

INTERNET CASH EXPLOSION



Copy & Take Action To
Financial Freedom

Financial Freedom
Copy & Take Action To

EARNINGS DISCLAIMER (THE LEGAL BIT)

Earning money via Internet Marketing takes time and effort there are no quick fixes or magic buttons.

Every effort has been made to accurately represent this product and it's potential. There is no guarantee that you will earn any money using the techniques and no results are guaranteed.

Examples in this material are not to be interpreted as a promise or guarantee of results. Results are entirely dependent on the person using our product, ideas and techniques. I do not present this as a "get rich scheme."

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills.

Since these factors differ according to individuals, we cannot guarantee your success. Nor are we responsible for any of your actions.

By reading past this point you accept these terms and conditions!

Introduction	5
Traffic & SEO	7
Forget About SEO	7
QUALITY TRAFFIC MEANS SALES	8
USE TYNT	8
THINK ABOUT DESIGN BEFORE CONTENT	10
JOIN HARO	11
USE CONTROVERSIAL INFOGRAPHICS FOR FLOODS OF TRAFFIC	12
List Building	13
AVOID LISTS OF FREEBIE SEEKERS WHEREVER POSSIBLE	13
BUILD A RELATIONSHIP WITH YOUR SUBSCRIBERS	14
USE A SIGNUP BOX LIBERALLY	15
AVOID AD-SWAPS LIKE YOU WOULD AVOID THE PLAGUE!	16
SEGMENT YOUR LISTS	16
BE A STORY TELLER	17
YOU DON'T NEED A BIG LIST	18
Affiliate Marketing	19
VIDEO SELLS	19
AVOID USING SCAM IN THE TITLE OF REVIEWS	20
CLICKBANK ISN'T THE ONLY SHOW IN TOWN	21
GOT REJECTED? EMAIL THE AFFILIATE MANAGER	21
FOLLOW YOUR PASSION...SOME OF THE TIME	21
OFFER BONUSES FOR PURCHASES THROUGH YOUR LINK	22
LEARN THE DIFFERENCE BETWEEN BENEFITS AND FEATURES	22
MASTER THE BASICS	23
IT'S CALLED MARKETING FOR A REASON	23
YOU ARE IN THE PRESELL BUSINESS	24
BE A RACE CAR NOT A TRACTOR	24
FACEBOOK	26
One Interest One Ad	26
CTR=Cost	27
Use Reports	27
Audience Insights are Key	28
Miscellaneous	30

TRACK CONVERSIONS & METRICS	30
SPEED MATTERS	30
BUILD A PERSONAL BLOG	30
REINVEST PROFIT	31
LOOK OUTSIDE THE IM FISH TANK	32
PLAN, THEN PLAN AGAIN	32
DIVIDE YOUR TASKS INTO ONE OF 3 TYPES	33
FIVERR SHOULD BE PART OF YOUR BUSINESS PLAN	34
SET ACHIEVABLE TARGETS	35
DON'T IGNORE THE IM NICHE	35
DON'T GET WOUND UP BY THE SCUMBAGS	36
Back Up Your Sites	36
FOCUS ON YOUR BUSINESS MODEL	37
LEVERAGE	37
SURVEYS	38
GUEST TIPS	38
WHY YOU NEED TO BUILD LISTS	38
EVERYONE SHOULD OFFER A SERVICE	43
BE PREPARED TO MOVE ON	43
Product Creation	44
JUST CREATE SOMETHING	44
SIMPLE LONG TERM RESEARCH	45
PRODUCT CREATION CAN BE THE EASIEST THING IN THE WORLD.	46
HAVE A SALES FUNNEL	47
KNOW YOUR MARKET	48
TEST, TEST, THEN TEST AGAIN	48
Resources	49
Don't Be Afraid to Pay for Tools and Training	49

Introduction

I suppose I should say this loud and clear right here.. There is **No Magic Button** and there is no quick way to lifestyle business if you have zero knowledge or take zero action.

If you have no idea how to create a simple website or how to buy a domain or set up hosting then earning \$10, \$100, or \$1000 a day is going to be as difficult as learning Chinese.

However once you have learned the basics then generating \$100, \$500 or \$1000 a day income streams is much easier.

This report is designed to help you cut through the crap and avoid some of the mistakes that I have made in the past

If you are completely new to online marketing and don't know how to build a site or buy a domain please spend time learning the basics then come back to this report.

Right, Now lets get down to business.

My name is Mark Thompson and I have been a full time Internet Marketer for 10 years. I started when we as a family (my wife and daughter) fell on hard times.

I thought it was a great idea to give up my job with a Major IT provider and set up my own business.. it never got off the ground.

Internet marketing was literally the last chance saloon.

Rule 1: Don't make the same mistake I did , build your business in your spare time if you can and don't give up the day job until you have a secure online income.

I purchased access to a private members forum and spent 2 weeks learning everything I could I then put it into practice within 16 weeks I was earning \$4,000 a week .

That's the short version.

The longer version is that during those 16 weeks I worked around 14 hours a day 7 days a week.

I provided services, such as site building and content writing, I did anything necessary to get money through the door for food, rent and to build my business.

10 years later we live in a Villa in the south of Spain near Marbella, I drive my dream car a Porsche 911, and I have a business that almost runs itself.

I often sit in my favourite coffee shop on the way to golf and watch people rush to their day jobs, that was me once but I am happy to say not any longer.

If I can do this so can you when I started I had ZERO knowledge and Less than \$100 to spend.

Traffic & SEO

Forget About SEO

Seriously!

Forget about SEO and don't even think about building your online business on it.

You can spend months working at getting a site to the first page of google and never make, or you can spend 2-5c on

traffic and have hundreds of qualified, targeted visitors from day 1.

“But organic traffic is FREE” I hear a few delusional people shout.

No it's not take into account the cost of tools, content, your time etc and it's far from free.

With paid traffic you'll be making money from day 1 not day 100

QUALITY TRAFFIC MEANS SALES

It's worth spending extra time getting higher quality traffic than hardly any time getting low quality traffic. I've seen people send 5000 people to some of my launches from low quality traffic exchanges and make zero conversions, while someone else has created a video and sent 30 people and made 10 sales.

Which would you rather have?

There have been several tests done recently and the results have shown the traffic for sources like YouTube convert much higher than organic traffic.

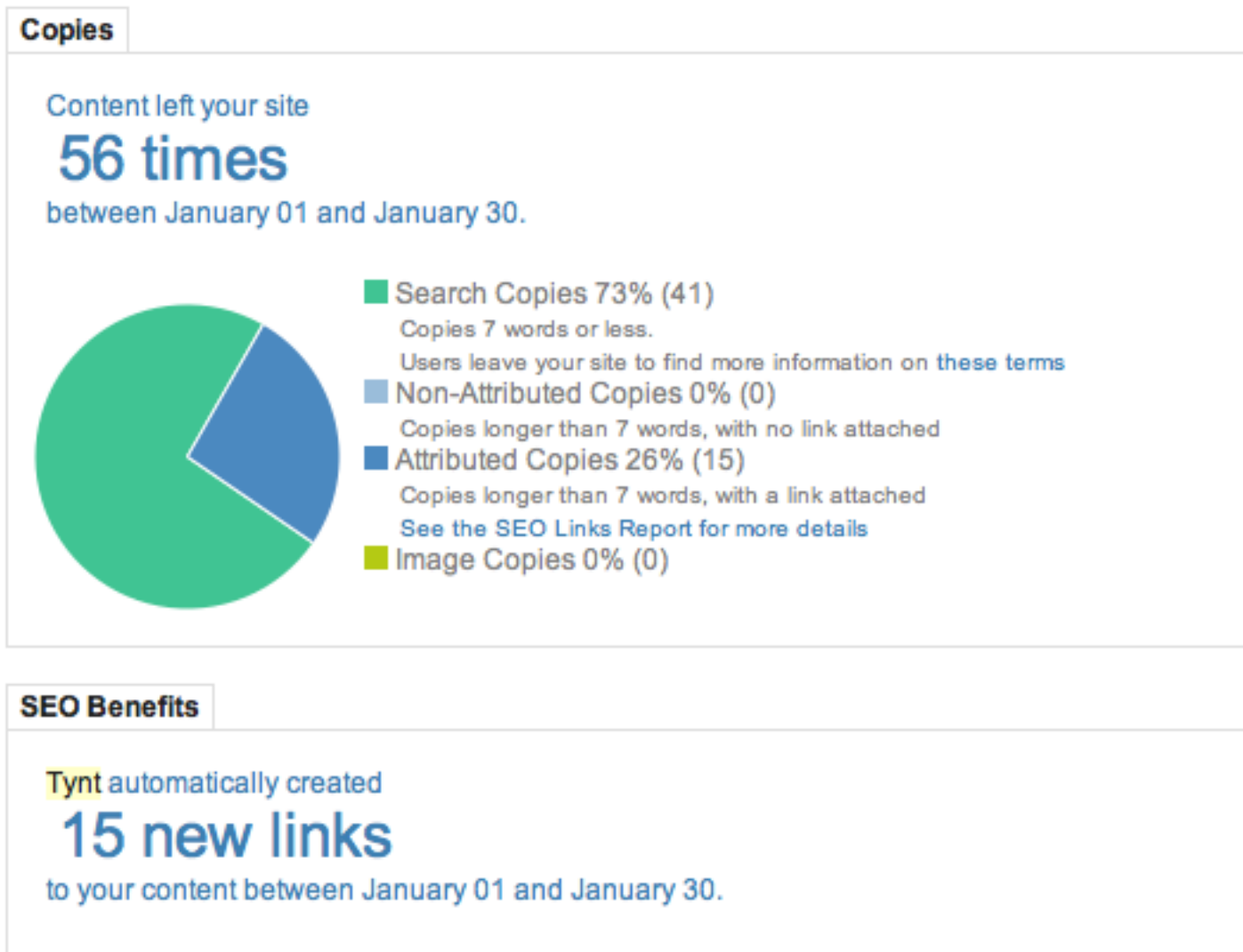
Find sources of good quality traffic and focus on those.

USE TYNT

Use Tynt on all your sites, <http://tynt.com>. Tynt adds a link to your site whenever anyone copies content from your site. As you can see from the image below TYNT generated 15

backlinks from content that was copied (STOLEN!) from my site.

I've found that even on sites with little traffic Tynt generates links each month. Use it.



CONTENT ROCKS

Give me a C

Give me an O

Give me an N

...Okay, you get the idea. Content is the most important part of any site you own, it's the £50,000,000 striker, it's the starting

Quarterback in the Superbowl, it's the Best Actress at the Oscars (minus the tears and stupid acceptance speech!).

If you have crap content then you are going to have to struggle to convert visitors to buyers. Wow your visitors with great content and they'll come back time after time.

Great content gets linked naturally and sometimes goes viral, crap content gets ignored. So spend a little extra time or money on content, it's worth it.

THINK ABOUT DESIGN BEFORE CONTENT

I am sure you heard content is king but blog design is queen and she has the king's balls in her hand!

You might have the world's best content, but if your site looks a mess and doesn't make people want to spend time on it then they aren't going to spend time.

Go to your Google analytics account and look at the average time on site, the bounce rate and the relatively new but totally awesome visitor flow charts.

Are people staying on your site less than a minute? Fail!

Is your bounce rate more than 60%? Fail!

Do people get to one page and not go further? Fail!

If you have those sorts of stats then the first thing you should do is to change your theme for something minimalist with very few distractions.

Improve all those stats and your income will improve. More page view and more time on site means more opportunities for income.

JOIN HARO

HARO = Help a Reporter Out.

<http://helpareporter.com>

HARO is free to join and each day you'll get emails detailing what information reporters need. If you can help, reply to the journalist and give them the details you need.

This can lead to links back from major publications and it's a step further towards being perceived as an expert. What could be better than...

“As seen in the Wall Street Journal on your credit card blog.”

Here is an example of one request on the latest email

10) Summary: How can small biz owners capture more 'likes' on Facebook?

Name: Katie Morell AmEx OPEN Forum Category: Business and Finance

Email: (Removed)

Media Outlet: AmEx OPEN Forum Deadline: 10:00 AM EST - 4 February Query:

Hello,

I'm writing a piece on how small business owners can capture more 'likes' on their business Facebook pages.

I'm looking to get tips from small business owners who have successfully done this. Please respond with tips.

Please respond by email only to (Removed by me to protect the poor Girl :))

*Thanks,
Katie Requirements:*

Please respond by email only to (Removed)

USE CONTROVERSIAL INFOGRAPHICS FOR FLOODS OF TRAFFIC

Say for example you had a site related to Nascar

Create an Infographic called something like

"Why Kyle Busch is better than Dale Earnhardt Was In His Prime"

Find 5 stats where he beats Dale Earnhardt's stats (they can be obscure) create a cool graphic, (odesk is your friend) and post to a blog.

Next submit it to 10 inforgraphic directories, plus Digg and Stumbleupon.

Then do a press release.

Finally go to a few Nascar forums and link to the original post. now sit back and watch the flames.

List Building

AVOID LISTS OF FREEBIE SEEKERS WHEREVER POSSIBLE

I've seen lots of advice that tells people to build a list by creating a report and giving it away via the warrior forum or another channel. There are several flaws with this, you don't know if the person who has signed up can actually pay for any products you might try to sell in the future and they may just only get free reports and never intend to buy anything.

When building a list, it's best to offer a report or product at a nominal price, even if that 99 cents. My preference would be for \$7 as you'll also get some affiliates on board, offer 100% if you want to get more affiliates.

The exception to this is when you want to build a list of subscribers to your blog.

BUILD A RELATIONSHIP WITH YOUR SUBSCRIBERS

There is no need to sell to your subscribers from the start, treat it as if you are meeting someone for the first time.

If you were a dog trainer, you wouldn't walk up to someone in a park and say

“Hi I'm John, I see you can't get your dog to sit. Buy my report.”

You'd be much more likely to say,

Hi I'm John, I see you are having a bit of trouble controlling your dog. I am a dog trainer, here is some free advice.

See if it works.

I actually learned it when I had a really problematic dog. I had to train or it faced getting

put down. It worked for him, so let's see if it works on your dog.

From there, you can build the relationship by giving good advice, letting the subscribers get to know you, tell them about yourself then finally, when they know and trust you, make them a low cost, high value offer.

USE A SIGNUP BOX LIBERALLY

Many marketers place a signup box in the sidebar of their sites and then, maybe have an exit pop up or a pop up when visitors first come to the site. I find that by simply adding a signup box to posts and, more importantly, to your “About Us” page can increase signups significantly.



Recently, a signup box on an about us page on one of my blogs increased signups from 1 a day to 4 a day. Use Google analytics to determine your most popular pages and place a signup link

on those pages.

Signup boxes don't need to look like traditional optin boxes, using lead pages will give you access to lead boxes

These allow you to add an image or a call to action and when clicked the signup box appears (pre-filled if the subscriber has ever used a lead pages optin in the past.)

AVOID AD-SWAPS LIKE YOU WOULD AVOID THE PLAGUE!

Ad-Swaps suck big time...The premise is that someone says to you, I'll promote your report to my list of 500, if you promote my report to your list of 500.

Best case scenario, you get 100 of his freebie seekers and he gets 100 of your freebie seekers on your list.

Worst case scenario, you get 100 of his freebie seekers and he gets 400 of your buyers that you had spent months building a relationship with.

SEGMENT YOUR LISTS

Don't just build 1 list for all your online venture, each venture should have 2 lists at the very least...Prospects and Buyers.

Prospects are people who haven't bought that product but know about it...Buyers, errrreeerrrrr, have bought it.

The way to best do this is when you have a new product, email everyone on your lists and tell them about the new product in some detail a few days before the launch, ask them if they are interested in it to go onto a pre-launch list where they will get early notification of the product.

You then email them when you have launched and ensure they get in at a lower price than anyone else.

Once they buy they are added to a buyers list and removed from the prospects list.

This is all possible using autoresponder companies like aweber.

BE A STORY TELLER

People love stories, it's genetically imprinted in us. emails should be crafted and constructed so that the reader is desperate to know what happens, if you want them to read your follow up email, don't finish the story!

Leave them hanging or leave part of it unresolved.

I discovered this worked a few years ago when I needed to quickly make \$5000, I was desperate as I had to pay a major bill or risk losing everything.

The first 2 attempts failed miserably but I made 1 simple tweak and made the money in under an hour, I'll tell you what that tweak was later but first...

Did I ever tell you about the time I was asked to...?

Get the idea?

YOU DON'T NEED A BIG LIST

Don't fall for the fallacy that you need a big list you don't, you just need the list you have to be responsive. What would you say if I said I know someone with a 200 subscriber list, who gets an 83% open rate and sells to 50-60% of his list whenever he launches a product.

How does he do it?

He tells people upfront that if they are on his list he will only send them offers for his products... that's it nothing more nothing less.

The only people on his list are expecting & want offers from him. It may be a bit extreme but it works and just goes to show if you set people's expectations to start with and stick to them, you'll make sales.

A well known marketer who is a friend of mine recently made almost 6 figures from a list of less than 2000 in one promotion.

This stuff works!

Affiliate Marketing

VIDEO SELLS

Doing a review of a product is the best way to sell multiple copies of that product, however by adding a video review and maybe showing people how you use it and some of the things it can do you can increase sales significantly.

For software, a video showing how you use the product and some usage tips will have a positive effect on sales.

For physical products, then a video showing the functions and even an unboxing video (the most boring videos in the world!!) lead to many more sales.

18 months ago, I did 3 videos about a video camera I had just bought. The videos suck but....

The unboxing Video got 1946 views.

The Review of the product got 4721 views.

And part 2 of the review where I showed samples of real life footage taken over the weekend got 17,800 views.

The video views led to about 30 - 40 sales and a flood of traffic to my video camera review site.

AVOID USING SCAM IN THE TITLE OF REVIEWS

This worked for about 2 months when it was first revealed as a good way to make sales. Unfortunately, that was about 6 years ago.

Vendors do NOT like seeing their products linked to the word scam, there are so many people using this method that you'll often see 5 or 6 sites on the front page that say Product x scam.

Like many vendors I will contact any affiliates who use this and ask them to remove it or I will remove them from the affiliate program.

Be Original!

CLICKBANK ISN'T THE ONLY SHOW IN TOWN

Okay, this tip is going to be a mixed message...

Firstly, look outside of Clickbank for promoting products. There are some better alternatives. Having said that, you need to be careful not to spread yourself too thin.

Most networks have a minimum payment threshold, let's say \$50 per month. If you are with 4 or 5 networks you could earn \$200 and not get paid.

Sometimes, it's better to stick with 1 or 2 networks even though the payouts might be less.

The advent of JVZoo has made things easier, instant cash commissions are perfect for a new online business.

GOT REJECTED? EMAIL THE AFFILIATE MANAGER

Some affiliate programs have their program set to auto-reject. However, if you then email them and make a case for being included in the program then you are more than likely to get accepted.

They do this (especially on Commission Junction) because they get hundreds of applications a day and they know that serious marketers will contact them directly.

FOLLOW YOUR PASSION...SOME OF THE TIME

Sometimes writing about products you have no passion for is a complete PITA. I find that for every 3 sites I have I'll have at least one that is about something I am passionate about.

Sometimes when I just can't face writing about diamond coated pregnancy test kits, I'll write about something I care about and then when I get back to the boring stuff once my creative juices have started flowing.

I know lots of people say follow your passion. If you are just starting out save that for later...follow the money to start with. If you were to only write about your passions then you'd soon get tired of them.

OFFER BONUSES FOR PURCHASES THROUGH YOUR LINK

If you know of a product launch coming up and you have a list, email them and tell them you'll be offering a bonus. Myself and a friend recently emailed our lists about a great product that was launching, he offered a bonus, I didn't ... He made 58 sales I made 22 :(Doh! What makes it worse, we have a lot of the same subscribers!

LEARN THE DIFFERENCE BETWEEN BENEFITS AND FEATURES

Benefits and features are the 2 most important part of any product review.

Unfortunately, people seem to get confused and focus on the features.

Wrong.

Benefits are what will sell the product, not features.

Feature: The RBZ Driver has a white matte finish.

Benefit: The head appears larger and it is easier to hit the golf ball.

Feature: The RBZ Driver has a state of the art corbotitaniumwhiffle shaft.

Benefit: The shaft helps keep the club head on line on the downswing and therefore eliminates your slice.

Which of the above would be more likely to sell the golf club?

(BTW donations of Golf clubs are gratefully accepted :))

MASTER THE BASICS

Practice makes perfect. If you are writing a product review then treat it as a sales letter, write it, rewrite it and rewrite it again until it flows. Have calls to action, have social proof, list the benefits and the features.

I have the habit of sitting down every morning and just writing for 20 minutes, it doesn't matter what I write or if i ever use it again. The process of writing daily makes me a better writer

IT'S CALLED MARKETING FOR A REASON

Internet MARKETING

Online MARKETING

Affiliate MARKETING

Pop quiz: what have those 3 terms got in common?

Easy, isn't it? they all have marketing in the title...

Then why the hell do 90% of Internet Marketers choose to avoid the marketing side of things?

You might have the best site or product in the world but if you don't market it then you are wasting time.

From my experience, people spend 80% of their time building sites and 20% marketing. It should be the other way around.

Get out there and Market!

YOU ARE IN THE PRESELL BUSINESS

Many people are under the impression that they should be "selling" stuff online, this is fundamentally wrong. The sales page should be doing the selling all you should do is Pre-selling.

Pre-selling is basically just warming the person up so they go to the sales page with an open mind.

If you want to sell a product and the sales page is not going to convert then create your own sales page that links to the vendors check out.

BE A RACE CAR NOT A TRACTOR

I've sort of touched on this before , but you need to move fast in IM, 90% of Marketers move at the speed of a 40 year old tractor, researching , procrastinating, then finally taking action.

Develop a method where you can buy a domain and have a site up and running in under 2 hours (I can do this in under 40 minutes including having an article or 2 on the site) and you'll find you make more money in the long run.

This is what I do, I study trends, either in twitter or google and I also subscribe to google alerts and companies in the niches I am interested in.

As soon as I spot a new trend or get a new product press release that i think will be big I register a domain (you get the pick of the domain names), I create a wordpress blog and I add an article.

Thats it I am ahead of the pack, I'll monetize it as soon as possible in the meantime I'll continue to add content and reviews if possible.

It was this exact method that earned my my first \$20,000 month

FACEBOOK

Facebook has changed the face of IM for good. Whether you love it or loath it has allowed people like you and me to build online businesses quickly and easily.

The mixture of Psychographic (interests) and Demographic advertising puts it far and above Google as a way to quickly generate a sustainable income.

One Interest One Ad

When creating ads try to use 1 interest with each ad. This allows you to find which interests are “winners” and which are “losers”

Take all the winners and place them in one ad which is your main ad. This allows you to get the highest CTR and lowest ad cost possible.

CTR=Cost

The cost of your ad is directly related to your CTR (click through rate) The Higher the CTR the Lower the cost of you ads.

For news feed ads aim for above 5% CTR above 12% you will usually be paying a few cents.

By targeting the right audience with the right picture and headline you can regularly get these CTR's

Use Reports

Facebook give you a very good suite of tools to use.

Use your reports tool to find which demographics are clicking

Reach ⓘ	Frequency ⓘ	Impressions ⓘ	Clicks ⓘ	Unique Clicks ⓘ	Click-Through R	Unique Click-Th
24,905 People	1.40 Per Person	34,743 Total	1,213 Total	995 People	3.491% Per Impression	3.995% Per Person
85	1.41	120	5	5	4.167%	5.882%
1,207	1.42	1,712	78	65	4.556%	5.385%
3,768	1.34	5,062	239	195	4.721%	5.069%
79	1.30	103	5	4	4.854%	5.063%
2,065	1.30	2,693	117	101	4.345%	4.891%
4,737	1.37	6,468	268	216	4.143%	4.560%
1,723	1.31	2,264	79	73	3.489%	4.237%
3,264	1.36	4,424	156	124	3.526%	3.799%
723	1.64	1,189	29	24	2.439%	3.320%
1,932	1.55	2,992	79	64	2.640%	3.313%
2,169	1.31	2,840	86	68	3.028%	3.135%
1,608	1.45	2,336	45	41	1.926%	2.550%
43	1.35	58	1	1	1.724%	2.326%

on your ads and remove the ones that aren't.

By reviewing the data on a daily basis you can soon increase your CTR significantly.

Review by Gender, Age and geographic location.

Audience Insights are Key

The Facebook Audience insights tool is a must have. It not only gives you an idea of the demographics of a niche it also tells you the interests those people have.

Use it to find your demographics and interests

(New Audience)

60m - 70m monthly active people

People on Facebook

Country: United States of America

i

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Sport	Running • Yoga • Walking • Biking
2	Vitamins/Supplements	Bodybuilding.com • Emergen-C
3	Magazine	Muscle & Fitness • SHAPE Magazine • Women's Health • FITNESS Magazine
4	Kitchen/Cooking	NutriBullet
5	Public Figure	Jillian Michaels • Brendon Burchard - Live. Love. Matter. • Dr. Mehmet Oz • Shaun T
6	Website	The Mint Julep Boutique • Positively Positive
7	Sports Event	Spartan Race • Electric Run • Run Or Dye • Color Me Rad
8	Food/Beverages	Rockin' Wellness Inc. • Whole Foods Market • Udi's Gluten Free • Van's Foods
9	Wine/Spirits	Barefoot Wine & Bubbly
10	Entertainer	The Rockettes

See All

Miscellaneous

TRACK CONVERSIONS & METRICS

There are several metrics you should track but most important of all is your conversion rate. If you know your conversion rate you can constantly strive to improve it.

Once again there are several tools that will track conversions the simplest and easiest to use for me is Spring Metrics <http://springmetrics.com>.

Other metrics that you should consider tracking are things like signups & Facebook likes, visitors to your pages. Most metrics can be tracked for free using Google analytics and a simple spreadsheet. Over time, this will build up to a useful reference document.

SPEED MATTERS

The speed that your site loads at affects your ranking. Make sure that you do everything possible to reduce page loads, use minimal plugins, cache images off site (amazon s3 or cloud storage) and test regularly.

Sites like gtmetrix.com can really help with getting your site loading as quick as possible

BUILD A PERSONAL BLOG

It may seem stupid now, but in a year or two when it's generating a big income for you be glad you built it.

A personal blog helps make you accountable and keeps you on track. If you include details of your success and failure then you'll build up a broad base of readers who will come back month after month to see how you are getting on. Even more so if you include an income and expenditure update every month.

You don't need to overtly sell anything through your blog for it to generate income, a simple list of any products you have or products you are working on will make sales passively over years to come.

Writing about your online business is probably psychologically beneficial as well!

REINVEST PROFIT

I can't emphasise this enough, where possible reinvest profit in your online business. Every cent you reinvest in your business will help it grow quicker and become more successful.

It's really just simple economics. If you spend \$20 on a site and earn \$100 then re-invest the \$80 profit, each of those \$20 will make you another \$100 each.

I hear many people say "I don't buy tools that have a monthly subscription".

My answer to that is "Why?"

If they work, then use them."

It's the same with outsourcing. If you can build 5 sites a week and you hire another person you can double your income by building 10 sites a week.

It's shortsighted not to reinvest some of your profit back into your business.

LOOK OUTSIDE THE IM FISH TANK

As Internet marketers, we can be very insular. We go to the same forums, read the same blogs, buy the same products and as a result we tend to do the same things and believe the same crap as everyone else.

Broaden your horizons and read blogs and listen to podcasts from people outside of IM. The very best brains in the online marketing business don't spend their time writing posts on Digital Point or the Warrior Forum.

Listen to and read stuff by people like Gary Vaynerchuk and Seth Godin. Read blog posts by people on the bleeding edge of IM.

Read Techcrunch and follow what Y-combinator are investing in.

Get a subscription to a site like Mixergy and see how entrepreneurs got to where they are today and what they are doing now to make money.

Set aside a day where you do nothing but watch videos or listen to podcasts by people not in IM.

There is a whole different world out there and you can learn from it!

PLAN, THEN PLAN AGAIN

Having a long term plan is the key to success, it helps you keep focused on the day to day tasks and then gets you through the boring bits of IM (and there are plenty of those).

I have a series of plans,

A Daily Plan - What I am going to do today (today's says write 5000 words for this report).

A Weekly Plan - What I want to achieve this week, and this includes several primary and several secondary tasks.

A Monthly Plan - Less detailed than the weekly or monthly plan, it contains just one or two objectives i.e. Create new product, Create 20 new sites.

A 3 Monthly Plan - This is more target driven, increase subscribers by 3000 or increase income from affiliate sales by 30%.

A Yearly Plan - This is where I want my business to be in 12 months' time. It will have a series of broad targets that can be measured.

It's easier to create these plans if you start from the yearly plan and work backwards, whichever way you do it, having plans in place will keep you on track.

DIVIDE YOUR TASKS INTO ONE OF 3 TYPES

High Priority, Must Do ASAP - Anything to do with customer support.

High Energy Tasks - Anything that takes a bit of time or effort...i.e writing this e-book is a high energy task, creating a blog post is a high energy task, etc.

Low Energy Tasks - Sending out a tweet, doing a blog comment, updating plugins, etc.

When you have time and feel fresh and motivated then focus on high energy tasks. However, if you sit at your PC and feel like not doing anything other than look at Facebook or read the sports pages, then focus on low energy tasks.

They generally need very little thought or input from you and you can usually do them on auto-pilot.

It goes without saying that High Priority Tasks get done ASAP.

FIVERR SHOULD BE PART OF YOUR BUSINESS PLAN

You do have a business plan don't you? Hmmm, we'll talk about that a little later!

Fiverr is awesome, it saves me hours every week. I used to try to produce my own video intros and it would take me hours, now I can get one done for \$5

I order graphics, podcast intros, press releases...

My general rule is if something is going to take me more than 20 minutes then I go to Fiverr and get someone there to do it.

I've not been let down yet by any vendor because I generally only choose Level 2 or top rated sellers.

The flip side of it is that if you need a bit of cash or fancy doing something different then you can offer to do gigs there.

In the past, I've sent out tweets to one of my twitter accounts for \$5, my wife likes to do writing gigs on there when things are a little quiet at her article and content creation business. ([http:// articleandcontentsolutions.com](http://articleandcontentsolutions.com))

She's actually had days where she's earned \$80 on fiverr.

SET ACHIEVABLE TARGETS

One of the biggest mistakes people make is that they set targets they'll struggle to meet and then they get disillusioned.

Your first target should be to make 1 dollar online. From there, aim to make \$10 a day, from there then set a \$20 target, then \$50, \$100, \$200, \$300 etc.

By raising your target by a small amount you keep your target within site.

You'll also find that as you spend more time reaching your targets they get easier to achieve. For me, the jump from \$10 to \$20 was harder than \$100 to \$200.

Finally always remember with the right products in place, IM earns you money 24/7.

\$12 an hour will earn you \$288 which will result in an annual income of \$105,120.

DON'T IGNORE THE IM NICHE

I hear this almost every week, "I Don't Want to Work in The IM Niche it's Overcrowded".

This is so totally and absolutely wrong. There are so many different aspects to the IM niche that you could add 10 times more marketers and it wouldn't be over crowded.

It's generally these same people that then go and try to conquer the Acne or Get Your Ex Back Niches

Face it...you are an Internet Marketer, therefore you have knowledge about the Internet Marketing Niche.

Use that knowledge.

There are millions of people who want to learn how to make money online and who would be glad of your insights. Don't miss the opportunity that the IM niche offers you.

DON'T GET WOUND UP BY THE SCUMBAGS

You'll find that once you start to get known in IM some people can't help but write crap about you, ignore it. Don't let it get to you. And under no circumstances get into an online argument with them. As soon as you do, you're lost.

You'll also come across serial refunders who will purchase a product and ask for a refund. Some aren't even gracious enough to wait 10 minutes.

I find the best way to deal with these is to apologize that the product wasn't a good fit for them and content yourself with knowing that they will never succeed online.

Back Up Your Sites

A lot of people don't backup their websites.

Even those that do, the vast majority don't test out their backups to ensure that they can successfully restore their sites should they lose all of their data to hackers.

Always make a backup...but more importantly, check that your backup works by testing the 'restore' process!

FOCUS ON YOUR BUSINESS MODEL

Once you have chosen a business model, only buy products that are directly related to it - things that will help you improve your results or learn how to do something specific.

Avoid new strategies and other stuff that will split your focus. Your main model will suffer and the new one probably won't be very successful either.

LEVERAGE

LEVERAGE trumps everything.

Hard work shouldn't come first. Leverage should come first. Some points of leverage in an Internet Marketing business include:

- JV launching with an established partner to build your reach and brand - Interviewing experts to establish your own credibility
- Building your list by providing bonuses for JV partners' launches
- Selling via webinars (3-10x better conversion rates) instead of sales pages

SURVEYS

Marketing boils down to finding out what people want, and then giving it to them.

But most marketers would rather provide what they THINK people want.

That's easier, and also feeds our ego (“I know what people want.”) It’s also a lot harder way to make a living.

You should regularly survey new subscribers, the 2 or 3rd email I send to most lists will contain a short survey with a small gift at the end of completion

GUEST TIPS

WHY YOU NEED TO BUILD LISTS

Most affiliate marketers underestimate the importance of list building.

It's far more important than most think, and they're leaving a shed load of money on the table.

Think about it like this...

(Bear with me...)

You're an affiliate. You're promoting a ClickBank product via PPC (Pay Per Click).

The product has a payout around \$30 per sale.

You create a landing page/site; the intended outcome is to presell the product, connect with the visitor, raise their curiosity and interest so they WANT to see what you're bleating on about.

Great. If you pull this off via various means of testing and tracking you may get a 2% to 3% conversion rate.

Let's do the math:

For every 100 visitors you get 2.5 sales.

Sales (2.5) x Profit (\$30) = \$75.

Cost:

Let's say you were paying \$0.50 per click. Costs (CPC) $100 \times \$0.50 = \50 .

NET Profit = Profit (\$75) - Cost (\$50) = \$25.

OK, so you're making a profit (if nobody refunds), and you can probably get your CPC down further.

You're happy. For every \$100 you spend (CPC) you're making \$150 back (\$50 NET Profit).

But things aren't usually that rosy, and it can take time to optimize your landing page to "connect" with the visitor. I'll be frank, it's tough.

PROBLEM:

People don't go online looking to spend money. They want help, info, something for free.

It's your job to make them NEED, WANT, DESIRE the product you're showing.

The other problem is; they don't trust you.

In fact, to really hammer the nail in...

They don't care about you and they don't trust you.

Cold hard facts. That's just the way it is.

So, unless you do an excellent job in making the connection on your page, they'll leave your site in a flash. Leaving you to foot the CPC bill.

SOLUTION:

Lead capture. Why not offer them something of value right there? Why not offer them something they can take away and use for free?

A free e-course, ebook, training program...

Sounds like a lot of work? Not worth the hassle?

Let me explain how this can work to your advantage...

Let's say you don't promote anything. All you ask is for their name and email address to get your free course that will help them with "XYZ".

You're not making any money on them from the front end. But let's see how that can work out.

Those that commit their name and email address to you have already become "qualified". They "kinda" believe you may be able to help them (enough to submit their name and email).

But don't misunderstand, they still don't trust you. They're certain they're going to get spammed just like everyone else does with stupid email headlines and "you have to click here now" type links.

This is where you can change the game.

Don't promote. This will turn your lead COLD instantly. Instead, work on making a connection and establishing a relationship. Build trust.

Tell them a story, create open loops where they don't get the full picture until later. Be interesting.

TV Soaps do this all the time to keep you tuning in for the next episode. Do the same! This works in email marketing too.

By being different you'll have the edge. Your prospects will become more engaged with you. "Mention" the product, don't blatantly tell them to go "buy", advise them to go take a look.

Obviously via your cloaked affiliate link :)

Not only are you establishing trust and creating a relationship, you're also building a list repeat customers.

Those guys that bought the product will often buy other similar products.

Segregate your leads from your customers.

It's easy. Have a "leads" list and a "customer" list. Offer them an 'extra' if they do get the product. Give them something of "value" that will complement their purchase.

You can deliver the bonus automatically and move that customer from the leads list to the customer list. It's easy to setup.

Why would you do this?

You don't want to send the same emails you send to your "leads" to your "customers".

You want to treat customers differently. These guys are your bread and butter. You don't want to lose them as they are often REPEAT customers.

Let me say that again - REPEAT customers.

Treat them as people, not numbers. Understand the difference.

That's the beauty of list building. You can create yourself a list of repeat customers across different markets.

Let's take a look at it from the dollar (earnings) perspective:

List Building:

100 visitors via PPC = \$50 cost.

15% optin = 15 leads.

20% of leads (3) purchase: $3 \times \$30 = \90

So now instead of earning \$150 for every \$100 spent, you're making \$180 (\$80 NET Profit).

That's an additional \$30 in your pocket. You're already nearly doubling your money.

Now, what if 1 of those 3 customers purchased another product you recommend later?

Additional \$30 - right? = \$210 from the same traffic.

Now you're more than doubling your money! Plus, it doesn't have to end there...

What if there was a continuity program that they could join (you get paid monthly)? Or an expensive upsell they may take?

I think you get the picture.

List building is where the money is, and it's not the "size" of the list that makes you money - it's how you "connect" with them.

Mark Acutt

<http://markacutt.com>

<http://acuttmentoring.com>

EVERYONE SHOULD OFFER A SERVICE

Not long term, but short term. If you offer a service you will meet so many people and learn so much about internet marketing it is unreal. You will learn new tricks and make long term friends.

You will also learn how the world seems to be split between nice/nasty and don't care people.

Paul Forcey

<http://thenewbiehelper.com>

BE PREPARED TO MOVE ON

Keep on going, but learn when to let a project rest and move onto another project.

You can always come back to the first one but keep doing the same things and expecting different results is crazy.

Paul Forcey

<http://thenewbiehelper.com>

Product Creation

JUST CREATE SOMETHING

It used to be said that everyone has a book inside them, I believe that everyone has 2 or 3 products inside of them. Products don't have to be high value, they can be free or low cost. The main thing to remember is that they must work to help you achieve a goal.

It doesn't matter how basic you think your information is, there are people who still know less than you.

Do you know how to easily unblock a Toilet without calling a plumber? Well, that's the start of a product.

Do you know how to stream media from your pc to your TV or record TV programs on your PC?

Do you know how to FTP files to a website?

Product creation just takes 3 simple questions you need to answer:

1. What are you going to create?
2. How will you create it?
3. How will you deliver it?

Once you can answer those you can have a product ready in no time at all.

So, let's answer those questions.

1. What are you going to create?

I'll create a product about how to clean a chimney without getting soot everywhere

2. How will I create it?

I'll create a series of 3 simple 5 minute videos & a PDF.

3. How will I deliver it?

I'll add the videos to a hidden page on my blog and give the link via an auto-responder message once people have confirmed their email addresses.

Job Done... all you need to do now is to carry through with your plan

SIMPLE LONG TERM RESEARCH

I've found that creating Non-IM products to be a fulfilling and rewarding sideline to my core IM business. I don't generally

have time to research what niches are viable so I use a simple long term method.

I create niche blogs in areas that I am interested in and add clickbank products as part of the monetization process. If the products featured start to sell I know that this is a good niche to be in.

I will then create or have created a rival product and promote it via my blog. The easiest way to create this product is to buy several competing products and study them, learn everything you can, then write the book from your own perspective and add you own twists to it.

If possible, I will ask someone with expertise in the niche to check it over and make sure my content is suitable.

My aim during this whole process is to produce a better product than the one I am selling and then sell mine for 100% of the profits.

PRODUCT CREATION CAN BE THE EASIEST THING IN THE WORLD.

If you are sat at your PC reading this, then I can almost guarantee you have all the tools you need to create a product right in front of you.

Got Skype?

Got a Microphone?

Then call someone and interview them about their passion or how they made their first \$100 online. Call the last 5 marketers

whose product you bought and ask if you can interview them.
(Tip: we have big egos and love to be interviewed!)

Well done, you have a product.

Know a chef or even a good cook? Go and video them making 7 high protein, tasty meals for people on high protein diets who are fed up with bland chicken and eggs.

You don't need a high end camera, the camera on your Phone is probably good enough.

Just make sure you get the sound as good as possible by using an external mic or a digital recorder

HAVE A SALES FUNNEL

The difference between a marketer who makes \$1,000 from a product and one who makes \$100,000 is the way he constructs his sales funnel.

It doesn't matter if you are just starting out, but before you launch your first product, plan your sales funnel.

A sales funnel is simple a series of products that you plan to offer to your buyers over a period of time.

Your first product may sell for \$7, you would then have a 2nd product that sells for \$27, then a high quality product you can offer at \$67 or \$97 then maybe a monthly membership. How about some one on one coaching for \$297?

If you provide quality products at all those sales points then your buyers will continue to buy from you once you have gained their trust.

KNOW YOUR MARKET

Some products sell in particular markets and some products don't. To be successful, you must learn what products will sell to your target market. For example I had an affiliate marketing product that only sold about 450 copies as a WSO even though it was WSO Of TheDay

I released a SEO/Traffic product and it sold over 1000 copies without WSO OTD and fewer affiliates.

Knowing that what type of product would you create as a WSO?

Whatever market you are in know what people want.

TEST, TEST, THEN TEST AGAIN

I could have put this tip in any section. Test everything , then test it again. Test your landing page conversion, test your sales page conversion, test headlines, even regularly test your check out procedures.

The more you test, the higher your conversion rate becomes, the more money you make. There are lots of tools, both free and low cost, that help you to test conversion rates and tweak your pages. With many, you don't need to change your pages as you can change them via the app itself.

Resources

Don't Be Afraid to Pay for Tools and Training

No Man is an Island, we all need to use tools and resources provided by others.

What separates good marketers from bad marketers is that good marketers look at the benefits a particular tool will have on a business, bad marketers look at the cost!

Look at the upside of a product and what it can do for your business rather than the cost. if you can pay your rent/mortgage and buy food and you think it will improve your business.. buy it

Here are some useful resources to get you going

Serious Marketers Only - Online training program. SMO members get results and get them fast. Simple income systems that work together to build a lifestyle business.

Leadpages - The best tool for generation landing pages and lead boxes.

Listbuilding Nexus - A Bundle of the best Listbuilding Books Available. Everything you need to Know to build big effective lists