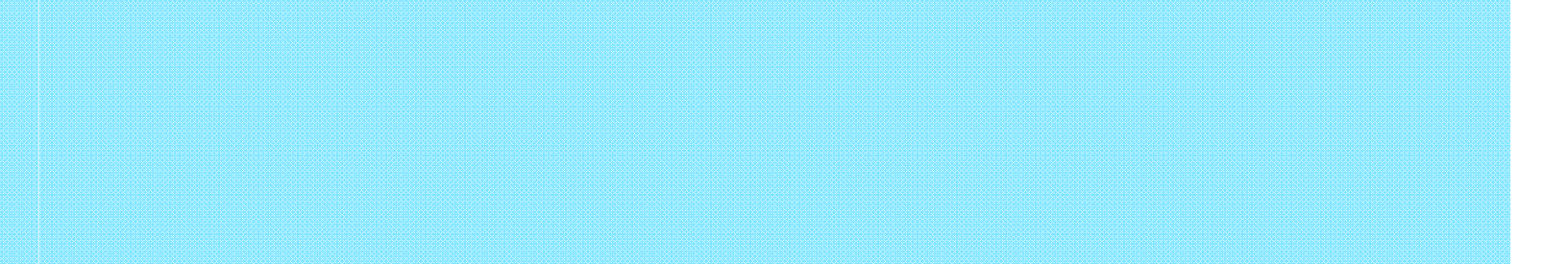


*Michael Vincent's
Online Wealth Course
Volume III*



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Press Releases

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10. Press Releases

Press releases, also known as news releases, are brief documents that are used to communicate news (not advertising) to the media. Although a one-page news release is the most basic of publicity tools, it is also one of the most powerful documents that your company can possess - IF it is used correctly. Just one news release has the potential to receive publicity that reaches thousands of potential customers.

Your press releases will provide publicity that will:

- ✦ Increase your sales
- ✦ Increase traffic to your Web site
- ✦ Give you and your company recognition and credibility
- ✦ Increase your profits for a relatively low cost
- ✦ Save money

Press release distribution is an extremely cost-effective Internet marketing tool. It can build more credibility than any other Internet marketing technique because most readers are more likely to trust independent authorities such as reviewers, columnists, reporters or broadcasters than an over hyped advertising message. A well-written press release can dramatically expose your company to the masses, and greatly enhance the image of your business.



10.1 Writing An Effective Press Release Or News Article

Although common practice in the corporate world, press releases are an example of an all too often overlooked potential for business growth, exposure, and traffic generation.

Press releases, done correctly, can garner the online business significant, low cost marketing via interest generated in writers and editors across the globe. These interests can develop into stories, features, or even a mere mention that can send traffic counters reeling, and sales through the roof.

Developing an effective press release is an art form all its own. The content must be creative, eye catching, and somehow moving to the reader. Though this sounds much like the creation of a successful marketing campaign, the idea here is to assemble a final release that communicates ideas and features in a manner that makes the copy of interest to the news-hungry.

One of the most important lessons that you need to learn is that writing media

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Write in third-person voice

Unlike an emailed newsletter that is written in a personal voice, a press release must be presented objectively from a third person point of view.

The reason is obvious. Every journalist has a duty to provide his readers with impartial facts and figures. He must not be seen as endorsing a company's products or services.

Some of the guidelines are listed below:

- ✦ Refrain from using any sales pitch in your press release.
- ✦ Remove "you", "I", "we" and "us" and replace them with "he" and "they".
- ✦ Provide references to any statistics, facts and figures raised in the press release.
- ✦ Refrain from expressing personal opinions, unless they are done in quotes.
- ✦ Draw conclusion from facts and statistics only - not general opinion.

Provide "quotes" from the newsmakers

As a newsmaker, put your most important message down into a quote. Reporters always use quotes from the newsmakers to add an authority voice to their reports. If your press release contains quotes that are important and relevant to the story, chances are high that they will be replicated in full in the published article.

Provide additional background information

You should end your press release with an appendix that provides brief background information on your company, newsmakers as well as who to contact for further information.

Identify your readers

Do you understand your consumers well? As marketers, it is important for you to recognize the profile and buying behavior of your consumers. Information such as their age groups, interests and preferred media would come in handy when you want to reach out to them effectively.

The key to an effective communication, whether verbal or written, lies in presenting your messages to interested audience or readers. Whenever possible, you should only send your press releases to those media whose readers' profile matches that of your target consumers.

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✦ Local and/or small media are most likely to be interested in your story and it's the perfect way to hone your release writing skills. Try local newspapers, trade journals, industry specific magazines, websites, radio shows, and television shows. Don't send your release to just anyone, or you could be accused of spamming.

✦ Always remember to get specific contact information for your press release. A release address to a particular person will receive a lot more attention than a general release sent to the media outlet.

✦ Familiarize yourself with the editor or reporter's work. Find out the method she prefers to receive press releases. Don't automatically send them by email...some will prefer mail or fax. Find out their deadlines.

✦ If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email. Never send a bulk email. Address emails individually

✦ For your local media, check the publication or their website for information on how to submit a release. Do a search on popular search engines for websites in your industry that might just be interested in running your story. MediaPost (www.mediapost.com), which is an extensive directory for US media, may be a good place to submit press releases.

✦ Submit your site to a few online newswires and news websites. There are a number of sites that require payment. However, there are a few good free websites as well. Some of these are www.prweb.com, www.free-press-release.com, www.usanews.net and so on.

✦ If your budget permits, you may contact a good Press Release Agency. Such agencies distribute your press release to various industry specific websites and publications for a fee. However, care should be taken while selecting a PR agency. Some of these may just spam instead of targeting various sources.



10.3 When Should You Distribute Press Releases?

Press Releases should be distributed every time something newsworthy happens with your website or products. The key here is newsworthy. A press release may easily be considered spam if the reader feels that the content of the press release

is not interesting.

Given below is a list of events when a Press Release can be distributed:

- ✦ The launch of your website
- ✦ When you add new services & products:
- ✦ When you arrange events like public speaking engagements, open houses, seminars, fairs and so on.
- ✦ If your company creates new partnerships
- ✦ When you run contests on your website
- ✦ If you are arranging fundraisers & donations
- ✦ If your company or product gets a major award or accomplishment.

Press Releases can be an effective tool for marketing your products. As discussed, you can hire professionals to create a valuable press release for your company. However, this would add to your costs but nevertheless, it definitely is worth it.

In the next chapter, we will discuss a very interesting form of marketing known as Viral Marketing. Viral Marketing is probably one of the cheapest forms of marketing, yet extremely effective.

How are you going to make your story relatable to your reader?

11. Viral Marketing

Viral Marketing is defined as “Any advertising that propagates itself the way viruses do”; E.g. When Hotmail users send e-mails, they “infect” the recipients with the tagline at the bottom of their messages. Viral marketing denotes any strategy that encourages individuals to pass on a marketing message to others,

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creating the potential for exponential growth in the message's exposure and influence. Thus, the name "Viral"! Viral Marketing is also called V-Marketing, organic marketing, word-of-mouth marketing or word-of-mouse marketing.

Viral Marketing works best when it induces Web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. In simple words, you pass your message on to 10 other people – each of these 10 people pass on that same message to 10 other people and so on. Such collaborative communications, by nature, needs others in the chain. Everyone simply tells everyone else. ICQ, a service that prompts you when selected friends or colleagues are also online, is an example of a service that is viral by its nature. Its users want to tell their friends about it so that it will be more useful to them.

Viral communication is clearly an enormous opportunity for creating brand growth. Get it right and the rewards are enormous. Your consumers will spread your message for you, at astonishing speeds to a phenomenal number of people. Get it wrong and your carefully crafted proposition will get little further than the marketing director's in-box.

11.1 Viral Marketing Is Not A Pyramid Scheme

MLM (Multi-level Marketing) has its own detractors as well as champions. It is important to point out here the main differences between MLM as is generally practiced and the viral marketing concept that is being discussed here. Just as MLM differs from the infamous pyramid money making schemes (that were grand con efforts), viral marketing is significantly different from MLM.

The major criticisms against MLM are two:

MLM thrives on an unending infinite multiplication through down line proliferation. At the same time, what is being marketed is a physical entity. The participants in MLM are oblivious of the fact that there is a limited supply of the products and there seems to be no one controlling the chain and ensuring that supply can be matched with demand. If the market were to get over saturated, and there is no supply to meet it, the people at the lower rung of the chain are going to get burnt. Those who joined early have nothing to worry as they have made their bucks from their down lines. The criticism thus is that the persons who started this and the early perpetrators in the chain have not pointed out to their down line that there is a limit to how far the chain can actually see fulfillment. Moreover, the participant has first to pay a deposit to join the chain. As long as he/she can see their returns from the deposits coming from their down line, everything is fine. When this stops (due to supply constraint or failure of the primary seller), there would be large number of participants at the lower

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authors a great deal of flexibility in presentation of content. Ebooks can be downloaded from your website and stored and read offline at any time. Ebooks come with user friendly navigation tools that lets the reader skip to any page or search for any keyword in the Ebook.

Ebooks can be completely interactive with the Internet and can contain live links, graphics, forms, JavaScript, embedded video, audio, animation and more. Hyperlinks and internal search engines enhance navigation, allowing the reader to find items of interest quickly and easily. Ebooks combine the functionality and purpose of physical books along with complex software.

Ebooks will play a very important role in Viral Marketing over the next few years, no matter what the product or service offered by a company is. How can your business benefit from the Ebook direction especially in terms of Viral Marketing? Read on to find out.

Why Are E-books An Effective Viral Marketing Tool

Here's how viral marketing with Ebooks works. First of all, it is essential that your Ebook contains interesting information. It is very difficult to market something if it is of no use. Readers of your Ebook should get to learn something from the Ebook. In this sense it is very similar to a physical book. A reader would throw away a book after reading a page or two if he/she finds it to be boring and dull. The same is the case for Ebooks. No one would want to download your Ebook if it is not rich in content. In other words, your Ebook should have some useful information that the reader wants.

To use Ebooks effectively as a viral marketing tool they should be offered to visitors of your website for free. The production and distribution costs of an Ebook are generally very small. This is what makes it an effective tool for viral marketing.

The Ebook would have the layout and feel of your business service or product, which would familiarize readers with your brand. The Ebook you create would have a message promoting your website and a link to it. This will bring back the reader to your website and create an opportunity for more business. Thus, Ebooks can contain advertisements or links to your website that would persuade the reader to come back to your website. For example, a footer on every alternate page can have some message about your business and a link to your website that would interest the reader and encourage him to visit your website by clicking on that link.

How does Viral Marketing come into the picture here? How do you ensure that Ebooks can be given to more and more readers and in turn generate traffic for

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11.3 Viral Marketing through Emails

Email is one of the best ways of spreading your message - it's fast, cheap and, most important of all, it can be viral. Have you ever sent a message to your friends, maybe a joke or a story, only to have it sent back to you days later with several other email addresses in the CC field that you don't recognize? That's because your friends have sent it to their friends, and these friends in turn have sent it to their friends and so on. The Email chain is endless.

It's fair to say that email is an ideal mechanism for viral marketing, because a message can be spread to multiple recipients almost instantly.

Email allows us to touch people at any time and in any place. Email enhances a whole dimension of branding by allowing our brands to be directly connected to the times and places in which we deliver them. Because we can touch people more precisely, we can brand ourselves more precisely as well.

Email that you send to your customers and friends, if interesting, would be again forwarded by your customers and friends to their own customers and friends.

A good illustration of viral marketing through Emails is through Ezines and newsletters. The term Ezines is coined for publications sent through Email. These publications could be anything – articles related to your website or business, press releases for a new service offered by you or any other write up inviting people to visit your website.

Email Newsletters Or Ezines

We had a whole chapter on Newsletters. However, what we didn't discuss then is that newsletters can be a great viral marketing tool. If your newsletter contains information of value, such as tips, hints, news or tutorials, you'll find that subscribers will forward it on to others.

The use of newsletters can also help build content for your web site which increases search engine visibility. Another great benefit is that your newsletters, or ezines or ebooks will proliferate links on many sites that point to your site. Several leading search engines, primarily Google use Page-ranking algorithms that measure how many links point to your site and rank your page in search findings accordingly. The way to do it would be to promote uploading of your material on your customers' sites.

Most importantly, a newsletter should contain valuable information, not just sales copy - otherwise interest will quickly drop off and you'll be getting a number of unsubscribe requests. Worse still, your ezine will be deleted as soon as it arrives; leaving you with a valueless list that only sucks up your time, resources and bandwidth.

Ezine Advertising is one of the most powerful ways to market and promote your

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Mail marketing campaign that blasts millions of mail messages to unsuspecting readers.

- At the end of your article, attach a 5 or 6-line 'Resource Box' that includes your website URL and/or your email address.
- When you have finished your article, do NOT send it off straight away. Let it lie fallow for 2 or 3 days and then come back and read it again. You'll be amazed at the improvements you can make. Those final improvements are what make the difference between an article that gets published and one that doesn't.

11.4 Viral Marketing With Affiliate Programs

Affiliate Programs create powerful alliances between an online merchant's web site and various "affiliate" web sites. Affiliate programs as discussed earlier, are a great marketing tool, especially due to the fact that they are viral in nature.

However, affiliate programs are attractive only if they offer useful and valuable incentives to the customers. The best form of incentive would be cash in the form of commission from product or service sales. This is a great incentive for your customers to join your affiliate program and spread your message in turn.

Tips For Making Your Affiliate Program Attractive

Here are some tips to help you in attracting customers for your affiliate programs on your website. Doing some research would help you immensely in increasing traffic to your website and making the affiliate programs as viral as possible.

- The most important aspect of any affiliate program is the incentive. You should offer better incentives than your competitor sites. Money is the biggest and best form of incentive you could offer your customers. Offering a percentage of your sales revenue resulting out of each successful hit can be a great incentive.
- Apart from the normal incentives offer something unique such as cash awards and bonuses for three customers who are responsible for bringing in the highest traffic or highest business to your website. This would provide greater motivation for prospective customers to not only join your affiliate program but also refer your website to more people.
- Most standard affiliate schemes reward only the subscriber directly responsible for bringing more traffic. Develop a second and third tier

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Let us discuss of all the ways that an e-book could fit into an affiliate marketing business.

If you've been delving into affiliate marketing at all, you're no doubt aware of the viral potential for e-books, first of all *as* affiliate products. It's the affiliates who make them viral, after all, passing the word about the product to their website visitors, e-zine subscribers, and clients, in hopes of earning a commission from a sale.

Then, reseller licensing of the e-book product, or allowing those who buy the books to give them away, adds another viral layer to the promotion. In either case, there's now even more incentive for the book to be pushed along.

The possibility of re-branding the e-book (that is, customizing certain portions of it, or changing the affiliate link coding so that the current host of the download can gain from the affiliate commissions) also adds pass-along momentum. Re-branding might be offered for a low cost or even for a free Ebook.

Let me explain the concept of re-branding further. If you've created a useful Ebook which also promotes your products or services and where affiliates can change the links in your book to point to their affiliate links, you can let your affiliates give this book away to their visitors and subscribers, so that they are giving their visitors something useful and they have the chance of selling your products to them as well.

A merchant's affiliates, or an affiliate's sub-affiliates, could use their own links instead of the author's. If there's another goal that overrides the affiliate commission, or perhaps if only some of the affiliate links will be re-brandable, or the downloader who re-brands a link will have to purchase the product first in order to use or evaluate it, then the loss of immediate affiliate commissions can be amply made up for by the viral spread of the book.

Free as well as “for sale” ebooks might be used by affiliate merchants to promote their offerings. An e-book can be a report, a catalog, a sales presentation, a detailed list of features, and so much more – the possibilities are endless. It could be whatever that is helpful to your visitor and your customer. It can contain graphics, hyperlinks and, with some compilers, even animated graphics and multimedia stuff.

You might create e-books around a subject that pertains to your affiliate program/s. Your affiliates can then create "adjunct" e-books around your program offerings. For instance, a businessperson whose core is consulting of some kind might produce a book that elucidates the importance of his service in achieving clients' greater success. Another could write a book on how to use her

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11.6 Word-of-mouth Viral Marketing

Word-of-mouth is considered the very best marketing, because it is unsolicited. Here are some ways to encourage friends to share with friends, and use their network to promote your site.

- Install software for website referral. Such software allows visitors to recommend your website to their friends and customers. It is imperative that your website is informative and useful. Try and provide something unique on your website. This could be a new product or a new service that would interest your visitors and encourage them to spread the word for you.
- Make it easy to e-mail or fax your web page to a friend. Encourage readers to e-mail your web page to a friend. This is similar to recommend your site, but allows your visitor to send specific content as well. This is easier to accomplish without a database-driven site.
- Create Email newsletters and send these newsletters to your friends and customers. Always encourage readers to forward your e-mail newsletter to their friends. Do this at the end of a newsletter, and you may jog some readers to do it immediately. It's easy to do.

Create attractive Press Releases with a link to your website and send these to customers and friends. Press Releases are very viral in nature. By providing a link at the bottom of the press release, you ensure that the reader would click on the link and visit your website. It is a good idea to submit your press release to publications that have the same type of target audience as you.

11.7 Measuring Viral Effect and Performance

As with any marketing campaign, tracking the results and optimizing performance over time is absolutely necessary. Understanding how viral and effective your marketing campaign is crucial information, not to mention interesting. You may be reaching a huge audience with your viral campaigns but the key is to analyze how many of these actually visit your site. You may have the right viral marketing strategy but somehow your message may not be efficient enough to bring back visitors to your website. Fixing it could increase your sales by 200%. This is just an example; there are many reasons why you want a detailed analysis of the viral effect and performance of your campaigns.

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additional promotions or discounts. Apart from this, your break-even cost also plays a major role in pricing. Moreover, the break even cost may be a good indicator especially if your product is completely new in the market.

The formula for calculating break even cost is

Initial Software Cost + Upgrade Software Cost + Package Cost / Profit per Sale = Sales Needed to Cover Cost

Initial Software Cost is your investment into the core software. Upgrade Software Cost is your investment into additional features or bugs that need fixed. You might determine that you need to add 3 or 4 major features and fine tune other features based on customer response. Package Cost is your investment into packaging your software – this includes hosting costs, marketing material, documentation, web site design, and some other costs.

Ideally you should estimate the profit per sale to be enough so as to reach break even after around 25 to 30 sales. Again, while doing this you need to keep your competitor's price in mind. If you offer a niche product, customers may be willing to pay more.

There is no simple answer to how much should you charge your customers for your product. A client based software could be charged at a higher price compared to a web based software. Besides, you can also have different versions of the same product. The basic version would have the most common functionality and would be priced the lowest. Premium or advanced versions would have much higher functionality and would be priced higher.

12.4 Choosing a Programmer

No one's expecting you to sit down and code this baby by yourself. There are plenty of people who can do a great job in a decent amount of time—and sometimes even for free.

Why would a programmer who usually charges about \$100 an hour work for you for nothing? Well, that's where things get interesting...

A great programmer is a genius at coding. He can put together 1 and 1 and make it equal 10 or 11, or whatever two is in binary. That's his job. But few of them could sell you water if you were dying of thirst in the Sahara. They'll tell you what water's made of and design a program to count the molecules in the bottle but they'll have absolutely no idea how to persuade you to buy it.



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project as much as you do. In some ways, this is an advantage over paying someone to do the job (this and the \$5,000 it would cost). When someone is truly captivated by the idea they have the motivation to do it right.

When you find a programmer who sounds interested in working with you ask the following questions:

- Have you programmed a product like this before? (There's a fair amount of specialization within programming; if your programmer hasn't worked in this field, he might have no idea what's needed.)
- How much experience do you have? (Some newbies will work for free to fill their portfolio; that's fine for you, but it might take a little longer).
- How would you improve the product? (Every product can be improved; be suspicious if the programmer says it's perfect.)
- How long will it take? (Take too long and the market could change—or fill.)

12.5 Developing functionality

It goes without saying, but you want to make sure that there is a level of interest within your target market for the software you plan to develop. Again, studying your competition is essential to ensure that your product is sustainable. After all, you would need to at least provide as much functionality in your product as your competitor.

The best way to assess what kind of specifications and functionality should go into your product is by asking your prospective customers themselves. A good strategy of achieving this is by surveying your existing customers and visitors on your website. You could have the survey on your website itself or Email all your customers with a list of specifications for your software product – Just ask them what functionality they would prefer at a given price. Don't name the software at this time - just list the features and give a short description of what it will do. That should be more than enough to peak your customers' interests and generate a response.

12.6 Creating A Work Agreement

Even if you hire a programmer through an established freelance site like Elance or Scriptlance, it's still a good idea to draw up some kind of legal agreement.

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you along, I'd advise being flexible about the scheduling. It's better to get a great final product than a quick one.

12.7 Packaging Your Product



You have created a great product and are ready to market it. However, before you start marketing your product you need to package it well. If you sell a product that can be downloaded directly from the Internet you need to also provide proper documentation and licensing information along with the software files. If your product is such that it has to be shipped to the customer, apart from documentation, licensing information, software files on a CD, you also require to box up all the contents properly.

Documentation consists of all manuals required for a layman to understand and use the product well. Without detailed documentation, your products value would be "zero", even if it's the best product around. Documentation generally consists of three guides:

- ✦ The Set Up or Installation Guide, which explains how to set up the software on the customers computer
- ✦ The Tutorial, which explains how the software can be in a day-to-day basis. It would also offer guidance and tips on how to perform certain tasks.
- ◆ The Reference Guide, which is much more detailed and describes each of the functionality fully. This manual requires maximum time to develop.

To create a box for your product, it may be best to hire a professional to design and develop the box. However, if you are familiar with tools such as Photoshop and are creative, you may design the box yourself. This will save you money. However, this should be done only if you are confident of developing an attractive box.

Finally, you should always include licensing information with your product. The licensing information would lay out all the terms of the agreement between your company and your customer.

12.8 Customer Service And Support

In order to develop a good relationship with your customers, you must provide them with quality customer service. Let them know that, should they have any

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Have a detailed FAQ page that tries to offer clear explanation of your policies and rules, how the product works and what are the most common problems that customers may face and how they should tackle them. Such measures will really reduce the need for your costly support time.

So now you know all about marketing on the Web. You also know how to create a couple of great products that generate cash constantly. With information products and software products, there's no limit to the amount you can sell. You don't need massive warehouses to stock your goods, and you don't have to deal with postage and shipping or anything like that. You just have to set up a website and keep the traffic flowing. It's a completely automated system that brings me money week in, week out.

But it doesn't happen without some effort, especially at the beginning. In the next chapter, we're going to look at the best way to manage your time so that your business becomes as profitable as possible as quickly as possible—and with the fewest headaches as possible.

13. Managing Your Life When You Work From Home

At the beginning of this book, I pointed out that not only does my Internet business bring me a decent chunk of money each month, it also brings me time. Now that my system is set up, all I have to do is check that my affiliate partners are sending me cash, suggest the odd joint venture to a partner, and stay in touch with my customers. I rarely spend more than three hours in front of my computer each day.

But it wasn't always like that. It took a lot of effort and a lot of work to get into the position I'm in now. When I first started, it was a bit of a struggle to organize myself. My first website took ages to launch and while the other ones went up quickly, my family went days without seeing me.

Let's be frank, if you don't set up your business properly right at the beginning, you're going to make your life much harder—and your income much lower.

The problem is that until now, you've always thought of your home as a place to relax and the office as a place to focus and work. Now you're going to have to focus at home—and that's not an easy shift to make. You need to keep the same rhythm (without stopping to watch your favorite daytime soap!) and the same kind of discipline you had when you had to commute every



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went into this for the money. But there's no question that the greatest benefit my business has given me is the extra free time I have to spend with my family. I'm sure if I put that time into building more websites or creating more products, I'd make more money.

But there's more to life than money.

Conclusion

All You Need To Skyrocket Your Web Profits

In this e-book, we've looked at a whole range of different ways to make money on the Web. We've talked about search engine optimization, affiliate programs, joint ventures and even e-books and software programming.

It should be clear that at the center of the book—and at the center of all your online marketing efforts—is traffic: hits to your site by potential customers. That's what all the marketing chapters in this book are about, bringing people to the site so that as many of them as possible will buy. As you build your online business, concentrate on marketing opportunities that provide targeted traffic.

You should also concentrate on programs that are multi-level in nature such as affiliate programs. If you are doing all of the work yourself, your income will be limited by your time and resources; when you bring others into your program, your income potential becomes unlimited. Affiliate programs increase the ways you can turn your traffic into cash, and that's what money-making on the Web is all about: buying traffic and earning from it.

It should also be clear that the most lucrative opportunities are those that have a repeat customer component. It costs less to maintain a customer than to find a new one. That means it's always smart to take opportunities that generate repeat business. It's also worth creating a newsletter that keeps your customers informed, in touch and in your revenue stream.

And the more revenue streams you have the better. On the Internet, as in the real world, chances come and chances go—online, they just come and go a lot faster. If you are diversified, you are more likely to survive market dips that would otherwise shut you down—and that will certainly already shut down many of your competitors.

It should be clear now that a lot of what people have said about online business is a load of old bunkum. You can see that it's possible to make money; you can see that you can do it by yourself, right now; and you can see that whether or not

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The part which makes or breaks a business like this is the website management and maintenance. Don't assume that once the site is online, your work is completed. If people are to return to the site, it will need to have fresh content in order to make the site "sticky". Since this is the most important part of your online business it is very important to be able to keep the administrative tasks to a minimum. One of the best ways to achieve these objects is to automate all possible marketing as well as administrative procedures of online selling.

The ultimate in automation is when all automated functions can be pre-programmed to be carried out at regular intervals with an in-built scheduler. You can go on holidays and have everything carried out for you in your absence as if you were sitting at your terminal for the duration. There are many E-Business Automation Systems available that automate the entire web marketing procedure along with many of the redundant administrative tasks. This is like running your business on "Auto Pilot". One of the most popular tools is discussed below:

QuickPayPro.com

QuickPayPro is a remotely-hosted ecommerce automation system that includes a shopping cart system, secure, real-time credit card processing, digital product delivery, affiliate marketing system, ad tracking, mailing list manager and email marketing autoresponders.

This system is available at a reasonable monthly cost and is easy to set up on your website. Some of its other features are:

- ✦ Sell digital or "real" products and services.
- ✦ Single-product order form or full shopping cart version.
- ✦ Secure, real-time credit card processing, with or without a merchant account.
- ✦ Supports payment gateways such as 2CheckOut, PayPal, PaySystems, Revecom, Authorize.net, QuickCommerce, EMS and SkipJack.
- ✦ Digital product delivery with automatic download link expiration.
- ✦ Two-tier affiliate marketing system with real-time statistics for both your affiliates and yourself.
- ✦ Option to export affiliate commission payments to upload and pay via PayPal, or import into Quickbooks or other applications for automated check writing.

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with a cheap hosting company, a site you create yourself and so on. You'll still make money like that; it will just take you a little longer. Alternatively, you can splurge right from the beginning by getting a pro to create your site and marketing it hard from the get-go. It's entirely up to you.

Me, I started small and spent more money as it came in. How you do it will depend on how much spare cash you have and how confident you feel.

Checklist For Launching A Successful Internet Business

Keywords and phrases

Have you developed the key words and phrases that will ensure good placement in the search engines?

Remember, you can think up keywords yourself, you can see which key words your competitors are using, or you can simply pay a specialist company to find them for you. Once you've submitted your site to the search engines in all the keyword categories you want, it's crucial to monitor your traffic carefully.

Optimization

Have you identified what you need to do to ensure that your site is fully optimized? Do you have the means or resources to effectively complete the task?

Once you've figured out the keywords, you have to decide where to put them and how. You also have think about link exchanges to improve your ranking even more. Remember, the more sites link to you, the higher your position in the search engines.

Content

Have you developed content that is not only attractive to your potential clients, but also search engine friendly? Do you have content and tools other than your main text that will assist with search engine ranking and drive visitors to your site?

Content has to contain persuasive sales text with a fine scattering of crucial keywords. You also have to update it as often as necessary—not

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Have you identified advertisers and affiliates who will promote your site, your products and your services?

You can start looking for advertising opportunities and affiliate programs before you even launch your site. The more prepared you are when you launch, the quicker you'll be able to move from inception to income.

Opt-In Email

Have you identified features for your site that will build a marketable opt-in email list? Have you thought about what you're going to put on your pop up and how you're going to manage the list when you get it.

The people on your opt-in email list are like a little pool of potential customers—and repeat customers. The more people you can bombard with your marketing material, the more money you're going to make. Ways to trap email addresses should form a part of your site design.

Monitoring

Have you identified monitoring features for your site that will provide you with information about your target market? Do you have a way of knowing who has visited your site? Do you have a method of collecting data from your visitors to help you improve your site?

The Internet changes constantly. One week, you can have top rankings and a sales rate to die for; the next week, your site be down on page fifteen with traffic made up of spam from Romania. You have to keep track of your traffic, and be prepared to make changes to your marketing plan.

Joint Ventures

Do you have an idea who you could partner with to offer complementary services that bring real benefits to you, your partner and your users?

Joint ventures are your partnerships for success. They allow you to pool resources with other entrepreneurs to bring real benefits for all of you. Start by talking to the people who send the newsletters you like to read each week. Then move out into people who provide complementary services to the ones you offer. As you build up your business, keep your eye open for new opportunities all the time.

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guide and still get reasonable success.

The key is to make use of some of the tracking tools mentioned for each of the strategies. For instance, tools that measure the traffic coming to your website and identify the source of the traffic. In other words, tools that tell you what search engine did the visitor come from, or which ad/affiliate program directed the visitor to your site. Moreover tracking tools can also tell you what the visitor has done online, including page visits, time spent, actions taken (relevant for e-commerce sites or query/contact forms) and so on.

Proper analysis of the data available is required to relate the traffic history to the revenue results.

Being a successful Web entrepreneur doesn't require massive amounts of investment or a genius idea. It simply requires some initial time and effort. It requires an understanding of how business works on the Web, and it requires the drive to succeed.

Are you ready to begin?

“Employ thy time well, if thou meanest to gain leisure”
~Ben Franklin

List below what you have gained the most from volume
III:

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2. _____

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