

Internet Marketing MASTERPLAN

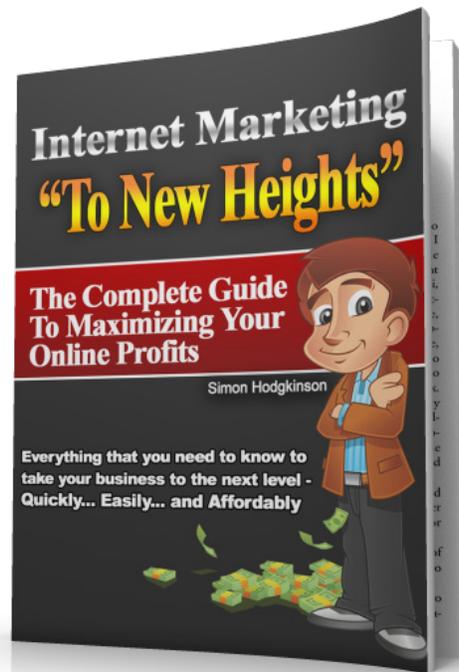


Internet Marketing Masterplan

Complete Online Business Starters Guide

By Simon Hodgkinson

**Once You Have Completed This Course, Take Your Business
To The Next Level With Our 'To New Heights' Manual...**



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Introduction

You're about to begin your journey into building a successful online business. As an online entrepreneur, you will be able to instantly tap into a global marketplace where you can build a brand, explore profitable markets and put yourself on the path towards financial freedom.

It's an incredibly exciting opportunity! I remember when I first got started with building my online business. I was so sure that I would be able to finally quit my 9-5 (plus overtime!) and start focusing on building my own business rather than someone else's.

Sick of the daily grind, I could barely contain my excitement as I plowed my way through the different opportunities online, anxious to solidify my place in the world of online business.

You've heard and seen the success stories online about how average, every day people were able to go from nothing to building highly profitable online businesses in a short amount of time. But the greatest part of these success stories is that many of these ordinary folks wouldn't have ever stood a chance of being successful had it not been for the Internet.

Think about it, where else can you tap into such an unlimited customer base?

How else could you create a business with just a few bucks in start-up costs?

What other opportunity exists that truly provides the chance to build an instant presence in any market or industry regardless of your location or experience?

These are people just like you and me, where all they had was a dream, a passion and the commitment to doing everything it took to be successful.

The Internet has changed many lives, giving people the opportunity to explore their true potential, to create their own destiny and to take control of their financial lives in a way that would never have been possible without the entrepreneurial spirit that powered and pushed them along the path to success.

I am confident that you can join the ranks of these successful entrepreneurs if you are willing to go the extra mile, to give yourself a fair chance and to stay focused on your objective, every step of the way.

You've already shown that you are genuinely interested in building a successful online business. You've purchased a copy of this book because you want a clear and straightforward guide that will show you exactly what you need to do in order to go from start to finish as quickly and affordably as possible.

This guide will do that for you.

Let me tell you that with that burning desire and dedication, ***you have everything you need to be successful online.***

Don't let anyone tell you otherwise (and believe me, they'll be plenty of competitors eager to knock you down a peg or two).

As long as you take action by absorbing and applying the information contained within this guide, and you make a conscious effort to really take strides to grow your business, **you are steadfast and sturdy on your path towards absolute success.**

Are you ready to begin the journey with me?

Then, let's get started...

Identifying Your Target Market

Before you can begin building your business, you need to know who your audience will be, and what approach to take.

We figure all of this out through niche market research.

Don't let the word “research” scare you off! It's an incredibly important step in the process of building a business geared for success. It's also a very easy step, and I'll show you exactly how I quickly evaluate different markets, including existing competition to determine whether a specific niche is viable or not.

To start, it's important that you understand exactly what a “niche market” really is.

Niche marketing can be defined simply as

“Marketing a product or service that caters to a specific customer base”.

Most mainstream niches will be very competitive, so it's often wise to chisel down into the niche so that you are targeting a subset group of buyers in a smaller segment of that niche.

Every niche market that you focus on should have an existing consumer base.

You don't want to spend the time, money or the legwork of creating a business from scratch in a new or untapped niche. Instead, focus your attention (and energy!) on VERIFIED, PROVEN markets where you can instantly identify that there is a current demand for specific products and services.

Also keep in mind that the more you know about a niche and its target audience, the easier it will be to develop products or services, or promote campaigns so that they are communicating directly with your average customer.

Once you narrow down your niche, by analyzing profitability, conducting market research and then determining the type of product or service that is likely to be successful based on what is already consistently selling, **you can then rinse and repeat this system for each new market that you venture into.**

This type of research, where you carve out a listing of profitable sub niches, rather than focusing on the larger markets will automatically give you an advantage over the larger companies that generalize niches under one main category.

Here's why:

- You can quickly become an expert in your niche by focusing on building your brand within one market at a time.

- It's easier to keep current with a narrowly focused market niche than to cover all mainstream markets (and their sub niches).
- You can respond faster to changes in the market and adjust your marketing as new trends emerge.
- You can build close relationships with key customers while avoiding the struggle of competing with established merchants who have already dominated (and saturated) the market.

Another reason why it's often more feasible to focus on smaller, sub-niche markets rather than broader mainstream ones, is simply because of the extended opportunity to create new products that may not have been introduced to your target audience yet.

Sub niches can be just as profitable as mainstream ones, even with fewer consumers, if you focus on the markets with 'long term growth', where you are able to develop future products and offer them to the same target consumer base, rather than being able to satisfy their demands (needs or problems) with a single product.

When considering a niche, absorb EVERYTHING you can about it including:

- 1) Exactly what they are looking for or need help with?
- 2) Where they currently go for help or advice?
- 3) What types of products they are currently purchasing?
- 4) Is there a desperate need for info products in this market?
- 5) Are these buyers likely to become repeat customers?

You want to look for a market that can be easily targeted by a clear, identifiable problem, need or demand and fill in the gaps with an info product that offers this market with a solution to their problems.

One thing to keep in mind is that when it comes to market evaluation you are **NOT** just out to determine the size of the buyer's market.

While it's always important to verify that there is enough demand for products or services in any given niche, the easiest way to determine the potential of a market is by looking at the existing competition.

Think about it, the more competition targeting a specific niche, the more profitable it's likely to be right? Otherwise, there wouldn't be as many competitors desperate to claim their place in the market.

But we also have to balance things out.

After all, we don't want to spend a lot of time and money trying to penetrate an over-populated market where the competition is so incredibly stiff that we'd constantly struggle to secure even a tiny share of the market.

So, how do we do this?

There are many ways to determine the market value of a potential product, including conducting searches to see what types of existing products are being offered to this niche.

1) Visit Competing Sites

You will want to search for existing sites that would eventually become your competition if you do decide to explore this niche. Check to see what products they are offering, and what price points they are using. You want to focus on the websites that appear in the top search results in Google (or other search engines) when you enter in specific keywords.

2) Visit The Popular Marketplaces

Take a few minutes to visit www.Amazon.com and search for products currently available. This is an easy way to determine whether the niche market is viable based on whether Amazon offers a lot of content (books) relating to the subject.

3) Paid Ads

Visit www.Google.com and search using relevant keywords for products in your niche market. Check to see whether there are paid advertisements in the right hand results column. If people are paying to advertise on Google, odds are the niche market is doing well enough to justify it.

4) Visit Communities

Browse the search engines for related community forums, message boards and blogs. Are there a lot of people discussing subjects relating to this niche market? Are there people asking specific questions that you could create a product about and solve these problems/address these issues?

5) Check for Sub-Niche Markets

When you are browsing for information and the viability of a specific niche, don't forget to also pay attention to sub niche markets where you could possibly venture into, create products for and make money with.

Keyword Research Simplified:

Before we can thoroughly begin researching a potential market, we have to know WHAT people are entering into the search engines when looking for specific products or services.

We do this through keyword research. Trust me, this will be worth every minute of your time because not only will we use these keywords to scout out competition, but later on we will use these same keywords when building out own websites and content pages.

The Adwords Google Keyword suggestion tool allows you to enter in a keyword or phrase from a possible niche that you are researching.

It will then give you words and phrases along with their search level and degree of competition, so that you can easily evaluate how popular a niche market currently is, as well as how many competitors are already actively involved in that particular niche.

Load up Google's free Keyword tool by visiting:

<https://adwords.google.com/select/KeywordToolExternal>

When the page loads you will see a search box, and the option to search "Descriptive Words or Phrases" or "Website Content".

You are going to choose "Descriptive Words or Phrases".

Enter in a **seed keyword** (keyword phrase that accurately describes your market) and click “Get Keyword Ideas”.

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

how to cure acne

Use synonyms

Type the characters you see in the picture below.

nhvpwqy

nhvpwqy

Letters are not case-sensitive

[Filter my results](#)

Get keyword ideas

Enter in a keyword phrase that describes your target market.

A search box will appear below with keyword phrases that are often used for this particular term.

You can click on the drop down menu “Filter My Results” and choose to sort by “Search Volume” to see just how many searches are conducted using the different keywords and phrases.

Here is what each of the filter options mean:

Advertiser Competition

The results under this column show the number of advertisers bidding on each keyword relative to all keywords across Google. The shaded bar represents a general low-to-high guide to help you determine how competitive the ads are for this particular keyword.

This means that the more competition, the more costly it will be to purchase paid sponsorship on the Google pay per click search engine (AdWords).

Search Volume

This column shows the search volume for each specific keyword used on Google in the previous month. The shaded bar represents a general low-to-high guide to help you determine, once again, how competitive ad placement is for that particular keyword.

Average Search Volume

Just like the search volume it shows you results from past searches, however this column displays average results over the course of a year, rather than just the previous month.

The results table will also show you the estimated cost for advertising using specific keywords as well as estimation on where your ads will be placed in the

sponsor bar on the search results page.

Once you have determined that your keywords/phrase receives a significant amount of searches per month, it's time to look at the competition and ultimately, how difficult it would be to compete in terms of how expensive it would be to advertise via Google Adwords, since this is one of the best ways to generate traffic and sales to your website quickly.

In order to evaluate the cost of running a Google Adwords campaign, we need to run another search, this time focusing on the box right below "Filter My Results" that shows:

"Calculate Estimates Using A Different Maximum CPC Bid", and entering in \$1.00 into the "CPC Bid" box. Click "Calculate" or "Recalculate" to bring up the results,

You want to closely examine the current level of **search activity** (from those who are entering in keywords into www.Google.com) This is a great way to evaluate the profitability of a market by taking a closer look at the number of people actively searching for information on your chosen topic.

The higher number of searches, the increased likelihood that your market is a profitable one with an existing customer base.

Now we take things a step further by further investigating the profitability of a market as well as existing competition by using the Internet's most popular search engine, Google.

Google will help us explore the viability and competitiveness of a market a few different ways.

For starters, just by entering in a descriptive keyword phrase, we will be able to tell how many existing websites are out there catering to the market.

To identify the amount of competition in regards to websites optimizing their pages for specific keywords (this is important when it comes to how easily your own site can rank within the search engines based on keywords embedded throughout your site).

Start by running the keyword phrases from your previous step through Google's search engine as shown on the next page (wrap your keyword string in quotations, because you want to see the number of advertisers targeting the exact same keyword phrase.)

Example: **"your keyword here"**

Those results are your real competition as far as search engine optimization.

The image shows a Google search interface for the query "how to get rid of acne". The search bar contains the text "how to get rid of acne" and the search button is labeled "Search". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 290,000 for 'how to get rid of acne'. (0.25 seconds)".

The results are divided into organic and sponsored sections. The organic results include:

- How To Get Rid Of Acne** (Canada.Proactiv.com) - Revolutionary Acne Skincare System. Only \$19.95 & 2 Free Bonuses
- Top 5 Acne Cures Exposed** (www.AcneTreatmentGuide.org) - Acne Treatment That Actually Works? Learn Truth About Acne Treatments
- Top 5 Acne Treatments** (www.AcneTreatmentsReview.net) - Best Acne Treatments Revealed Get Clear Skin in 7 Days!
- How to Get Rid of Acne - wikiHow** - wikiHow article about **How to Get Rid of Acne**. ... **How to Get Rid of Acne** - Acne is a broad term covering blemishes, pimples, blackheads, and whiteheads. ... www.wikihow.com/Get-Rid-of-Acne - 62k - Cached - Similar pages
- How to Get Rid of Acne Without Using Medication - wikiHow** - wikiHow article about **How to Get Rid of Acne** Without Using Medication. www.wikihow.com/Get-Rid-of-Acne-Without-Using-Medication - 44k - Cached - Similar pages

The sponsored results are listed under the heading "Sponsored Links" and include:

- Got Pimples?** - Stop Experimenting. Get Real Lasting Results without Chemicals! acne-naturalcure.com
- Get Rid Of Acne** - Stop Waste Money On Acne Products, Learn How to Cure Your Acne Forever Reviews-It.com/AcneNoMore
- Acne Causes & Cures** - Find Info on Acne. Causes, Symptoms & Cures. SamsShoppingSite.info
- Have Clear Skin in 3 Days** - Feel better with a clear complexion

Two red arrows point to the search bar and the "Sponsored Links" heading.

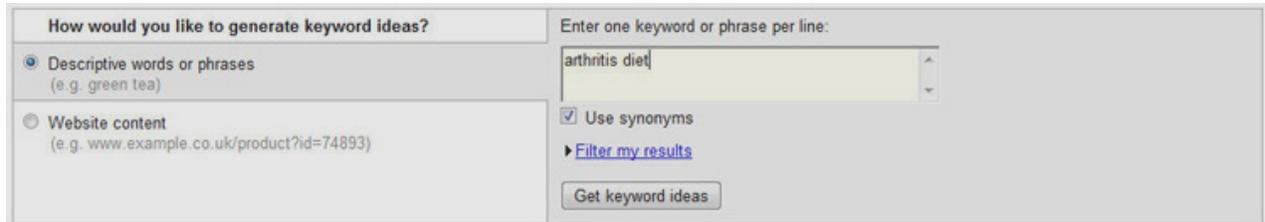
Google also offers an advertising program (called Adwords) and by analyzing the number of competitors that appear under the "Advertisers" columns, we can quickly see whether specific keyword phrases are being heavily targeted.

Using Google's Keyword tool as well as the Google search engine directly, you can instantly evaluate the level of competition targeting specific niches (and keywords) as well as the overall costs of advertising to your target market.

Visit Google Keyword Utility again:

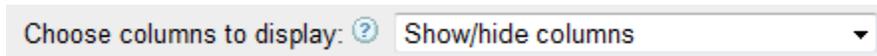
<https://adwords.google.com/select/KeywordToolExternal>

Enter in the keyword search term (that describes your target market), enter in the CAPTCHA verification text and click “SEARCH” to begin:

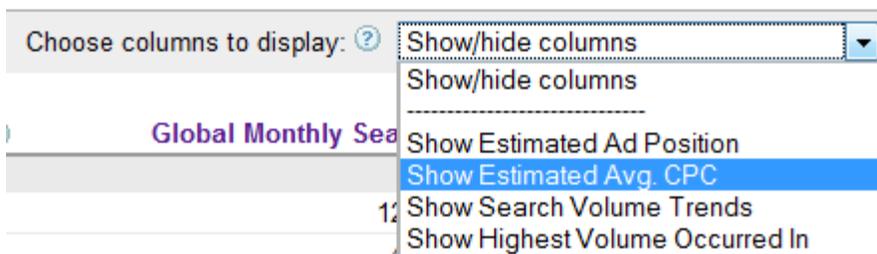


When I first enter my search, they Adwords cost per click data isn't visible. I have to add it to the information shown.

There is a dropdown box at the top right of the results. It looks like this:



I need to use the drop down to select “Show Estimated Avg. CPC”:



This will give me a new column in the results that tells me the average CPC, or cost per click, which is how much advertisers are paying for these keywords via

AdWords, as well as a clear idea as to the level of competition based on existing advertisers targeting specific keywords.

You want to know two things:

- 1) Level of existing competition (active advertisers)
- 2) Cost of entry (what they are paying per click)

The level of existing competition will help you identify whether a niche is viable, and if you are planning on creating your own product, it will also give you an idea as to whether the market may be difficult to penetrate.

On the other hand, knowing the cost per click (CPC), will help you whether you are interested in promoting your own product or as an affiliate marketer, since you will be able to determine how expensive a marketing campaign would be through Adwords (it also helps identify how profitable a market is as the higher the CPC, the more in demand the market usually is)

Let’s take a closer look at how much advertisers are paying for clicks for keywords relating to the niche, “arthritis diet”

Keywords	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: February	Global Monthly Search Volume
Keywords related to term(s) entered - sort by relevance				
arthritis diet	\$1.77		12,100	74,000
rheumatoid arthritis diet	\$2.81		5,400	22,200
diet for arthritis	\$1.71		1,000	9,900
diet and arthritis	\$1.22		1,000	5,400
arthritis diets	\$1.67		390	2,900
diet for rheumatoid arthritis	\$2.33		260	2,400
rheumatoid arthritis and diet	\$1.43		170	1,900

It appears as though advertisers are paying an estimated \$1.70 per click. Expensive! (AND there is a stiff level of competition indicated by the green bars - the more green in each bar the more competitors there are).

By doing this, you can quickly evaluate the competitiveness/profitability of a niche market by examining the **current level of competition** on Google Adwords PPC marketplace and revealing the overall cost of entry.

If you are creating your own product, you want less competition, high number of searches.

If you are planning on monetizing a website with Adsense, you obviously would want a higher CPC (since you would earn a portion of this revenue from each click a visitor makes to your site)

And if you are planning to become an affiliate marketer, you would want a healthy level of competition and CPC indicating a viable and lucrative niche.

I know it may sound confusing at first, but this really is a very important part of the process in choosing a profitable market. It will also get MUCH easier as you go through the process yourself.

Trust me, before too long you'll be a niche research guru! ;)

One of my favorite resources for finding high traffic/low competition keywords can be found over at [MicroNicheFinder](#)

It's one of the easiest methods of finding and evaluating keyword phrases for any niche market online. It will save you a lot of time :)

Tip: Visit www.WebInsiderClub.com for regular news and updates about niche marketing strategies, tools and products.

If you are considering selling or promoting digital products within specific niche markets, the easiest way to identify the viability of a market is by visiting the Internet's largest digital marketplace, ClickBank.

1: To get started, let's visit the ClickBank site at: <http://www.ClickBank.com>

2: Click on the "Marketplace" link to enter into the marketplace.

3: There are two ways to search out current products within the ClickBank Marketplace:

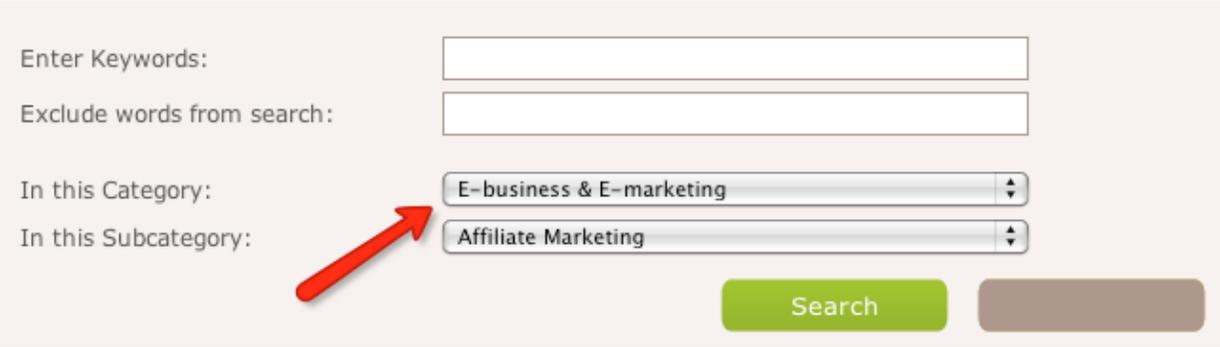
1) Enter in a keyword search term that describes a market you are considering. (Example: Acne, Weight Loss, Gardening, Cake Decorating, etc) and browse through the search results.

2) Search through the Clickbank marketplace by selecting existing categories and sub-categories without entering in a seed keyword.

I recommend searching through the categories rather than relying exclusively on entering in keywords. It will broaden your search and give you a better idea of what's currently selling and will also help you generate ideas for your own info product just by browsing through existing hot sellers.

4: Choose to sort your results by **'High Gravity'** and click "Go".

In my example below, I chose the category **"E-Business & E-Marketing"**.



The screenshot shows the ClickBank search interface. It features two text input fields at the top: "Enter Keywords:" and "Exclude words from search:". Below these are two dropdown menus. The first dropdown, labeled "In this Category:", is set to "E-business & E-marketing". The second dropdown, labeled "In this Subcategory:", is set to "Affiliate Marketing". A red arrow points to the "E-business & E-marketing" dropdown. At the bottom right, there is a green "Search" button and a grey "Go" button.

I then chose to sort listings by "Gravity" after the results window loaded.

ClickBank's search functionality has recently improved, and now provides customizable options that help you pin-point top selling products in your market. You can search for products based on gravity alone, through keyword

search or even based on rewarded commission percentages.

Gravity is an indication of the overall popularity of a product based on the number of affiliates who have successfully referred customers to the merchant's website.

While the gravity of a product is not completely accurate, it serves as a reference when choosing between different markets. The higher the gravity of a product, the better the product is currently selling.

In the example on the next page you can see what my search query yielded:

Results

[Marketplace Help](#)

<< Hide

Displaying results 1-10 out of 1814 (pg. 1 of 182)

Category: E-business & E-marketing

Narrow Results by:

Product Type | Language | Billing Type

Sort results by:

Gravity

Low to High

High to Low

The Ultimate PLR Article Collection Software.

A Library Of 29,768 Niche Market Articles In A Keyword Searchable Database Software Application. Use These To As Content For Your Websites Or Blogs. Even Create One-of-a-Kind EBooks With The Built In EBook Creation Wizard.

Commission

50%

Promote

[Vendor Spotlight](#)

Stats: \$/sale: \$7.29 | Future \$: - | Total \$/sale: \$7.29 | %/sale: 50.0% | %/refd: 85.0% | **Grav: 733.46** | Cat: E-business & E-marketing : Article Marketing



Niche Blueprint 2.0.

Niche Blueprint 2.0 - Your Million Dollar E-commerce Empire!

Commission

50%

Promote

[Vendor Spotlight](#)

Stats: \$/sale: \$96.71 | Future \$: - | Total \$/sale: \$96.71 | %/sale: 50.0% | %/refd: 87.0% | **Grav: 508.74** | Cat: E-business & E-marketing : Niche Marketing



As you can see, the gravity is sky high on the products featured in my example above, and browsing through the first few pages in the search listing

results indicates that all of the top 15 products are experiencing a high level of gravity.

What does this tell us?

The market, “Business & Investing” is an exceptionally profitable one, and that those selling info products within this category are attracting affiliates who are successfully promoting their websites.

We could break this market down a bit more to determine a viable entry point in which to create our own info product while still maintaining a good size customer base, without as much competition in the way.

Since the category “Business/Investing” offers many different products including “Work At Home”, “Entrepreneurship” as well as “Foreign Exchange”, we would start by entering in a more defined keyword phrase that targets a specific home based business or opportunity.

For example, if I entered in the keyword search term “Forex”, ClickBank reveals that there are over 250 products featured within the marketplace that focus on the Forex niche, with the majority of products possessing a very high gravity.

See the image on the next page:

Results

[Marketplace Help](#)

<< Hide

Displaying results 1-10 out of 293 (pg. 1 of 30)

Keywords: forex

Narrow Results by:

[Product Type](#) | [Language](#) | [Billing Type](#)

Sort results by:

Gravity

Low to High

High to Low

Real Money Doubling Forex Robot Fap Turbo - Sells Like Candy!

Fapturbo Is The Only Automated Forex Income Solution That Doubles Real Monetary Deposits In Under 30 Days. No Backtest Tricks. The Best Converting And Best Performing Forex Product On The Planet, Period. No Wonder It Sells Like Candy.

Commission

60%

[Promote](#)

[Vendor Spotlight](#)

Stats: \$/sale: \$78.04 | Future \$: - | Total \$/sale: \$78.04 | %/sale: 60.0% | %/refd: 80.0% | Grav: 270.83 | Cat: Software & Services : Foreign Exchange Investing



Forex MegaDroid Robot.

Automatic, 100% Hands-Free Forex Robot Uses Rcpta Technology And Breaks All Records. Amazing Conversion Rate Due To Great Reviews And Marketing/Product Originality. Last Robot We Launched Achieved 31% Conversion Rate! Very Low Refunds, Very High Payout!

Commission

60%

[Promote](#)

[Vendor Spotlight](#)

Stats: \$/sale: \$52.36 | Future \$: - | Total \$/sale: \$52.36 | %/sale: 60.0% | %/refd: 89.0% | Grav: 189.40 | Cat: Software & Services : Foreign Exchange Investing



From our quick research, it appears that creating a product focusing on the Forex niche market could be a very profitable product to showcase.

You can also run individual products from the ClickBank Marketplace into a series of third party tools that will provide you with additional information regarding specific products:

<http://www.CBTrends.com> and <http://www.CBEngine.com>

By entering in a vendor ID, you will be given access to performance stats, popularity (if the product is experiencing a decline or not), the amount given to affiliates for referring customers to the website, as well as the overall gravity of the product.

Selling: Exploring Your Options

When it comes to building your business online you need to determine what type of product or service you are going to offer as well as how you intend to distribute it.

The two options available are to sell products as **digital or physical goods**.

With digital products, there is no overhead, you can instantly update the material to reflect industry trends or changes – This will minimize production and distribution costs and instantly cut down costs of customer acquisition.

With **physical goods** while you will have to deal with overhead costs, as well as costs relating to shipment and inventory, the upside is that physical goods are often perceived to be of higher value, giving you the advantage of being able to potentially explore a higher price bracket.

If you are just getting started online and have yet to create your product, I would recommend starting off with a digital version and later on exploring the possibilities of offering multiple formats to your customers, including physical copies. (See www.WebInsiderClub.com for more information on this)

With **digital goods**, you can create them quickly, don't have to worry about publication and your start up costs will be lowered tremendously. Plus, digital goods allow you to explore multiple niche markets without having to spend a lot of money testing the waters. (Consider how costly it would be to develop a physical product only to discover that it's difficult to sell).

When it comes to digital products you are not limited by the traditional formats such as ebooks or reports either so think outside the box when it comes to the types of packages you are considering creating.

Digital products may also include video training, courses, interviews, audio, transcripts, scripts, software and even coaching or mentoring services. Many times, specialized digital products and services are not only easier to sell but can be priced at a higher price point as well.

You also have yet another important decision to make.

Will you begin by creating your own digital product or are you interested in building a business around promoting third party products as an affiliate marketer?

In affiliate marketing, you can instantly start generating a consistent income without having to invest in product development or spend time creating your own product line. In fact, you could jump into the affiliate marketing industry in

just a few hours with nothing more than a single domain and website.

The type of product that you choose to create, or whether you choose to create your own product at all but instead, become an affiliate marketer will always be based on existing competition.

For instance, if you are interested in the weight loss industry but you find that there is an overload of competition on the marketplace already, it's probably wise to simply build a business around promoting existing products and services rather than struggle to develop a product that stands a chance of competing.

On the other hand, if you venture into a market only to find that the existing competition is weak, or you believe that you could personally create a superior product or service, you should continue evaluating the market and determine whether your own product line might be the best approach to take.

You will need to determine what approach to take by closely evaluating each market (re-read Chapter 2), and then identifying whether you can fill a void or if you are best off piggybacking off of existing successful campaigns as an affiliate marketer.

You should also become familiar with specific terms and licenses relating to ***pre-made content*** that is available for purchase.

With ready-made content, you can use it to power up your websites, add content to new blogs, use in autoresponder campaigns or even in affiliate marketing. In fact, there is also certain types of content releases that will even allow you to rebrand as your own!

Pre-Made Content is broken down into three distinct groups or categories:

Resell Rights

When you purchase a product that provides Resell Rights, it means that you can sell the product on your own website, but cannot claim ownership or modify it to include your name.

While Resell Rights are often more affordable than other options, if you want to establish your own brand online, it's never the best way to go.

Private Label Rights

With Private Label Rights, (known as PLR), you are able to edit the document however you like, and can add your name to it.

Sometimes PLR includes the ability to pass rights onto your customers as well, although you do want to pay close attention to how limited the PLR is, since the fewer that are able to purchase it, the more the quality will be retained.

Master Resell Rights

With Master Resell Rights (MRR), you are able to sell the product on your website, and also pass along the rights to sell it to others. You cannot add your name to the document, and most often you are not provided with the source (DOC file).

Whenever you do purchase a product with any kind of rights, try to acquire a 'license' document that details what is permitted, so that in the event you are asked to show that you have rights to sell or distribute the document, you are able to do so.

If you are unclear about what certain rights apply, or what they mean, you should always contact the product author (original owner) and have them clarify, before you begin selling it on your website.

Regardless of what direction you choose to take, whether you have decided to build a business as an affiliate marketer or as a product developer yourself, I'll show you how to quickly set up your online business with the essential tools of the trade in the next chapter.

The Tools Of The Trade

This chapter is broken down into different segments, covering the most important tools and resources you need to begin building your online business.

It doesn't matter what niche market you are venturing into, whether you are developing your own product or focused on promoting affiliate programs, you will still need all of these resources in your online arsenal in order to build a successful business.

Tool Of The Trade #1: Domain Name

Let's start with a domain name. It's an important part of every online business as it helps to establish your online presence and gives you a place in which to direct potential customers.

Having your own domain name also lends instant credibility and shows that you are a serious business owner, rather than someone who may abandon their blog at any time, since it's hosted under someone else's control.

When choosing your domain name, there are a few things to consider:

- Choose only .com domains if possible.
- Use keywords in the domain.
- The domain is easy to remember and spell.
- Don't use dashes in the domain.
- Don't use numbers in the domain.
- Try to keep the domain to two words, three if necessary.

Make sure you buy a domain that suits your entire niche. If you are writing about general golf topics, don't buy something like womensgolfclubs.com, because it won't be suitable for the whole niche, just one segment of it.

In addition, there are literally hundreds of domain registrars online (a registrar is where you go to register and secure your domain name), my personal recommendation is to use [NameCheap](#)

Not only is [NameCheap](#) one of the most affordable domain registrars online but they also provide free privacy guard protection with every new domain registration.

Privacy guard will protect your personal information so that it doesn't appear in whois search queries, helping to eliminate spam and keeping your information private.

Tools Of The Trade #2: Hosting Account:

A hosting account is required in order to house your website so that it's accessible to website visitors. With a hosting account, you can create blogs, websites, squeeze pages (to capture leads) and much more.

Setting up a hosting account is exceptionally easy and very affordable.

While there are many different hosting providers to choose from, I personally recommend signing up for an account with [HostGator](#) (check out their Swamp or Baby hosting package as its suitable for start up businesses).

[HostGator](#) also offers Fantastico which is a utility that allows for instant script installations, including Wordpress (*more on this later*).

Tip: Fantastico will speed up the process of developing your websites eliminating any manual uploading or script configuration.

Tool Of The Trade #3: Autoresponder Account:

Regardless of what type of online business you plan to develop, an autoresponder account is a vital component in being able to successfully build a mailing list of prospects.

When you sign up for an autoresponder account, you are able to create unlimited campaigns (which is important when targeting different niche markets). You want to ensure that you create a different list for each subject so you don't confuse your subscribers with emails that don't pertain to their interests (more on list building in just a bit).

Once you have a mailing list, you can instantly begin sending promotional based broadcasts to your leads .

Again, there are many different providers to choose from and throughout the years I have tried out the majority of them, settling on [Aweber](#) for a number of reasons:

- 1) They are reasonably priced and provide good service
- 2) Their delivery rates are consistently high
- 3) Their navigation and control panel is user-friendly.
- 4) They are a well-established autoresponder provider.

Now there are alternatives...

And a service provider worthy of note is called [WizardResponder](#) – You'll find they have taken into consideration that there are more 'just starting' entrepreneurs looking to get a foothold in the marketplace who find the bigger service provider's fees too steep when they're setting up their businesses.

So the big difference here is affordability! For the average marketer with a list of 3,000, instead of paying out \$49 per month - rising to \$69 when they add another 2,000 subscribers... the fee for [WizardResponder](#) would still be just \$11.97 per month. *(Current pricing at time of writing and inclusive all the way up to 10,000 subscribers)*

With step by step video instruction, as well as a simple to follow design, and then a heap of cool features - it's an easy service to recommend.

Tool Of The Trade #4: Payment Processor:

In order to do business online, you will need a merchant or payment processing account. While traditional merchant accounts often require pre-approval (and even business credit checks), you can save time and money by simply creating an account with www.Paypal.com

Paypal is affordable, simple and requires no paperwork, credit checks or approval. It only takes a few minutes to create your account.

Begin by clicking on the “Sign Up” link from Paypal’s main page. You will then need to choose to create a Personal, Premier or Business account.

I recommend choosing a Business account if you intend on doing a lot of business (and you do! ;)

Let’s take a look at this on the next page:

Create your PayPal account

Secure 

Your country or region

Canada  

Your language

English 

Already have a PayPal account? [Upgrade now.](#)

Personal

For individuals who shop online

[Get Started](#)

Premier

For individuals who buy and sell online

[Get Started](#)

Business

For merchants who use a company or group name

[Get Started](#)

With a business account, customers will see only the business name that you enter rather than your personal name. You will also have no transaction limits or withdrawal limits.

Next, you will be asked to indicate the type of payment solution you are looking for as shown below:

Select Payment Solution



I want to sign up for a payment solution:

- Select Payment Solution
- Website Payments Standard
- Website Payments Pro
- Virtual Terminal
- PayPal as an Additional Payment Option
- Email Payments
- PayPal for your eBay business
- Payflow Gateway
- I don't know

Select "Website Payments Standard" and continue.

You'll now be asked to create your Paypal merchant profile, which includes entering in your business name, address and email address.

Note that you will not be able to change the first and last name associated with your Paypal account, however you will be able to change the Business name associated with your account later on.

Account Sign Up Business Account

[Secure Transaction](#) 

Business Name:

Category:

Address Line 1:

Address Line 2:
(optional)

City:

Province:

Postal Code:

Country: Canada

Primary Currency:

Customer Service Email:

Customer Service Phone: ext.

Business URL:
(optional)

Your Business Information

Please enter the information for your group, organization, government entity, non-profit, individual business, or partnership.

Please enter the full email address, for example, **name@domain.com**

This email address will be shared only with those who purchase from you. It will be provided to buyers during payment so that they can contact you if needed.

You will be asked to enter an email address for your PayPal profile on the next page. It can be the same or different from your Customer Service Email.

Please enter your Business URL, for example, **www.businessname.com**

Once you have created your merchant profile, Paypal will send a verification email to the email address you included. You will need to click on the link contained within that email in order to complete the sign up process.

You should take some time to explore your Paypal account area, including adding a bank account and credit card to your account so that you are eligible to

participate in all of Paypal's advanced features as well as remove any sending or receiving limits.

Create A ClickBank Account

The second account that you will want to create is a ClickBank one, especially if you intend on selling digital products online. ClickBank is the Internet's largest digital marketplace and they make it exceptionally easy to list your product for sale as well as recruit affiliates who will eagerly promote your product.

ClickBank ultimately serves as an intermediary between a customer and merchants who have chosen to feature their information products within ClickBank's ever-growing marketplace.

ClickBank is one of the easiest and cost effective methods of connecting your product with its target audience by offering all vendors with the opportunity to promote their product within their marketplace for a one-time, low fee of only \$49.95, a wise investment for anyone who is serious about taking their business to the next level.

Note: This set up fee is payable only after your first product has been approved and ready for placement within the marketplace.

ClickBank is also an incredibly valuable asset in yet another way. Through your marketplace listing, you are not only able to connect with potential customers, but can also recruit ***affiliate partners*** who are willing to promote your products and services in exchange for a commission, determined and controlled by you, the vendor or publisher.

You are in full control of the commission percentage that you offer, however ClickBank sets a maximum commission amount of each product sale to 70%.

We'll cover the sign-up process on the next page...

To set up your Clickbank account, visit

http://www.ClickBank.com/sell_products.html to begin

ClickBank Signup Form

Use your mouse, or *tab* and *shift* tab to move from blank to blank.

*** Required**

Where shall we send your checks?

Country:*

UNITED STATES

Payee Name:*

Street / PO Box:*

Suite or Apt #:

City:*

State / Province:

ALABAMA

Zip / Post Code:*

How can we contact you?

Your first name:*

Your last name:*

Your email address (example: joe@aol.com):*

Email address confirmation:*

Your phone number (required!):*

ext:

Address of your Web site (if any):

Select a nickname for your new account

Account Nickname † (5-10 letters & digits):*

Check here to receive targeted, account specific promotions from ClickBank via email:

Fill out the sign up form, including your Payee Name. This name will be visible to customers during the checkout process, and needs to be a name that you have registered as a business (unless it is your own name).

You can change this at any time from within your account's administration panel.

You will also have to choose a nickname, which becomes your ClickBank username as well as part of your payment link, so make sure that you choose carefully. You are limited by choosing a username that is 10 characters or less.

Read over the Client Contract agreement and click the "Submit" button to complete the sign up process. You will receive an email from ClickBank confirming your registration that will also include an 8-digit confirmation code.

You will need to click on the verification link contained within the email and enter in this code before your account is created.

Signup Not Yet Complete

A signup completion link and **8 digit "confirmation code"** have been emailed to you.

Please check your email and **click the link** to complete the process.

NOTE: If you do not receive our email within five minutes, it is because either your email program filtered it out as possible spam. You should take steps now to correct that problem.

Once you have activated your account by clicking on the link and entering in your code, your account will be created and you will be sent to a page that provides your username and password combination.

This is the **ONLY** time you will see your password, so make sure that you write it

down and store it in a safe place on your computer. (Your password is not emailed to you nor is it contained in the ClickBank welcome email).

Enter Your Confirmation Code

Enter or paste the eight digit confirmation code from the email into the box below. Then enter the text shown finish.

Confirmation Code from your email:*

Please enter the text from the image below:*

Finish



This image is unreadable

Furthermore, your password is auto-generated by the ClickBank system and is not one that is chosen by you, so make sure that you write down both your username and password before closing the page.

Tool Of The Trade #5: Shopping Cart

One easy way of selling digital products is by setting up a shopping cart system on your website so that buyers can add multiple products to their cart prior to checkout.

Not only will this maximize your income since customers will not be required to purchase individual products and can instead, add many different products to their cart, it is also an easy way of processing transactions and ensuring that customers receive instant access to the products they've purchased through system or email delivery.

There are many different shopping cart systems to choose from but from personal experience, 1ShoppingCart is the ultimate in terms of features, inclusions and price.

You can create your account at <http://www.1ShoppingCart.com>

To begin, you will have to select your subscription package. If you are unsure of how many products intend to sell, or whether you need the extended features including autoresponders, you can begin by choosing the "Starters" package and upgrading later on should you need the extra features.

With 1ShoppingCart, you will not only be able to process and deliver digital products but it can also work with physical products as well, providing real time shipping rates, delivery updates, and more.

Some of the features that come bundled with every package include credit card processing, surveys & forms, Paypal integration and even additional reports and analytics to help you maximize your income and stay on top of customer orders.

1 Select Your Subscription Package

Choose Your Package	Price	Savings	Billing Cycle	Select
Professional The Ultimate ecommerce package. Everything you need to realize maximum profits online! Learn More...	\$ 99		Monthly	<input checked="" type="radio"/>
	\$ 999	You Save \$189.00	Annual	<input type="radio"/>
Basic Increase your website revenue by combining powerful email marketing and shopping cart tools. Learn More...	\$ 59		Monthly	<input type="radio"/>
	\$ 599	You Save \$109.00	Annual	<input type="radio"/>
Starter Everything you need to accept secure transactions online. Learn More...	\$ 34		Monthly	<input type="radio"/>
	\$ 349	You Save \$59.00	Annual	<input type="radio"/>
Autoresponders Only Everything you need to run an email campaign. Learn More...	\$ 29		Monthly	<input type="radio"/>
	\$ 299	You Save \$49.00	Annual	<input type="radio"/>
Trial All the Pro package features, One Great Price. Learn More...	\$ 3.95		30 Day Trial	<input type="radio"/>

All prices are quoted in USD. For an account with a client database over 10,000, please contact our sales department for additional information, 1-888-255-6230.

After choosing your subscription package, you will need to tell 1ShoppingCart

whether you are ready to begin accepting credit cards.

2 Are You Prepared To Start Accepting and Processing Credit Cards?

If you want to sell anything online you need to be able to accept credit cards from your website. For many people this can be a frustrating and time consuming process, which is why we've partnered with PowerPay®, an online payment industry leader, to offer a simple way to sign up for unparalleled Merchant Account Services at attractive rates for all US based merchants.

I need a solution for accepting Credit Cards

[Learn More...](#)

The next step is to fill out your contact information, including your full name, email address and postal address. 1ShoppingCart will instantly create an account for you and after purchasing your subscription, you will have access to your control panel where you can begin adding in products and prices.

3 Your Contact Information

Please fill out your name and email address. This information should be for the administrator of the account. * **Important:** Please double-check that your email address has been entered correctly; we will be sending your Account Login information once you submit this form.

Your Name:	<input type="text"/>
Company Name:	<input type="text"/>
Contact Email:	<input type="text"/>
Verify Email:	<input type="text"/>
Create Password:	<input type="text"/>
Confirm Password:	<input type="text"/>

Finally, you simply enter in your payment details so that 1ShoppingCart can

charge your card for your first month of subscription service.

4 Your Billing Information

The billing information you enter below should be the same information your credit card company has on file for the credit card you are using for this purchase. If you do not know what information your credit card company has on file, please check your most recent credit card statement.

Name On Credit Card:

Billing Address:

Billing City:

Billing State / Province:

Billing Zip / Postal:

Billing Country:

Contact Phone: () - ext.

Website URL:

That's it! You will then receive an email from 1ShoppingCart that provides you with all of the information you need to log into your account and begin setting up your shopping cart system!

Building Your Website

In order to create your online presence, you absolutely need a website of your own. This is where you will direct potential customers and traffic so that people can explore your offers, click on your affiliate links or buy your products or services.

It used to be extremely expensive and time consuming to develop a website, (unless you are an HTML whiz and frankly, I couldn't code my way out of a paper bag! ;) – but luckily for us all, it is no longer difficult to create a fully functional, dynamic and interactive website AND best of all, you can do it yourself without ever having to hire a designer!

We'll be using Wordpress as the platform for our website.

Wordpress, is a state of the art publishing platform that is absolutely free.

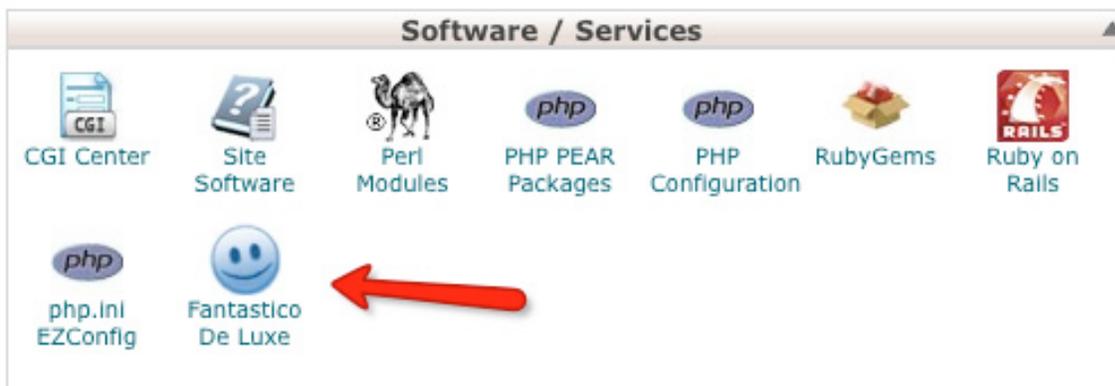
You can also add plugins, widgets or customize the entire look and feel of your website with existing themes (all it takes is a SINGLE click of your mouse to change the entire look of your website). It's a brilliant tool and one that you will most likely come to use time and time again.

For search engine optimization and branding purposes, it's important that you create your own self-controlled website rather than creating a website on Wordpress's alternative solution, a remotely hosted blog (available at <http://www.Wordpress.com>)

To begin installation, log into cPanel via your hosting account.

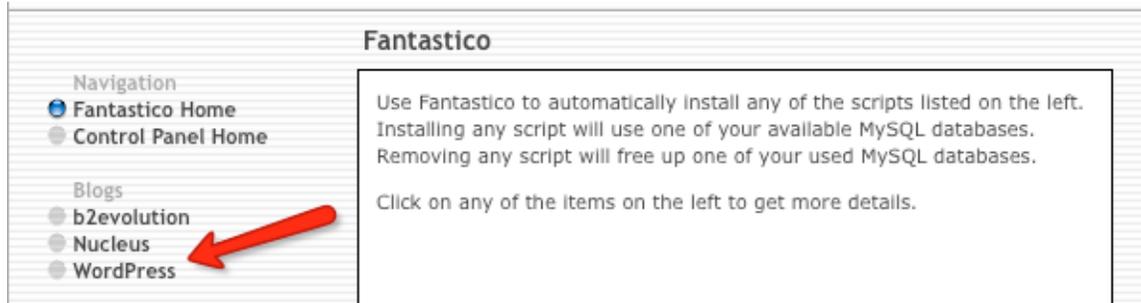
If you are hosted with HostGator, your cPanel will be available at <http://www.your-domain/cpanel>

Once logged in, click on "Fantastico Deluxe" located in your "Software/Services" menu (as shown below):



Click on the "Fantastico De Luxe" icon to load the screen:

Next, locate the “Wordpress” link in the navigation menu and click it to begin installation.



On the next page click “New Installation” to proceed.

WordPress

Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.

Homepage: <http://wordpress.org/>

[WordPress support forum](#)

(We are not associated with the support forum)

New Installation (2.8.6)

Disk space required: 9.03 MB

Disk space available: 1997.5 MB

Current installations:

None

The next screen will ask you to add in additional information prior to installation.

Enter in your chosen username and password, and if you plan to install the blog in the root of your server (so that the blog loads whenever someone visits www.Your-Domain.com leave the “Directory” field empty as shown below)

Click “Install Wordpress” and within seconds your first blog will have been installed and ready to configure!

Once your blog has been installed, it’s time to make a few very important changes. Begin by logging into your Wordpress admin panel (typically, the login page is located at <http://www.your-url.com/wp-admin>)

Here’s what you need to do:

From within your WP admin panel, make the following changes:

1) Change the URL of your blog to it’s full location

For example, your WP admin panel may show your blog’s location as www.your-url or <http://your-url.com> You want to enter in the FULL URL to your blog (example: <http://www.Your-URL.com>) - Save changes.

2) Modify Permalinks: This is very important for search engine optimization. Permalinks are the way each post is given a URL.

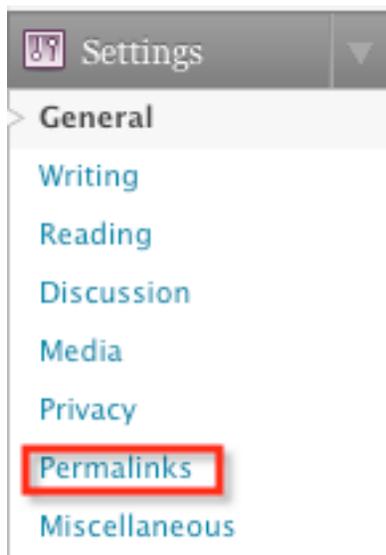
By default, WordPress creates permalinks that look like this:

<http://www.yourblog.com/p=5379>

It is much friendlier to search engines for them to look like this:

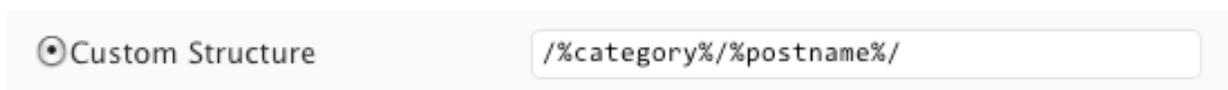
<http://www.yourblog.com/category/post-name>

From within your WP Admin panel, click on “Settings” then “Permalinks” as shown below:



Next, enter in the following:

%category%/%postname%



3) Edit Your Tagline & Title:

From within “Settings” edit your tagline to include a relevant keyword phrase relating to your niche. You can also choose to edit the blog’s title.

4) Install Plugins

Next, you will want to install a set of plugins so that you can further customize and optimize your blog.

Note that you do not need to install ALL of these plugins, however I have provided you with a resource list of some of the most common plugins based on functionality and in helping you further optimize your blog.

SEO Plugins

There are two major SEO plugins for WordPress. The most popular is the All-in-one SEO Pack Plugin. The other is built on the same plugin, but it has a few new features built into it, including automatic redirecting of links if permalinks are changed. It is called the Platinum SEO Pack.

I recommend using the Platinum SEO Pack. It’s the same as the All-in-one, but it has the additional features.

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

<http://wordpress.org/extend/plugins/platinum-seo-pack/>

Google Analytics Plugin

I highly recommend installing a plugin for Google Analytics. I use Google Analytics to track traffic on all of my sites. It's free, and it works extremely well.

I use this plugin for Analytics:

<http://wordpress.org/extend/plugins/ultimate-google-analytics/>

WP Privacy Policy

You can quickly create a privacy policy page as well as a Terms, or Earnings Disclaimer page using this plugin.

Download: <http://www.synclastic.com/plugins/privacy-policy/>

When it comes to using different themes for your blog, there are literally thousands of free designs and layouts to choose from. All you need to do is upload them into your blogs /themes directory and activate them from within your blogs administration panel.

Here are a few resources for premium (free) themes:

<http://www.TopWPThemes.com>

<http://www.FreeWPThemes.com>

<http://www.Wordpress.org/extend/themes>

TIP: For More WordPress Related Tips, Resources and ideas visit:

www.WebInsiderClub.com

Building Your Mailing List

List building is all about connecting with your target audience by offering them high quality information in exchange for their subscription to your newsletter.

List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them and once you've done this, the sky's the limit in terms of building profitable campaigns.

Consider the possibilities if you had a ready-made customer base right at your fingertips where you could create a simple email broadcast, send it out to the entire mailing list and within a few minutes, people begin responding to your offers.

The cost of customer acquisition when building mailing lists is non-existent, as you can build a mailing list just by offering free incentives or giveaways and then pumping traffic to your squeeze page through many different methods including article marketing, forum marketing, pay per click marketing and even through organic search engine traffic.

In order to begin building a profitable email marketing campaign however, you

will need to make sure that you have all of the tools that are required, including:

1) Professional Autoresponder Account

With autoresponder services like [Aweber](#) or [WizardResponder](#) you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box. By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

We've covered this in an earlier chapter so if you have yet to create your autoresponder account, now is the time to do so.

2) Squeeze Page

A squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

A squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

One thing to keep in mind when developing your squeeze page is that it should motivate visitors in the same way that a traditional sales page should, however, the actual structure of your squeeze page will be very different.

With a squeeze page, you aren't asking your visitor to make a decision to purchase or committ to anything other than to subscribe to your mailing list where they are rewarded with a free product.

Keeping this offer or giveaway in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

To come up with the best incentive offer possible, you'll need to thoroughly evaluate your market, as well as competing offers so that you can create a relevant product that is in demand and likely to capture attention from your target audience.

To summarize, your list building funnel consists of three major components:

- 1: Squeeze Page With Opt-In Form
- 2: Compelling High Quality Offer or Incentive
- 3: Follow Up Emails And Broadcasts

3) Giveaway (Incentive)

Your giveaway is essentially, the most important element on your squeeze page.

If your offer doesn't motivate visitors into subscribing, all of your marketing efforts will be lost. This means that you need your offer to be of interest to the majority of your target market, rather than to a small group of subscribers. The higher the quality of your giveaway as well as the more relevant your offer is to your market, the easier it will be to recruit new subscribers.

There are many different ways to ensure that the product you are giving away is of a high-perceived value by your subscriber base and likely to be successful in converting new subscribers.

To start, consider the different types of products that are being successfully sold in online marketplaces and create a shorter version of a hot selling product, and offer it for free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away

a high quality product based on the same topic, imagine just how easy it will be to recruit visitors and subscribers to your site.

And better yet, what better way to begin building a relationship with an active subscriber base than by offering them something of equal value with no strings (or price tag) attached!

You could offer:

- Free Reports
- Free Ebooks
- Free Tutorial Guides
- Video Tutorials
- Free or Trial Access To a Membership Program
- Free Booklet with “Top Tips”
- Free Weekly Newsletter Subscription
- Free templates or graphics
- Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway product is in its overall relevancy and existing demand. You want to make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace.

If you do that, you will have little difficulty building a massive list of targeted prospects who will be eager to receive your emails and broadcasts.

If you plan to promote an ebook or e-course of some kind, a very powerful method of building a massive mailing list while generating new business for your product is by offering a leaked chapter of your info product.

By offering this free chapter, you are able to provide new subscribers with a sample of the quality of your work, as well as generate buzz around your upcoming product launch.

If your product is well written, you will find it exceptionally easy to build a subscriber base of people who will likely purchase the full length version when it launches.

This is also a savvy method of creating a viral campaign for your upcoming launch as people pass around the 'leaked chapter' to everyone they know.

Tip: If you have created your website using Wordpress, you can instantly add an opt-in box that will collect leads by downloading the free plugin available at <http://www.CodeBanter.com>

CodeBanter's Autoresponder plugin works with Aweber and with a single click, you can add your opt-in box to your existing blogs theme without ever having to fiddle around with HTML.

Outsourcing 101

From newcomers to seasoned marketers, people are outsourcing the development of their websites and products to experienced writers and developers for many reasons.

Some do it to leverage their time so that they can focus on growing their online business and overall brand awareness (as well as being able to cover more ground in less time), while others simply understand the importance of hiring experts to create a compelling info product or website that truly communicates with their prospective audience.

If you have a great idea for a product but are unable to develop it yourself, finding an experienced freelancer is a great way to go. There is no reason to sit on your ideas only because you can't personally bring them to life.

As someone who has outsourced a great deal of projects I have envisioned over the years, on the next page I have covered a number of tips to help you select an experienced freelancer while avoiding fraudulent and difficult bidders.

1) Project Specs

When you are writing up a project spec sheet that describes exactly what you want a freelancer to do, be sure to be as detailed and clear as you can be. The more comprehensive your overview is, the easier the process will be for both yourself and the freelancer you choose.

2) Check History & Reviews

When using freelance websites, don't just choose the lowest bid that comes into play. I know it's easy to do this because you want to get the most out of your money, but if you choose your freelancer strictly based on how affordable they are, you will, quite often, get exactly what you pay for.

Be sure to check the reviews to determine what other people have experienced when working with this freelancer, and more importantly, if the bids they have previously won are focused on the same or similar tasks and projects as you are looking to create.

3) Be Slow & Careful

When you are new to hiring freelancers, you should take baby steps. Instead of outsourcing a large project, start off by hiring freelancers to complete smaller tasks. That way you can learn the ropes and garner experience in the market so that when it comes time to hire someone to complete your larger, more important projects, you are seasoned enough to know how to choose the best person for the job.

4) Communicate Prior To Accepting Your Freelancer

Don't commit to the first bidder that comes along. Spend some time communicating with those that bid on your project via the private message board (most freelance communities offer this option).

Make sure that they can speak English well enough to understand what you require. If you choose too quickly, you may miss out on someone that is better equipped to handle your tasks, so take your time and be selective; it's your project after all

Outsourcing can be a great way to save time and delegate tasks to others so that you can focus on other, equally important things.

Freelance Marketplaces:

<http://www.eLance.com>

<http://www.Need-An-Article.net>

<http://www.Guru.com>

<http://www.Scriptlance.com>

Conclusion: Final Thoughts

You now have a basic action plan that will help you begin building your online business. While there is much more to learn and apply in order to develop and build a scalable, ever-growing online business of successful websites, you should begin by applying the strategies featured within this guide.

Once you are ready to take your business to the next level, you should grab a copy of the *“To New Heights”* book ([use this special offer reader link](#))

This course reveals important information on taking the next step in launching your online business and maximizing your income including:

- ✓ How to drive targeted traffic to your website with proven strategies that anyone can do! (covers all of the top traffic generation techniques)
- ✓ How to create your very own affiliate program so that you can instantly build an affiliate army who will launch your website and generate an unstoppable flood of red hot, targeted traffic.
- ✓ How to build massive mailing lists of hungry buyers and targeted prospects, quickly and easily! These list building and email marketing strategies will dramatically boost your income with very little work involved.

- ✓ How to become a super affiliate marketer and maximize your online income with surefire campaigns that are guaranteed to drive in those commission payments!
- ✓ How to write compelling sales copy so that your visitors are motivated to click on your ORDER link and make the purchase!
- ✓ How to create an incredibly profitable back-end system. These strategies are responsible for generating thousands of dollars in passive, automated income with VERY little work involved!

And MUCH, MUCH More!

Visit the [SPECIAL READER OFFER LINK](#) to get started!

I wish you the absolute best with your online endeavors

A handwritten signature in blue ink that reads "Simon Hodgkinson". The signature is written in a cursive, flowing style.

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