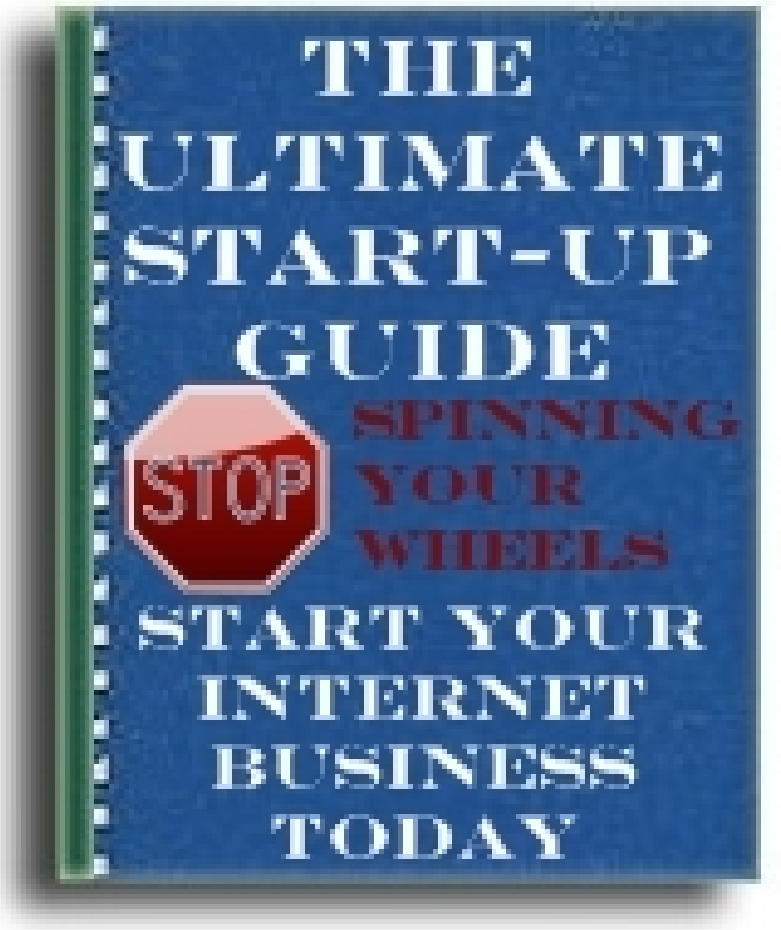


The Ultimate Start-Up Guide!

By: Wayne Johnson

Legal Notice:

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

Trademarks: This book identifies product names and services known to be trademarks, registered trademarks, or service marks of their respective holders.

Introduction

As you sit and read this ebook there are literally millions of people all over the world making a living on the Internet from the comfort of their home. Working from their home allows them the flexibility to set their own hours, work and live where they would like and probably most important of all to most, it allows them additional spare time to spend with their family.

Question: Is this something that you would like to be able to do?

Answer: Of course it is, if it wasn't you would not be reading this book.

Before we get started lets go over what this report is not, an all hyped up ebook promising you untold riches. This book is not some point and click manual that is going to have your million dollar website up and running in 10 min. (because no such program exists) Most importantly this book is not to be taken lightly, it is not to be scanned through while you are watching TV. And it is not to be placed on your hard drive and forgotten about to gather dust.

What this book is, is a guide to starting your first online business. Contained within the pages of this book are the building blocks that if put in place as instructed will serve as the foundation for your online business.

This book will do you absolutely no good what so ever if you just put it on your hard drive and let it collect some electronic dust. I like to call these books electronic paperweights.

Internet Myths, Fallacies And Fairytales

Myths associated with starting an online business

#1- Build it and they will come. This is one of the biggest and most costly mistakes most new Internet marketers make. They build a website and believe that somehow all one billion plus people on the Internet are going to come rushing to their site to buy stuff.

Truth- While this may have been true in the early days of the Internet when there were few sites out there selling, these days it couldn't be further from the truth. Building a website and putting it online is only the first step in a long process. Once you have your site up and running you still have to drive traffic to that site if you want to sell.

Side note: Did you read that last paragraph? Read it again real quick; yes that says ONE BILLION PLUS Internet users. It is estimated that at the end of 2007 there were 1,319,872,109 people worldwide that have Internet access. Talk about a customer base, WOW!

#2 I can work only 20-30 minutes a day and make six figures on the Internet. Wrong! Wrong! Wrong!

Truth- Running an online business is just like running any other business; you get out of it what you put in. Anyone claiming that they only work a few minutes a day and pull down six figure checks is just trying to sell you their latest get rich quick scheme.

#3 I have to have money to make money.

Truth- Though you may have to spend a little money eventually if you want to grow your business there are many people that make a comfortable living online without ever even owning a website.

#4 I will be earning so much money so fast that I will be able to tell my boss to shove it in a matter of weeks.

Truth- It takes time to build a solid online business that will generate enough income to live off of. Compared to the time it takes to build and open a typical brick and mortar business, you can be making money in a much shorter time frame with your online business. But, it will not happen overnight.

#5 The Internet is already too saturated it's too late to start.

Truth- It's never too late. There are millions of clothing stores, restaurants and gift shops around the world. Is it to late to start another one? There are 1.3 billion people on the Internet now with a growth rate over the past year of 265% Technological advances in cell phones are now allowing more people to stay connected even when they're away from their computers giving you even more opportunities to sell to them.

Those are just to name a few. The best advice I can give anyone looking to start an online business is; If it sounds too good to be true then it probably is. Don't fall for the latest get rich quick scheme, read this book and take one or two of the ideas inside it that fit your personal talents and get started with a solid, no hype business.

Within this book you will find some jobs that are going to be more of a get paid now type of job and then others are going to be more long term. Do not dismiss the short-term jobs; on top of getting you some quick cash in your pocket they do a couple of other things. They get you that elusive first online dollar. It's amazing how even a $10 payday for writing an article can make you feel good and motivate you. And a good portion of any online business involves some type of writing whether it is articles for traffic or content or sales copy. So the more writing experience you can get the better at it you will be.

Writing Articles: Get Paid To Do What You Love

Believe it or not there are sites out there that will pay you to write articles. Some of the sites may require you to post your article and wait for a buyer, so make sure and read the payment policies before you sign-up.

Associated Content is probably one of the biggest and most well known of these sites. You pick your topic, write the article and submit it for review (yes it will be reviewed to make sure that it is not a PLR article and that it is not filled with blatant advertisements). After the review process you will receive an email letting you know how much they are willing to pay you for your article.

The pay can range from as little as $3 to as much as $50 depending on how well of a writer you are, how long it is, what the topic is etc. Check out their website for all of the criteria. You also have the option of making it an exclusive or nonexclusive article. Meaning you are selling it to them and only them or you have or will post it elsewhere. I can tell you that they pay more for

exclusive content. They also have a new payment feature where you get paid for the amount of people that view your article.

Websites That Will Pay For Your Article

Associated Content

Constant Content

Helium

Article Warehouse

Lifetips

This is just a short list of the websites available that will pay you for your articles. These will get you started and you can do a search to find more if you like.

Some sites, rather than pay you for the actual article upfront, place adSense ads on the page with your article and you get paid a slice of the pie from the revenue. So the better the article you write, the more page views you get and in turn the more money you make.

Websites That Will Share AdSense Revenue

Hubpages

Daytipper

HotWebTools

Article Codex

Ghostwriting

Unlike writing articles and submitting them to article sites for payment, ghostwriting requires a little more knowledge and talent. It will take a little more talent but the reward is also going to be better. Ghostwriting can be a part-time job you do for extra cash, or if you are really a talented writer it can become a very rewarding full-time business. There are quite a number of people making a very nice living online doing nothing but freelance ghostwriting.

You'd be surprised at the number of people that don't like writing or just don't have the time to do so.

Most of the jobs you will find in the forums or posted in places like Craigslist are going to be either for content articles for someone's website or articles to sell a product that are going to be posted to article directories to drive traffic. Typically the articles you are going to be called to write are going to range from 500 to 750 words. The average pay for this type of article is going to depend on your level of expertise but you can expect to get around $5.00 to $10.00 per article when you are starting out.

The client will give you the topic you are going to write about along with the keywords that they want included within the article. Time taken to write the article will obviously depend on how much you already know about the subject and or how efficient you are at doing research. A talented writer should be able to easily write twenty 500-word articles in a day and the last time I checked that was $100.00 per day.

A good place to post for work is DigitalPoint with over 45k active members. It's a good place to get your name out in front of a lot of people. You can do a Google search for different types of forums and probably find work in just about any of them. You can also post ads on places like Craigslist.

However, if you have a real talent for writing, (maybe you write professionally or maybe you write ad copy for your firm) you may want to look into more challenging work. I will put a couple of links below to check out.

Elance

Guru

BizReef

Blog Your Way To Financial Freedom

Ok just in case you haven't heard of them before (anyone with teenagers has, I'm sure), a blog is a website that you update on a daily bases about whatever subject your blog is about. Then visitors read and comment on what you have written.

A blog is a wonderful platform that allows you to express yourself about anything that is on your mind without restraint. But what a lot of people don't realize is that if you have something interesting to say you can also turn your blog into a fulltime job. Yes I said a fulltime job. There are people on the Internet that make $10k-$15k and more per month with just a blog.

There are a number of ways to monetize your blog. But before you start counting the money there are a few things you have to consider first.

Choose Your Blogging Service

You must first choose the service you want to use for your blogging empire. Some blogging services are free, while others charge a nominal fee.

The most popular free blogging services are listed below in no particular order.

Wordpress

Blogger (owned by Google)

Live Journal

MSN.com

Here are a few of the most popular commercial blogging services, in no particular order.

Blog Harbor

TypePad

BlogIdentity

I am not going to endorse one service over the other because it is ultimately up to you to determine what is best for your specific needs.

Many factors will determine this, including your level of technical ability. You may be proficient at html and want to have full control over how your blog looks, or maybe you have no tech skills and just want to be able to pick a template and follow a few instructions. There are many factors to consider when selecting a blog platform. I will, however, say this before you make the decision go around to some forums, message boards, or wherever and ask what the people there are using. You will, I'm sure, get more responses than you will need to make up your mind.

Choosing A Topic

Now that you have decided where your blog is going to be you need to decide what it is going to be about.

This is quite possibly the most important step and because of this reason give it some thought, don't just start a blog based on the first thing that pops into your head.

If you are going to use your blog to make money then you are going to need to pick a topic to blog about that is fairly popular. The key to turning a blog into a job is traffic (people). If you blog about something that not to many people are into, you will of course have less traffic. If you don't have people you don't have anyone to buy your stuff, click on your inks, etc. If you don't have a fairly popular topic you can forget about getting the people.

Now with that being said you also need to pick a subject to blog about that you have some interest in and preferably some knowledge about. Believe me when I say this-people will know before they finish the first post if you are knowledgeable or just trying to get one over on them. It's a lot easier to get people on your side that want to listen to what you have to say if you are speaking from the heart.

Setting Up Your Blog

Once you have decided on a blogging service and picked your theme/topic you will then need to set up your blog.

If this is your first time setting up a blog or anything remotely close don't panic. Your blogging service will have step-by-step instructions to help get you started.

Don't go into panic mode take your time, read the instructions, and have fun with it. Remember, if you don't like it or if further down the line when you have learned a little more and you take the notion, you can always change the layout, color, whatever. It's your blog.

Your First Post

This is probably the hardest part for most people, and even more so if you don't have prior writing experience.

Don't panic, just sit down somewhere quiet and start writing. You will be surprised at how easy and liberating it can be. You may want to start with "Welcome To My Blog" then proceed with why you started your blog, who you are and what they can expect in the future.

Or you may just want to dive right into the heart of things with a nice informative post on whatever your subject is.

Bottom line is don't be afraid to jump right in there and write. No matter what you put in there you can bet that someone will find it interesting.

Update Regularly! Update Regularly! Update Regularly

Ok why did I put that in there three times? Well it's because it is that important.

Nothing will kill your blog like not posting on a regular basis.

If you have something that people find interesting they will read it, if they like it they will come back (this is obviously what you want).

If they come back and there is nothing new to read about they will leave (This is not what you want).

A good rule of thumb is to not post more than you can keep up with. I know some bloggers that post three to five times a day. That to me is a little excessive but it works for them and their subscribers. A good posting schedule is at least once a day more if you are in a changing industry and some pretty significant news comes out.

Whatever you decide on for your posting frequency stick with it. Remember, you can add more posts but you can never take away.

Time To Monetize Your Blog

Now that you have picked your niche, figured out which blog service you want to go with and got your blog set up and ready to go, how do you monetize it?

There are several ways that you can make money from your blog. One of the easiest ways is putting adsense ads on your pages. Go to Google Adsense and sign up for an account and just follow the directions.

Another very popular way to monetize your blog is to sell affiliate products (If you don't know what affiliate products are, don't worry we will get to that in a moment). You can just place the affiliate ads in the sidebar or within the text or you can put up complete review pages on the product you want to sell with your affiliate link.

Yet another way to make money from a blog is to use some of the paid to blog sites. Yes, there are sites that will pay you to write a review on your site of their product.

The big problem with these types of plains is that you don't choose the products to review they are chosen for you. You can turn down the assignment but if you do that to many times, well they may stop sending them. (For this type of program you usually have to have a certain number of visitors each day).

Bloggertizer

PayPerPost

Blogging Ads

Blog-To-Profit

ReviewMe

SponseredReviews

Buy a Blogger

Pay u To Blog

Those are but a few of the ways to monetize your blog. One of the best ways to find great ways to make money from your blog is to go to some of the more popular blogs and see what they are using for advertising. You can bet if you can find a blog that has 15k or more visitors per day whatever it is they are selling on their blog and how they are selling it is working.

Website Flipping

Believe it or not people will gladly pay you for a good online business whether it is a content site, a membership site or even a forum. They will gladly give you up to ten times more if it is even slightly profitable. That is making at least $20 to $50 dollars per month.

For the purposes of this report we will concentrate on content sites.

The idea is to build a content-rich website, generate a bit of traffic to get the website ranked and generate some monthly revenue. Then sell it.

Finding A Niche

You first need to pick a niche to build your website around. Don't agonize too much trying to find the perfect niche. You have to go into it knowing that sometimes you are going to hit a homerun and other times you are going to fly out to center. It's ok to "fail" because the only true way to fail is to never try.

"Every adversity, every failure, every heartache carries with it the seed of an equal or greater benefit."

-Napoleon Hill

Finding a niche can be a simple process if you know how to go about it. Remember a niche is a group of people that have something in common, like fly-fishing, golf, insomnia, or something of that nature. Start out by brainstorming a few ideas that you think might work. You can get some good ideas by looking at some of the websites below.

Yahoo Groups

MeetUp

dmoz

Google Trends

If your niche is to be profitable you have to find a niche in which you will be able to find people, and in turn they will find you. One way to determine this, is once you narrow down your niche and have decided on several that you think are good, go and do a search on Google for forums in your particular niche. If there are active forums, that means people are interested and are going to be looking for information.

Another important factor to keep in mind is to be sure and pick a niche where the people you are targeting have money to spend. Even if you are not selling anything directly, some niches are inherently more lucrative than others. Medical terms, for example, pay more through adsense because they attract a higher cost per click.

Keyword Research

Ok you've decided on your niche, and are ready to build your first website. Right? Wrong, before you go tearing off to write articles you have to check out the competition. Mention keyword research to most people in Internet marketing and they either get a dumb look on their face or they get a look of terror.

Well it doesn't have to be that way if you know what you are doing. Keyword research is just like anything else, it is a process, and if you know the right steps to the process it is easy.

Here's a quick example of how it's done. We'll stick with the insomnia example above since we have established that medical terms pay well.

So let's check out the competition for the keyword "Insomnia". There are 25,600,000 competing websites listed in Google. You read that right, almost 26 million (don't believe it, go to Google and type in "Insomnia" just like that in quotes and see what the results say). So with 26 million competitors what do you think our chances of getting on the first page are. Has anyone ever heard of SLIM AND NONE?

So let's narrow it down a bit by finding some related keywords that have a little less competition. Here's where people start to get freaked, but don't worry like I said it's a process and you just need the right steps and tools.

There are many keyword tools out and you should check them out to see which one you like the best and which one fits into your budget. For this search we are going to be using WordTracker. (I will list some of the other keyword tools later if you want to check them out)

Ok so all we do is input the word “Insomnia” into the search box and hit enter. And this is a sample of what we get back.

Insomnia 1,232.0/day = (searches per day)

Insomnia Causes 74.0/day

Insomnia Treatment 70.0/day

Insomnia Tips 60.0/day

Effect of Insomnia 51.0/day

Insomnia Symptom 44.2/day

Cookie Insomnia 40.9/day

Causes Of Insomnia 23.0/day

Drug Free Good Insomnia Natural Night Sleep Solution Way 21.6

Chronic Insomnia 17.2/day

Herbal Insomnia Remedy 14.9/day

Insomnia Pregnancy 14.9/day

Insomnia Remedy 13.6/day

Insomnia Menopause 12.3/day

Acupuncture Insomnia 11.6/day

We will now choose our main keyword phrase; this will also be crucial when choosing our domain name (explanation coming).

You want to pick a keyword that has less than 100,000 competing websites when you search using quotes. We are going to go with "Insomnia Causes" because it is fairly general so you will be able to write a bunch of articles on it and it only brings up 60,800 competitors in Google. We have a winner!

The reason you put the quotes around a word when you are researching it is that it cuts through all of the garbage and narrows your search to sites that are targeting that specific keyword. For example if you search without quotes you will get pages that have the only the term Insomnia in them maybe with some of the other above listed keywords and also pages with causes. You might get some random phrase like causes of nosebleeds, which is totally off subject. Just do yourself a favor and use the quotes.

Keyword research complete. See how painless that was? Now you want to pick at least 15 keywords that you are going to use to write your content on.

We have 15 above, and that will be plenty for what we need. I could probably find at least 5-10 more if I dug a little deeper.

Choosing A Domain Name

A lot of people tend to ignore how important this process is before it's too late, so before you get to deep into it you want to make sure that you can get a good keyword rich domain. It is preferable to get a dot.com but if you are going for a fairly competitive market I doubt that will be possible. The next best solution is dot.net and if

you have to, dot.org is not so bad for a content site. You can even get away with a dot.info since it's mainly displaying information.

So what do I mean by a keyword rich domain? Well you want your main keyword in the domain if at all possible. This will help with your search engine rankings, which will, in turn, help with your bottom line. It is much easier to get into the top ten if you have a search engine friendly domain. Therefore it will be much easier to sell your website when the time comes.

I will stress, however, do not beat yourself up over this. It is important but it is not by any means absolutely 100% necessary. If you are in a good niche and you write great content you can get ranked in the top ten without having an exact keyword matched domain.

Ever heard of a little company named Google? What about Yahoo or MSN? Is there anywhere in their domain name that tells you what to expect when you get to their website?

There are any number of places that you can get domain names. Some of the best are GoDaddy, NameCheap. Even Google and Yahoo have gotten in on the domain game. Be sure to shop around and make sure that you can transfer the domain easily when you sell.

Content Creation

The number one rule when creating content websites is, KEEP IT SIMPLE AND CLEAN! Don't try to get too creative and crazy with tons of java script and flash, no php and absolutely no Wordpress blogs. Don't over do it, just a nice simple html template with good content.

I'm not a programmer or designer and I still manage to build most of my own websites. By following a few simple steps you to will have your website up and running in no time. The goal is to make the site look good and get it up and running as quickly as possible. Time is money! You want it to look good because nice looking sites sell better, but remember we want to do a lot of them.

You can find some great content site templates at OSWD. The best part is they are completely free to use and most of them don't even require you to credit the creator.

Be sure to read the terms and conditions for each template you want to use.

Now you are going to want to start filling it up with unique content. This is what you want to do.

- Start by writing 50-70 articles using the keywords we found earlier
- Make each article between 350-500 words in length for each of the keywords
- Make sure to mention the keyword at least three times, at least once in the first and last paragraph. Also include it in the title

This is just basic SEO (search engine optimization) but will be more than enough to get you started.

Promoting Your Site

Now that you have your website up and running, how do you get traffic to it so that you can start earning $$$$? You are going to get some traffic from the search engines, which is

good, and we will take it. We want to drive as much traffic as possible.

Remember our goal is to get the site making money so that we can sell it. The faster it's making money, the quicker we can cash in on it.

There are several ways to promote your site and most are listed throughout this book. Some of the best and free ways to get traffic, is to write articles and point them to your website. Posting in forums that are full of people discussing your niche is another great way to get free traffic.

Selling Your Site

The plan is to get as many of these websites up and going as fast as possible. If you have done your work you should be able to get 10x what your site is making each month. Now imagine if you had 30-40 websites to sale that were making $20-$30 per month.

1 site- $30 x 10 = $300 x 40sites = $12,000

That would be a pretty good payday.

If you follow everything I have told you, your sites should sell and sell fast. People love out of the box ready to go businesses.

Unique content + good traffic + automated income = $$$$ in your pocket.

A good place to start for selling is the sitepoint marketplace. You can find it here. Sitepoint_Market
(Word of advice-as with any Internet transaction, make sure and do your homework on the person you are selling to.)

Ebay

STOP! Don't jump up and start rummaging through the garage or pulling down that old trunk full of high school memories from the attic.

I'm not talking about how people traditionally think of making money on Ebay, (though many have made money doing so) which is just an online version of a garage sale.

When I mention Ebay, I am referring to something totally different-where you get to use someone else's auctions, where you let someone else do all of the work (packaging, shipping, customer support etc.) and you make a percentage of Ebay's cut.

What I am talking about is being an Ebay affiliate.

Now there are several ways in which to make money as an Ebay affiliate. For example you can put up links and banners to drive traffic to Ebay and when someone signs up for a new Ebay account you make a commission ($25-$35).

You can use one of the many tools that have been developed and build your website around them or add them to your blog. I am not going to go through all of them here. If you are curious as to what they are go check them out here Ebay Tools.

Signing up to Ebay is free and they make all of the tools available to you for free as well (if you are a programmer you can even sign up and help develop some new tools) so it costs nothing to get started.

Or does it?

No, it doesn't cost anything to sign up, no it doesn't cost anything to use the tools, and the only money you will have to pay out is for your domain name and hosting. What you are mostly going to have to pay with is your time!

How long is it going to take you to build a website around an RSS feed from Ebay to sell insert niche here. Even if you have pretty decent building skills, this will take you a considerable amount of time. And if you are new to the Internet you may be scratching your head wondering what an RSS feed is. (Not to worry you won't have tomuch longer).

Remember TIME is the one thing you can never get back; once it's gone it's gone. So when at all possible leverage your time so that it is used in the most efficient way possible.

Now if you are a web designer and can knock out a quality online store in less than an hour, go for it.

For everyone that isn't a programmer there is a solution.

And that solution is BANS.

What is BANS?

Well first off BANS stands for Build A Niche Store.

See a pattern here? Build A Niche Store. It always comes back to finding a niche.

BANS is, in a nutshell, a software program (website builder) that allows you to build SEO friendly, money making niche websites around Ebay's affiliate program, without having to be a computer programmer.

Why BANS?

- 80,000 + categories & 60 million products to choose from
- User friendly Admin panel
- Completely customizable
- SEO Friendly pages (put content on every page)
- Amazing support system including a Members Only forum
- Easy step-by-step guide

Do I think BANS is a great product? YES!
Do I think you should give it a look and see if it is for you? YES!
Do I use BANS? YES!

I will leave it at that for now. This is not a sales page and I am not going to write out some long sales letter to try and persuade you to purchase BANS. That is not what this book is about. If it sounds like something that you may be interested in, go give it a look. If it is not your cup of tea, well that's fine to.

www.buildanichestore.com

There is one more thing that I want to say about bans so as not to mislead anyone. BANS is a great script and yes you can build a great site without any programming skills-but this is not a 1,2,3 click and you're done. That does not exist (no matter what you may have been told). But through the step-by-step guide, the online help, and the amazing forum, anyone with common computer knowledge and a good head on their shoulders can use bans.

Affiliate Marketing

I have mentioned affiliate marketing a few times throughout this book and you may, by now, have an idea as to what it is. As for how to turn it into an online business that will fill your pockets with
money, you are probably still scratching your head.

Affiliate Marketing by definition is the act of one person (affiliate) selling the products of another person/company (merchant) for a percentage of the sale.

Simply put-if there is something online that you would like to sell, I would say there's a 98% chance that you can find an affiliate program for it.

There are affiliate programs for information products, physical products and services. There are even affiliate programs that you can sign up for that all you have to do is supply leads to a company in order to get paid.

We are not going to go into or concentrate on one or the other, as they are all similar in the way that they work. You sign up with the merchant and are given a unique URL with your ID number. You promote the site using your unique URL to drive traffic to the merchant's page; someone buys the product you are promoting and you get paid.

Sounds simple enough, right?

Well it is, and then again it's not if you don't know what you are doing. Lets dig a little deeper into this. The good news is that if

you have been paying attention you already have some of the skills needed and you don't even know it yet.

- How do you choose a good affiliate program?
- Where do you find an affiliate program to promote?
- What do you promote?
- What should you look for in an affiliate program?
- How do you promote the affiliate program?
- Do you need a website to promote an affiliate program?
- What should my website look like?

These are just some of the questions that most novice affiliate marketers have when first starting out. There are literally hundreds of questions that will arise as you start your rise to super affiliate.

I will try to address some of the more important questions to get you started and point you in the right direction to find some of the information and help for the rest. There is no way that I could address every question that you may have or that may arise that would be outside the scope of this book. There are entire books written on each individual subject.

What to promote?

Finding an affiliate program to promote is a little different process than making information websites. When deciding what to promote as an affiliate you need to first look for a hungry crowd.

If you have a hungry crowd that is in need or passionate about what they love and they have money to spend, you have people to sell to.

Why did I put that statement in red? Is it really that big of a deal? What exactly does that mean?

It is in red because it is probably the most important statement to remember when you are deciding what to promote as an affiliate.

Yes it is that big of a deal!

Ok, so you are trying to decide on what to sell. First you have to know who you are selling to. Look at the following example:

You are out at the mall shopping and overhear someone talking about the newest craze sweeping the country. You hear them say that 3 million people within the last week have taken up fossil hunting because some guy on the news got paid 100 million dollars for a rare fossil he found in his backyard.

So now you have your hungry crowd, and you know who you are going to be selling to so lets go out and join an affiliate program that sells an ebook titled “Fossils of the great Northwest” and start promoting like crazy.

Wrong!

Think about your story. Is your crowd hungry for fossils or is your crowd hungry for extremely rare fossils that they can sell for great sums of money?

So these people would not be interested in a book about fossils in general. They are not looking for fossils because they are passionate about dinosaurs. They are looking for a more specific type of fossil.

So maybe you sell them a book on rare fossils with their estimated value and a map telling the most likely places they could be found.

Do you think someone looking for rare fossils to sell would pay you for information that would tell them how much they stood to

make and narrowed their search down from the entire world to a state or specific region.

You're darn right they would!

Ok, that example is a little over the top but it proves a point. You have to get into the mind of the people you are trying to sell to. It wouldn't matter if you had the greatest product ever invented on the planet if there was not one single person that wanted it.

Unlike earlier when we were building our information websites, you will want to stay away from trying to promote certain types of products. People with medical conditions is a biggie-most are just searching for information.They are most likely not going to be looking for an ebook on how to cure arthritis as they are going to refer to their Dr. for treatment. They are going to ask someone with a little more credibility.

Choosing the right affiliate program

When choosing which affiliate program to promote there are several things you need to keep in mind.

- Merchant Quality and Integrity- Is the merchant reputable, honest and offering a quality product?
- Website or Sales Page- Don't forget you have to send the prospective customer to the sales page. If it looks amateurish to you and you would not buy from it chances are your hard earned customer won't either.
- Support- That one's pretty self-explanatory. What kind of support option do they have in place should the time arise when you need assistance?

- Affiliate Tools- Do they offer ready made banners, buttons, text links etc? Most good affiliate programs offer a wide range of affiliate tools to help you promote. (I would recommend steering away from the ready-made websites unless you are allowed to tweak them a little.)

That's a few of the questions you need ask before choosing an affiliate program to promote. The most important thing you can do is to do your due diligence. Ask around, check the forums and see if anyone else is using them or has anything negative to say.

Do you need a website?

The short and simple answer is No you do not need a website to promote and make money as an affiliate.

There are literally hundreds of places and ways to promote your chosen affiliate program.

It is far outside of the scope of this book to go into detail about every possible way and place you can use. Keep in mind the preceding chapters, and also look at the list of resources at the end of this book.

Affiliate Marketing is one of the easiest, fastest, cheapest to get started, profitable businesses on the Internet. But the bottom line is, as with any new talent you start, there is a learning curve. Unfortunately for most, the learning curve for affiliate marketing can be hard to overcome and sometimes very costly.

I remember when first starting out, I sometimes felt like my head was spinning from all the information and trying to figure out in which direction I was supposed to go next. I wasted a lot of time and thankfully only a little money.

I remember thinking to myself "if only I had someone to show me exactly what I needed to do or point me in the right direction I know I can do this."

Well luckily for me before I got too frustrated and gave up I found just that. I found a place filled with people just like myself, people trying to make money online through affiliate marketing.

I found Wealthy Affiliate University!

I will try to contain myself and not go off on too much of a tangent about how great Wealthy Affiliate is and apologize in advance if I do.

With that being said I believe that I would be doing you a great disservice if I did not mention and point you in the direction of Wealthy Affiliate.

I will give you a brief description of Wealthy Affiliate and a small portion of what it has to offer and leave it to you to decide if it is for you or not. I will say that if you are serious about making money online, you owe it to yourself to at least go and check it out.

But hey if it's not for you or more importantly if it is something that you cannot afford at this time then that is ok with me.

Ok what is Wealthy Affiliate?

It is a membership site, only in the sense that you have to pay a membership fee every month. That's where the membership site similarities stop. It is really a community of likeminded individuals with a common goal in mind, which is to make money online by interacting and helping one another in any way possible.

Wealthy affiliate obviously is concentrated more on affiliate marketing but you will gain valuable information no matter what your Internet business.

I am going to give you a few of the key features you get when you join Wealthy Affiliate and then you can decide if you want to go check it out and see everything that they have to offer.

Key (Cool) Features:

Site Rubix- Have unlimited access to an easy to use full website development tool you can use to make professional looking websites.

WAHosting- Free hosting of up to 3 domains and 30 sub domains for all members, including 15 email accounts, 3 autoresponders and integrated FTP.

Learning Center- A complete learning center featuring guides and tutorials, step by step videos and book downloads. It is split into convenient Junior, Intermediate and Senior sections.

Research Center- A complete research center containing keyword research tools, keyword phrase builder, competition spy tool and much more.

That is just a few of the key features available to every member of wealthy affiliate. There is much, much more. Go take a look and see what you think. It's kind of like I always tell my kids, you can't say you don't like the taste of something if you have never tasted it. So how can you say you don't like something if you have never looked at it?

Now there is one more thing about Wealthy Affiliate that I want to share with you and it is (not to downplay any of the other features) probably the best asset that Wealthy Affiliate has to offer.

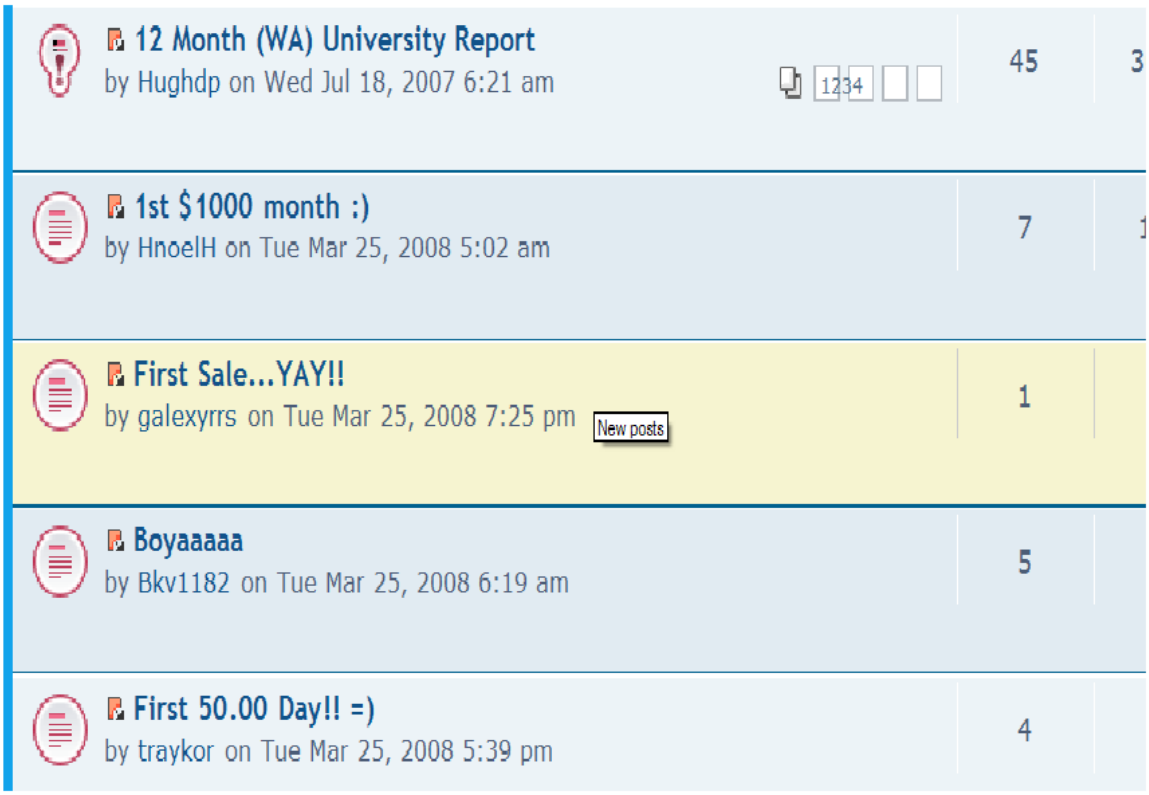
The Wealthy Affiliate Forum- What can I say about the forum? Well let's see. The forum is where everyone on Wealthy Affiliate goes to get advice, give advice, share newly acquired information, and share his or her success and failures.

I will share a bit of the forum with you here so you can get an idea of what it's all about.



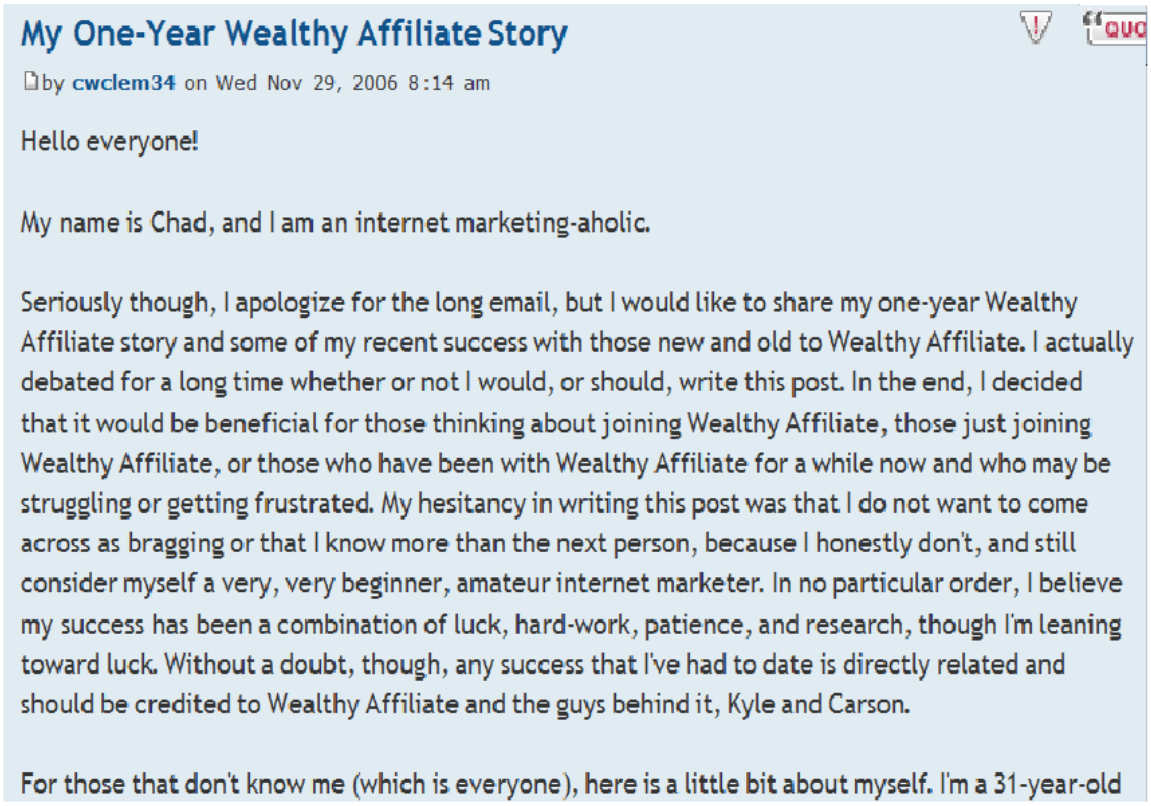
Those are just a few of the post from the general discussion section and the owners of Wealthy Affiliate write those in red. They are very active in the forum and post new threads and respond to questions or problems frequently.

Oh, and you can PM them and they will actually get back to you.



These are only a few of the post filed under General Success; we get posts like these daily.

How is this for a Success Post:



My One-Year Wealthy Affiliate Story

by **cwclem34** on Wed Nov 29, 2006 8:14 am

Hello everyone!

My name is Chad, and I am an internet marketing-aholic.

Seriously though, I apologize for the long email, but I would like to share my one-year Wealthy Affiliate story and some of my recent success with those new and old to Wealthy Affiliate. I actually debated for a long time whether or not I would, or should, write this post. In the end, I decided that it would be beneficial for those thinking about joining Wealthy Affiliate, those just joining Wealthy Affiliate, or those who have been with Wealthy Affiliate for a while now and who may be struggling or getting frustrated. My hesitancy in writing this post was that I do not want to come across as bragging or that I know more than the next person, because I honestly don't, and still consider myself a very, very beginner, amateur internet marketer. In no particular order, I believe my success has been a combination of luck, hard-work, patience, and research, though I'm leaning toward luck. Without a doubt, though, any success that I've had to date is directly related and should be credited to Wealthy Affiliate and the guys behind it, Kyle and Carson.

For those that don't know me (which is everyone), here is a little bit about myself. I'm a 31-year-old

This is how Chad started his post now I will show you a little of how it ended. Make sure you look closely at the dates and the daily totals. Keep in mind Chad joined Wealthy Affiliate on November 30, 2005.

Now this is not to say in any way that everyone who joins Wealthy Affiliate will do this in their first year, but it will show you what is possible when you have the right training, support and drive.

PAYPERIOD SALES SUBTOTALS:
Period ending 2006-12-01: $32,888.01
Period ending 2006-11-16: $26,778.18

DAILY SALES SUBTOTALS:

Tue Nov 28
$2,721.74

Mon Nov 27
$2,365.52

Sun Nov 26
$3,082.03

Sat Nov 25
$3,261.98

That will give you a bit of an idea about Wealthy Affiliate and the Wealthy Affiliate forum.

I highly recommend it to anyone looking to get into Internet marketing. It is called Wealthy Affiliate University for a reason. Internet marketing has a very high learning curve. On average 96% of those that start in Internet marketing will never make a dime.

Closing Statements

In closing I am going to try and impart some words of wisdom on you (without getting too corny I hope) that I hope may help you.

I am not a GURU, I have never claimed to be and never will. Be very wary of those that do, but I hope that I have inspired you to go out and get started.

The key is to GET STARTED! You can never accomplish anything if you never start one thing. Most people fail before they ever start because of fear, not fear of failure fear of success.

Failure is easy. Success takes work.

Failure is not an option, it is an inevitability! You cannot succeed unless you first fail.

These are facts, not one successful person has ever accomplished anything worthwhile without first failing. Read these and then I'll tell you who said them.

- "We have only found 586 ways that won't work and won't have to be tried again.
  Soon, we will find one that does."
- "I have not failed 700 times. I have not failed once. I have succeeded in proving that those 700 ways will not work."
- "If I find 10,000 ways something won't work, I haven't failed. I am not discouraged, because every wrong attempt discarded is another step forward."

Those were all quotes by Thomas Edison, who was reported to have failed over 10,000 different times while trying to perfect the

lightbulb. I don't know about you, but I am glad he was a failure and not a quiter.

Take what you have learned in this book and expand on it. This is by no means the end all be all, this is in no way all the information you will ever need to succed online, but it is the information you need to get started. And getting started is the hardest part.

I wish you success in your online efforts and may your business prosper beyond your wildest dreams. Now get out there and **GET STARTED!**

"Don't wait; the time will never be "just right." Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along."
-Napoleon Hill

To Your Success,

Wayne Johnson

Below I am going to include a list of reference websites for various tools, information, software and whatever else I think may be of help to you. I recommend copying and saving this list seperately somewhere that you can get at it and won't forget where it is. Give it a file name that you will be able to identify.

If you don't do this, (mark my words) you will be trying to remember the address of that particular website that you wanted to go check out and you will not be able to remember where it is or which book on your hard drive that you saw it in. I know this from experience so do yourself a favor and save it.

Depending on which course you choose to follow on the internet, you may need some or all of these. Go through the list find the ones that will benefit you and check them out. On with the list already.

Internet Marketing Forums:

The Warrior Forum

The IM4Newbies Internet Marketing Forums (contains links to over 198 forums)

http://www.wickedfire.com/ (enter at your own risk, not for the faint at heart) (Very cool forum though)

Adsense Forums:

Digital Point

Google AdSense:

AdsenseChat.com

Paid Article Submission:

Associated Content

Constant Content

Helium

Article Warehouse

Lifetips

Freelance Writing:

Elance

Guru

BizReef

Blog Services:

Wordpress

Blogger (owned by Google)

Live Journal

MSN.com

Blog Harbor

TypePad

BlogIdentity

Blog Monetization:

Bloggertizer

PayPerPost

Blogging Ads

Blog-To-Profit

ReviewMe

SponseredReviews

Buy a Blogger

Pay u To Blog

Niche Research:

Yahoo Groups

MeetUp

dmoz

Google Trends

http://www.shopping.com/top_searches

Brainstorm, Creative Thinking, Your Hobbies, Interests

Keyword Tools:

Word Tracker

Google Keywords

SEO BOOK

Keyword Analyzer

Keyword Elite

Affiliate Networks:

affiliate networks - Google Search

LinkShare

Commission Junction

Performics

ShareaSale

Hosting:

HostGator

HostMonster

StartLogic

BlueHost

Article Directories:

Ezine Articles

GoArticles

Article City

Article Dashboard

Idea Marketers

Search Warp

Web 2.0 Publishing Communities:

Squidoo

HubPages

Highly Recommended:

Wealthy Affiliate University

Bans; Build A Niche Store

Site Build It

Simpleology:

The Simple Science of getting what you want. A free online course by New York Times Best Seller, Mark Joyner (If you don't know the name, Google him) that will help you organize your life in a way that will make getting anything you want easy.