page is death knell for the site, even if it may be selling a good product. Writing a good sales page that works, is a piece of art that you will learn in the next two minutes. Here are the 7 golden rules for writing golden sales letters, that can bring thousands of dollars worth of business.



#### 1. Shocking start

Start your sales copy by giving a shock, saying something that sounds very negative. Market experts say that a negative heading can be much more effective than a positive one. Suppose you read in large letters, “Throw your computer out of the window,” obviously you will be curious to read further, which continues in smaller letters as, “because you are going to get frustrated with the insane traffic flow that is going to hit you”. Sounds effective?

#### 2. Tell your own success story

In informal, friendly words, write a spicy story of your own success (never mind if it has nothing to do with reality). Write in first person and boast in gentle words about your property, cars, and bank balance to show that you are successful. Everyone wants to follow the leader and the advices they give.

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## **3. Use testimonials**

Juxtapose testimonials of satisfied buyers with the main body of the sales letter. To make the testimonials more genuine, give photographs of people who have given the testimonials and the links to their sites.

## **4. Give free gifts**

This is one trick that works well. Give out three ebooks for free (hardly matters to you) if someone buys one product. They feel satisfied that at the price of one, they have got four things.

## **5. Use bullets**

Bulleted points work much more effectively than paragraph text; believe expert copywriters like Tom Johnson of the American University in Cairo. Not only are they easier to the eyes, they also carry a point much more effectively into the mind of the reader. Find out more about effective use of bullets here: <http://www.prc.dk/user-friendly-manuals/ufm/tip-9810.htm#WhyBullets>

## **6. Buy it today**

Readers almost always forget to come back to a site later, unless of course it is a site he frequents. Thus you have to make the visitor take out the credit card immediately as he visits; if he decides to think over the offer later, he is actually never going to do so. This is why it is important to show an urgency or deadline for any offer. As if the price is going to rise steeply in the next few days.

## **7. Increase the price and give a discount**

Funny though it may sound, the trick works. If you have decided to sell your product for \$29.95, make the price \$79.95 and then give a \$50 discount. This heavy discount will make the real price of \$29.95 sound very reasonable.

Besides, it is always good to give an iron strong word of guarantee. Guarantees work well to convince your buyer. Your guarantee is even stronger if you can offer a 30 day money back trial offer. If your sales copy for the internet-based business is based on the 7 secret tips, one thing is guaranteed; you will be laughing all the way to your bank.

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## CHAPTER 9 IMPORTANCE OF LINKS

### 7 secrets you should know about website 'links'

'Link' is the small word that weighs a lot in the world of internet marketing. It is successful links that can make a site soar into unbelievable popularity. Two words that you need to know and understand are: (a) Links: other sites pointing to your site (b) Back-links: your site pointing to other sites.

#### 1. Good content earns natural links

A site can get links naturally if it serves good content. Search engines love good content and so do visitors. Thus other sites will naturally link to your site if you are providing unique, superior content. It is a slow but effective way of link-baiting.

#### 2. Make directory submissions

Directories are sites that offer names and links of hundreds of sites categorically arranged. There are 4 types of directories:

- Pay-for-inclusion directories,
- Reciprocal required directories,
- Free directories,
- Niche directories.

Submit your site to the most popular directories or hire a professional SEO to do the job in a professional manner. You will get the names of hundreds of directories from the links given below:

- StrongestLinks, <http://www.strongestlinks.com/directories.php>
- SEOMpany, <http://www.seocompany.ca/directory/web-directories.html>

Directory submission will make your site appear in directories, and the process may take several weeks.

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## **3. Link exchange**

Another popular trick that works is exchange links with other webmasters. Your sites will back-link to their sites, and their sites in exchange will link to your sites. This works well if you have some 25 sites and more.

## **4. Interlink your own sites**

Again a good idea to make your less popular sites prosper with the help of your popular sites, but you should not link up all your sites, especially the ones that have no relevance.

## **5. Go slow with adding links in the beginning**

According to world famous internet marketing guru Lee Bandoni (<http://leebandoni.com>), Google can ban your site if you rapidly place hundreds and thousands of links to your site within the first few days of starting. Add links gradually after starting your site. This includes the links you place in forum-posts, bulletin forums, or social networking sites (MySpace, Orkut).

## **6. Avoid links from gambling or adult sites**

Google does not like gambling sites, poker sites, or adult sites. Thus, you might be banned by Google if your site is linked from many gambling or adult sites. Besides, these sites are known to send harmful things like virus, adware and spam.

## **7. Mix and match**

Google prefers that your links come from absolutely different sites (different C class IPs). A good advice is, mix up links from trusted, old sites as well as new sites. Not more than 15% - 20% of your back-links to a site should be from PR 5+ pages.

Your site will get additional importance with Google and other search engines, if links to your site come of sites with related or similar content. Besides you should also remember to link not only the home page, but other pages as well. With these tips in mind you can hardly go wrong.



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## CHAPTER 10

### ACCEPTING PAYMENTS ON THE INTERNET

#### Accepting payments with PayPal



**The concept:** Paypal is one of the most trusted names for processing online payment. Paypal remains between the customer making payment, and the merchant. Anyone with an email address can conveniently, securely, cost-effectively and quickly receive and send payments online, using Paypal. Paypal is a brand acquired by Ebay.

**How to open an Account:** It doesn't cost any money to open a Paypal account or send money via Paypal. Anyone with a valid email address and a valid credit/debit card can open a Paypal account and start receiving and sending money. However to withdraw or transfer money you need to get verified, which will cost US\$1.95, and will be charged on your credit card account. In the next credit card statement you will receive a 4 digit expanded use number, which you have to use, to get the expanded use process completed. Once you get verified by Paypal, you can use the seal 'Paypal verifier' in your site; which gives more confidence to those who will deal with you.



**To make payment:** Paypal is easy to use. It's instant. After signing up for a PayPal account, all you need to do to make a payment, is add your credit or debit card to your account, go to the "Send Money" tab, and enter the email address of the person to whom you are sending the payment, (with the amount of the payment). You can also use your PayPal balance or your checking account to fund your payment.

**Is it secure:** Paypal uses SSL technology for keeping your information safe. When you pay through Paypal, your sensitive information, like credit card number, bank account number, remains confidential. It is not passed to the receiver of the payment. However there are fraudulent mails, known as phishing, which look as if sent from Paypal, asking for your Paypal email address, and password. They want to get your information and hack your account. Be careful with such mails. Real Paypal never asks for your password etc by sending you mails.

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