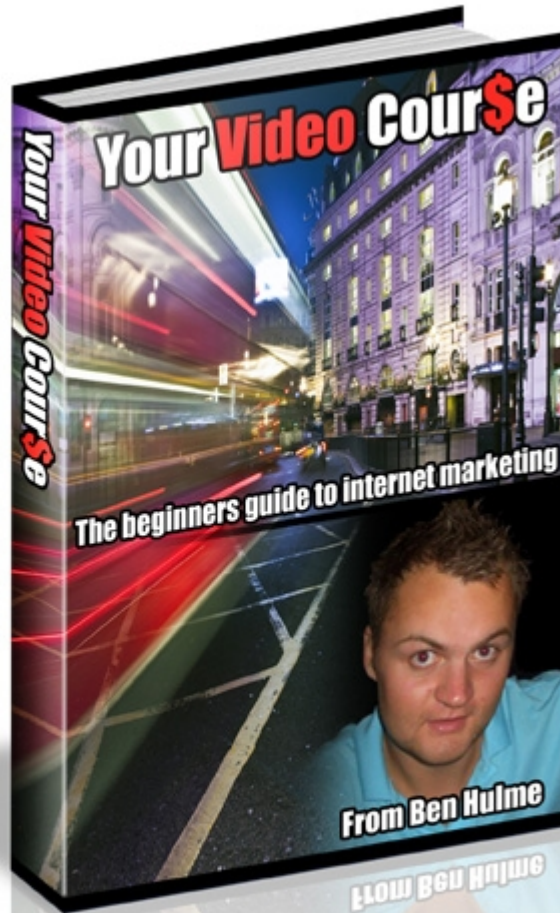


# “The Beginners Guide To Internet Marketing”

By Ben Hulme



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### 1. Introduction.

I want to help you get started and making money online. I believe that internet marketing is the best business in the world. What other business can be fully automated, reach an audience of millions and can make money at any time? What other business requires no staff, no warehousing, no premises, no major overheads and no boss? It enables you to work from anywhere in the world because all you need is an internet connection. There are many things to learn and it doesn't all just come at once, you need to work at it to become successful, but with the knowledge and the desire to succeed, you will go very far.

I cannot give you the desire to succeed nor can I teach it as this is something that is built into you. I have it and I am assuming you do too because you got your hands on a copy of this guide. However, what I can do is give you the knowledge to succeed and tell you how to use it. So if you are happy for me to help you do this then you have the right guide in front of you. I would suggest reading over it very carefully, visiting the links I provide and getting to know the ins and outs of this truly brilliant Business.

### 2. Where To Begin?

So where do you begin with making money on the internet? With so many others already earning money and shouting about their methods, where exactly do you begin?

It is a little bit daunting at first I must admit and many "Newbies" (beginners) give up before they've really begun. That's often due to the unrelenting maze of courses, e-books, reports etc. There is just so much information to take in.

When I started, I distinctly remember one of my mentors telling me that I need to be like a dry sponge and absorb absolutely everything. This is so true and I would like to pass that advice onto you. You need to learn as much as you

can, knowledge is power in this business. This is not an easy, get rich quick scheme, you will need to put in a fair amount of hard work in the early stages to get the rewards later, but it is well worth it.

With all the information floating around the internet, it can get quite confusing. Who's right? Who's wrong? And who's in it just to make a quick buck from the inexperienced?

Well, the aim of this guide is to point you in the right direction and to help you as much as possible. I just wish I had a guide like this when I started working online; it would have helped me through a lot of problems I had early on. I am aiming to help you as much as possible so please have a good read through this, read it twice if it helps and use the information provided to the fullest.

### **3. So why do people want to sell online?**

Everyone wants to make money in the easiest way possible. The internet is an extremely good way to make a fast and easy income. It opens up some very lucrative possibilities. It is not like your regular business, I will explain more a bit later in this guide.

The internet is extremely powerful if used correctly. Through what other medium can you sell to people anywhere in the world and literally make money while you sleep. The internet never stops, when you go to sleep, other people are logging onto their computers. It truly is the best way to make money every day, week and month of the year.

#### **A. Why is the internet so powerful?**

Take a regular high street shop for example. They can only sell their products during certain hours, usually 9-5. This really limits the number of sales that they can make. They will have spent money initially buying all the stock, renting premises, employing staff etc. So their overheads will be high from day one. They then have to wait for the customers to come to them, sure they can advertise, but again this is very expensive. Once the customer comes to the shop, they have the exact product that the customer wants in stock to make the sale! If they don't make sales, they go out of business because they have so many overheads to pay each month. It just does not make sense to

have a business like that anymore.

The internet works very differently, you have a shop (website) that you don't need to spend fortunes on, it is open all hours, you place yourself where the "hungry" customers are and you never need to worry about staff. You can make money at all hours and you can get customers from anywhere in the world – this business really does make sense.

It basically all boils down to your profit, if you haven't got huge overheads to worry about then profit is going to be much quicker and easier to accomplish. It's pretty simple when you take a step back and look at it. I sometimes wonder how some high street shops even break even each month, it just doesn't make good business sense.

## B. Setting your own hours.

Everyone wants to be their own boss, no one telling you what to do and when to do it. You can live your life the way you want to with out working to make someone else rich. You will have all the time in the world to do what you want to do. **NO!** This is a very common misconception that people make when thinking about starting a home based business. They immediately think that they will have lots of free time to do the things they want. This doesn't happen initially, it just takes a little while to get there. You really need to put a fair amount of effort in early on to get the rewards and if you are prepared to do that then this really is the business for you. I am not trying to scare you off at all, I just want to tell you the truth about this business. There are ways to fast track this success which I am able to teach you, but the most important thing is to learn as much as you can in the early stages. This will really help you later on in your business.

As long as you are not afraid to put in the time and have the determination to succeed then you will. Once you have things set up and running on autopilot, you can have the time off to enjoy yourself, spend time with your family, buy the nice house and cars etc.

You will save time though because your commute will be non existent and you won't have the set routine – meaning you can plan your day the way you want to. For me that was one of the main reasons to start my own online business. Another reason was to be able to work from anywhere in the world

at anytime, this is really important to me. So I have totally structured my business around these things and I want to teach you how to do the same.

I just want you to be realistic and to be prepared to put in the hard work in early on to receive the great financial rewards in the later stages. As my Father used to say to me – “Money doesn’t grow on trees” – He is right. But believe me when I say that the internet is the closest thing I have ever seen to it!

#### **4. Selling Online.**

There is a never ending stream of people searching for things online, whether its information, or a specific product, there are millions logging on each day. Online shopping is a convenient time saver and it is becoming increasingly popular with billions being spent each year. Most people who are looking for information online are willing to pay for it, you just need to find what they are looking for and put the product in front of them. The only "limits" involved with selling online are those you set for yourself.

When selling information online, you can resell the same material over and over again to as many people as you want to. You literally have an unstoppable income force. It is difficult to imagine the amount of people online; you just need to sell to a tiny percentage of them to become super rich!

Just remember that internet technology changes all the time, so you will need to keep a keen eye on what is going on to stay on top of things. You can do this by visiting the various internet marketing forums; just type ‘Internet Marketing Forums’ into a search engine like Google. You will learn so much from these forums, more on these later.

The main thing to remember when selling online is to offer the customer something of value. You can make a product out of nearly any idea as long as it has value. You need to put effort into creating a product that not only provides value, but will be in demand. You need to believe in what you have made. You do not need to make all the products yourself; you can do various other things to put a product together. Building products yourself is a great way to make money though, because it is cheap, but the downside to it is that it takes time. I personally like to outsource, I get “ghostwriters” to build

products for me. They are professionals who do a much better job than me and they save me a lot of time. Don't worry I wrote this guide though!

This was written exclusively for me by a professional that I sourced through a website called [www.Elance.com](http://www.Elance.com). I have had many products built by professionals as it saves lots of time to do other things. I will talk more about outsourcing work later in this guide, but it is a very powerful tool.

When building your product, you need to find certain "hot" niches, where people are thirsty to buy information. The best products to sell online, without a doubt are e-books. Once you start selling them, it is pure profit as there are no expenses. There are no storage cost and no shipping costs as they digitally downloaded directly to your customers computer.

## **5. Where To Sell.**

This is the most important thing, more important than what you are going to sell. You need to have your own domain name, website and hosting to make the big money in this game. If you do not know how to build a website, do not worry, I didn't have a clue when I started and now I can build my own websites, but most of the time I get them built for me (again this saves time). You can do the same, learn how or just get someone else to build them for you. This does mean that you will have some small initial expenses, but name me a business that doesn't. If you want to make the big money in this business, you need to spend a little bit of money. I'm not talking huge sums, but you will have to invest a small amount in things like domain names, websites and hosting if you want to become very successful.

If you try to do everything for free, your business will suffer and it will take forever to make money. You need complete control of your business; you are the boss, not just the manager. You must stay away from the free sub-domain hosting sites you will see being offered as they are a serious waste of your time, money and energy.

Where you purchase your domain name is just as important as where you purchase your web space hosting. It is important to choose a good company to buy your domain name from. I have listed a few below that I have used and highly recommend. They have wonderful customer service, they are really

reliable and they offer realistic pricing:

[www.HostGator.com](http://www.HostGator.com)

[www.DotEasy.com](http://www.DotEasy.com)

[www.123reg.co.uk](http://www.123reg.co.uk)

[www.godaddy.com](http://www.godaddy.com)

Buying decent hosting is really important, do not bother with the free hosting, your sites will load slowly and you will have troubles. Pay for quality hosting as you really do get what you pay for.

When selecting the right domain name it's a good idea for you to add at least one descriptive word associated with your online niche. For instance, if you wanted to sell sports equipment, you might choose [www.sportscentre.com](http://www.sportscentre.com), [www.sportssupplier.com](http://www.sportssupplier.com), [www.yoursportsupplies.net](http://www.yoursportsupplies.net) or [www.justsports.co.uk](http://www.justsports.co.uk) etc.

By using a “keyword” like “sports” in your domain name, it will help with the search engine rankings. Your site will come up more often when someone searches in your niche. This means more traffic, which ultimately means more sales.

I would recommend buying your actual name as a domain name first like [www.‘yourname’.com](http://www.‘yourname’.com) – This would be a great place to start and at least you will own it and no one else can snap it up when you make the big time!

So you have your own domain name. How are you going to get your website built? Do you know how to build websites?

When I started in this business I didn't have a clue! I just outsourced it to local web designers, it worked out quite well, but to be honest they were never exactly what I wanted and it was costing me an arm and a leg! So I decided to learn how to build my own. This may seem like a really daunting prospect at first, but trust me, it is really easy. I use a program called [XSitePro](#). It is

specially designed to build Internet Marketing sites, but it has a massive range of other uses as well.

When you buy the software you receive a tutorial which takes about two hours to complete. I was building my own sites immediately after, it is that easy. It is just like using Microsoft Word, you can just type text and drop photos in etc. I also downloaded the 400 page manual and printed it off, I read through this over the next couple of days and I was amazed at how easy it was to create awesome websites. I recommend reading through the manual with the program running next to you so you can try things out as you go. You will be amazed at what such an inexpensive program can do, it is absolutely brilliant! The program has a great [forum](#) so that if you get stuck you can ask people to help.

If you feel that creating your own website is just too much like hard work! Then I would highly recommend outsourcing if your budget allows this. You can get brilliant websites built by professionals on [www.elance.com](http://www.elance.com) and [www.rentacoder.com](http://www.rentacoder.com). More on these seriously useful websites later in the guide.

## **6. How To Accept Money Online?**

This is obviously very important as you will need to be able to accept credit cards online. It is totally essential to get your own merchant account if you are going to make money online. There are several different places that you can pick one up. [Www.PayPal.com](http://Www.PayPal.com) is definitely my top choice due to the fact that it's free and so well known.

There are others out there, but when starting out, PayPal is ideal as it is so simple to use. You can also sign up for a free merchant account on a new system called PayDotCom ([www.PayDotCom.com](http://www.PayDotCom.com)). They offer PayPal integration within their system, so it's a great choice.

Opening a merchant account with PayDotCom is free and it also provides you with an affiliate program. This is a great way to make money as you can get others to advertise your products. When they make a sale, they take a commission. This is one of the best and most popular ways to make lots of money online. This service is normally just for digital products but with

PayDotCom it is for physical products to. More on affiliate marketing later in the guide.

If you have the money and can afford it, there are other merchant accounts that have affiliate programs built in too. [www.ClickBank.com](http://www.ClickBank.com) is the first on my list, simply because of the great service and efficiency. It will only cost you around \$50 to set this up. This is just a one off fee though and is money very well spent. You will receive pay cheques in the post each month for your sales, I would highly recommend using Clickbank.

Not only can you sell your own products through Clickbank but you can sell other peoples products and take a commission. It is one of the easiest ways to make money online. When you register you create your own “nickname”. This nickname is used to create your own unique “hop” link to other people’s products. When your customers click through your unique hop link and buy, you take a commission for that sale. Usually 50% - 90%.

## 7. What To Sell?

### A. Information Products

There is no doubt in my mind that selling information products is the easiest and fastest way to make money online without any major overhead costs. I really want to stress this point; you can sell unlimited amounts of information to an unlimited amount of people because you do not need to worry about stock. Once you have your product, you can just sell that again and again to as many people as possible!

You need to find “hot” niches online where people are ready to buy. The small niches are where to find the big money.

If you are buying products to sell, you must make sure that you have something called “Master Resale Rights”. Master Resale Rights makes it possible to not only resell the product itself, but also to sell the rights to resell the product to those customers you sell it to. You have the Master Resale Rights to this guide so you have my full permission to sell it.

While there are also Standard/Basic/Full Resale Rights, the definition of this

is much different. These types of products only give you, the original purchaser of the product to resell it, and not those you sell it to.

Even though Standard/Basic/Full Resale Rights is not a bad thing, having the Master Resale Rights will most certainly bring in more profits based on the fact that your customers can also make money with them as well as learning something at the same time.

Lots of people go online searching for an opportunity that will make them some fast cash. The information product business excels in this capacity. That's why so many hop onto the resale rights information selling bandwagon. So be sure to look for unique and new products. There are ways to make your products new and unique, such as re-branding, you need to make sure you have the "Private Label Rights" or "Platinum Rights" to these products though so that you can totally change their appearance.

Many people fail at running a successful information e-business because they have no clue as to what they need to be selling! Or even how to go about selecting an awesome product that will generate excellent profits for them without costing them an arm and a leg.

As I mentioned before, you can have your own product built for you from websites such as Elance or Rentacoder. You can simply pay a ghostwriter to create the product for you. This can vary in price but it means that you have your own product that is totally unique to you. I have had many products built for me through these sites and I have never had a problem. To use this service is really simple. You must register, then you post your project on the site (this could be anything from product creation to programming to web design and graphic design). Professionals and companies can bid to do the work for you, they bid with their price, timescale and show you examples of their work. It is really simple and the great thing is that you will be able to see their previous work before they do it for you so you know exactly what to expect when you hire them.

I would recommend using the "Escrow" service to be totally safe with your money. This means that you do not release the funds until an agreed amount of work has been done or targets have been met. This is safe and enables both parties to work happily together with out any financial risk to each other.

I think that building up a collection of your own e-books is a great way to get started in this business. Building up your own e-book library is not only good for learning and helping when you are stuck and have a problem, but it means that you can put together “niche packages”. You just need to make sure that you don't buy information product titles you already have. The best way to avoid this is to read the websites sales page and look for a list of the products included within the package for sale. Most will have this information up there, including an image. If it doesn't, then skip it and move on to the next one. If it just has is a title, skip it. You need an honest description of the package so you can determine whether or not you have those exact products already so you're not "double buying".

There is another way to get your own products that can bring in some outstanding profits and that is by writing up and creating your very own information product. It's really not as difficult as it might sound. And, everyone has a story inside them just itching to get out. Even you! This is a great exercise and you will know that the product you are selling will be totally unique. Simply make a product on your hobbies, your expertise or your experiences. If you can't think of anything then look around you, your friends, family etc. There is always a product to be made; you just need to have a think about it.

## B. Physical Products

You can always make money online selling physical products. This is an easy way to make money, start by having a look around your house and selling various items on an auction site such as [www.eBay.com](http://www.eBay.com)

When selling a physical product on eBay, you'll want to be sure that your descriptions are accurate. If there's a defect with what you're selling, explain it in your listing. This won't necessarily hurt your chances of making a sale, but not adding important information like this can. You will get a ranking after you sell things, it is really important to keep a high ranking. Future customers have more faith in you and will be much more confident when buying from you.

Don't forget that you are selling a physical product, so it will need to be shipped out to the winning bidder. So, you will need to add those costs into the price, eBay allows for this, but don't go overboard. Only charge what is

necessary to ship the product. Don't be greedy as people can work it out and you will get caught out in the end. Having over excessive shipping charges will sometimes make it harder for you to sell your product. Then you'll be stuck with not only the item you were trying to sell, but also the fees to list it.

It is important to add that type of information, and remember any digital product you have, that has the resale rights of course, can be converted into a physical product by placing it on a CD. In fact, eBay encourages you to sell information products in this way.

I am not going to carry on talking about eBay (I could talk about it forever), just go, have a look and open an account. There are a lot of clever tricks and methods to eBay so here are some links that will really help you to make money using this massively powerful website.

## **8. Who To Sell To?**

So how do you find out who you are selling to? This is pretty simple to work out but this is just as important, if not more important than what you are selling. Just think about the item you are selling. What is it? Who would be most likely to purchase it? Who would benefit from it? These types of questions can really narrow down your customer base and it will help you understand how to advertise your product and get a better response.

Understanding your product completely will really help you to be more successful in the selling process, especially when potential customers have questions that you will need to be able to answer for them.

So, now that you know who you should be selling to, how do you go about finding this select group of individuals? This is not too difficult.

First off, high traffic sites like eBay for instance, are already comprised of hungry buyers. All they need do is put in a few keywords to search for what they seek and they have it. There is a nice list provided for them. Be sure that you use as many descriptive words, or keywords, as you can when choosing a listing title for your product on eBay.

Keywords are essential as it will help to funnel your potential customers into

your product. So if you are selling a DVD on health and fitness, you might use keywords, like health, fitness, gym, running, diet etc. This means that anyone looking for one of those keywords will find your product listing too. If there is one thing to remember, it is to be honest, when you list any product anywhere.

Another awesome way to find customers that are ready to pay for information from you is by starting up your own mailing list or newsletter. I would say that building up your own mailing list is the most important part of Internet Marketing. You will build up your own customer base to which you can promote and sell to again and again. You can build up a relationship with your customers and they will buy from you again and again.

It is really easy to set up your own list and it hardly takes any time to operate. I use the services of [Aweber](#). You can make your own lists for as many sites as you want, then simply load the auto responders (pre-loaded messages that are automatically sent to your lists) promoting products to your lists. You can set up as many auto responders as you would like and once someone joins your lists, they will start to receive the email messages you have stored on your auto responder. This is great because you can direct your customers to various websites without you having to do any work. Once you have set up the auto responders you just leave it on autopilot.

Your customers will “double opt-in” which means they have agreed to receive the information from you. This means that you will not be “spamming” them. Spamming is illegal in the U.S and is really frowned upon, so you need to make sure your customers want to receive the information you are going to send them.

Even if they have bought something from you before, you cannot just send them info, as all they bought is the product they didn't pay to be hassled. So the best thing to do is to get them to opt in to receive information from you, this makes sense and keeps everyone happy. They have the chance to opt out to so they are under no obligation to stay on your lists.

You can simply put an [Aweber](#) sign up form on your website asking for their name and email address, usually in exchange for a free gift of value to them. You would normally just ask for name and email, but you can customize the sign up form to accept almost any information you need to collect. Phone number, address etc – I have found that the more you ask for the less likely

people are to sign up to receive information. So you only really need to collect info that is relevant.

## 9. How To Sell?

There are so many creative ways to market your products online to potential customers. The best thing to do is learn about all the different methods that people use, try all of them and work out which style suits you the best. Everyone's path to success is a different one, and yours will be no exception.

Most of the methods listed below are more commonly used for selling information products online, but can be adapted to selling physical products also.

Keep in mind, the methods I've outlined for you below are just basic descriptions and there are many different products available that describe each one or a combination of them in lots more detail. Think of this as your "selling dictionary" so that when you begin learning the actual process of selling, you'll know many of the terms that are discussed ahead of time.

### A. The Traffic Method.

Using a traffic exchange site is a great way to begin sending floods of visitors to your online store or web site. If people don't know about your business, then how do you expect to make any money from it? That's where these exchanges come in. It does take plenty of effort and time to get those visitors to your site. If you want to participate for free, then expect to spend lots of time looking at other people's websites to earn credits that go towards getting visitors to your own site.

An alternative method is to pay for traffic if this is in your budget. Understand though that just because you pay to get the people visiting your site doesn't mean that they buy, or even stay longer than 30 seconds. I would suggest that you try the free traffic generation options available to test the waters. There have been many informative e-Books written on the subject with new ones cropping up all the time due to the popularity of this method.

## B. The Forum Method.

Forums are truly brilliant, they are the best way to meet people in your market niche and they are a really simple and effective method of driving traffic to. Not only are they an incredible source of information, but a way of finding new Joint venture partners and other interesting people to do business with.

Go to a search engine and search for a forum in your niche. This is simple to do and you will be surprised as to how many forums there are on the internet covering almost every niche. Join the forum, read the posts, offer your own unique perspective on them. Be helpful, friendly and polite and you will go a long way on the forums.

It isn't all about just selling on forums, even though this is the main aim, but just remember that there are plenty of routes to get where you are heading. You must give before you receive, especially with online selling.

You need to be prepared to give something away, even if it is your own experience, friendly advice, or much needed help to those also participating and accessing the forum. You have a great advertising resource on almost every forum and that is called your signature. You can place a brief description and a link to your product, website, or service. This works really well and if you have offered some good advice to someone, chances are people reading the forum will click through your links. You must use this space very wisely as, if used correctly; it can bring in a lot of traffic each month. You can get the word out about your website and products in a much more subtle way, and this works very well.

## C. The Blogging Method.

Starting your own blog is not only easy, it can also be very therapeutic, and in some cases very lucrative! Many "bloggers" are making nice profits just from their blogs alone. How can you do this? Simple! Set up a product review section that describes your personal opinions on those products listed, and if you like them, be sure to add an affiliate link to them. You can find great products to review on [Clickbank](#).

Or you could place banner advertisements on your blog and even charge others for placing their advert banners inside your blog. You can also add

Google AdSense box ads inside your blog along the side or even within your posts. You could even have people interested in the information you provide inside your blog pay a monthly fee to access it.

#### D. The Affiliate Method.

This is my favorite way to make money online as it is one of the most inexpensive and easiest methods to use. An affiliate program is where you sell someone else's product through an affiliate link. If someone clicks through the link that you sent them too and buys the product, you earn a commission from the sale. Commission rates are usually from 20% all the way to 90% of the sale. There is a lot of scope and you can make a lot of money through affiliate programs.

When you get more experienced you can create your own affiliate program for your products. This way, you can have other people selling your products and taking a commission for each sale. This will generate a lot of sales for you and then you can get them with a "back end" product to make more money. Do you see how powerful affiliate marketing can be.

Every single day people just like you begin earning money from simply signing up for various affiliate programs. It won't cost you a thing except a few minutes of your time. Nearly all affiliate programs will give you all the information and tools you need to begin seeing profits. They want you to succeed as this means money for them too. If you fail, they do too and no money is made for either end.

A word of caution though, not all affiliate programs are created equal, or even close. Some actually pay their affiliates and some, well, they beat around the bush and it could take up to 3-6 months to see even one dime from them. So be sure that you read all information available on any affiliate program beforehand. Time is an extremely

valuable commodity when doing business online, and you can't afford to waste it on crappy products or programs that bring you no results. I recommend using programs like Clickbank and [www.CJ.com](http://www.CJ.com). These are websites that actually run and manage the affiliate programs, so there is no doubt that you will get paid. I highly recommend you do some research into these sites if you want to make big money using affiliate marketing. I suggest having a look at these links too:

## E. The "Upsell" Method.

“Upselling” is a tactic where you offer a product to your customers, they purchase it, and then they are given the choice on whether or not they would like to upgrade their purchase with another product. There are different variations of the upsell and its purpose is similar to that of the “back end” method. Take for instance a product that comes in three different versions, a basic version (usually something that is free but with limitations put on its functionality), a standard version (most commonly with most features enabled within the product but less "comfort creatures" such as 24 hour support, upgrades, etc.), and a pro version (normally this one will have all the "bells and whistles" like free lifetime upgrades to the product, a special license to profit from reselling the product, either a resale rights license or an exclusive affiliate program).

Using the basic version of the product, you can give it away as a free gift and then those people you give it to will have the chance to upgrade the product to a less restrictive version. This is upselling in a nutshell. There are plenty of products created out there that use this method to earn more profits.

## F. The Back-End Method.

This method is very popular in the digital download information product industry. What it does is gives you the power to pull in more profits after you have made the initial sale to your customers. You will sell them another product after the initial sale which will be priced higher. It works like a funnel selling lots of your initial product then selling to those customers again with a product slightly more expensive.

For example it could be: eBook – DVD Course – Web site – Seminar/Mentoring. Each stage would be more expensive and therefore you would make more money on the backend products. There is a lot to learn about back end sales, but in essence it is selling something else after the initial sale to customers who bought the original product.

You have to think of Internet Marketing as a game of numbers. A percentage of people will buy the initial product, a percentage of them will buy your first

back end, and a percentage of them will buy the next back end etc. It is all about the numbers, starting with initial sales then it funnels down to the more expensive products.

### G. The Membership Method.

Creating your own membership site is a very profitable method. It also creates a stable flow of monthly income on a regular basis. That's what makes this method a very popular one. It's not a very difficult method to use, but it is quite time consuming. And there is a lot of stiff competition with this type of site because it is such a successful method. So, you have to think of a way to put a unique spin on whatever it is you are offering. For instance, you could give your members original content, private forums to build a helpful community, video tutorials etc. This will bump up the value of your membership site over that of your competition. Usually, this method doesn't do that well on auction sites since many of those searching through there are looking for the lowest price they can find.

### H. Google Adwords & Adsense.

Google Adwords and Adsense are a great way to get traffic to your website, and generate money from it. They are totally different, and both can be very useful tools. I would highly recommend both of them, I will explain why, starting with Google Adwords. This is also known as a PPC (Pay Per Click). You can advertise your website on Google and only pay when people click through the link to your website. This is simple to do all you need to do is open an account with Google. When you type a word into Google and press search, you will see the normal listing on the page, but you will also see some small adverts on the right hand side. These are Google Adwords adverts. When someone searches for a topic and your advert comes up, you pay Google each time they click through the link to your website. This is quite an effective tool for generating traffic. I find it can get quite expensive and you have to be careful because those clicks can add up fast. You can set your adverts wording and set what price you pay per click through and Google works the rest out for you. It's very simple and I find it really useful when I test new products and websites.

Adsense on the other hand works in the opposite way; you get paid by Google every time someone clicks through a link. You simply put an Adsense ads bar (html code from Google) on your website, and if any of your visitors

click through to another site from yours, you get paid. It is simple, you can earn a fair amount using AdSense it all depends on the volume of traffic you are getting to your website. Some people don't like to use AdSense, this is because they see it as "advertising the competition". I don't really see it like this because the competition will always be there. I see it as another way to make money from traffic to your website, and it really does work. You might as well get some money from every visitor to your website.

There are many ways to make good money from Google AdSense, for example you can build up a content site on a certain niche, the site will sell nothing, just provide information. It will however have lots of AdSense ads on it and therefore a percentage of the traffic will click through these links generating money for you. This can be a great way to make money automatically because once the site is there, you do not need to do anything apart from get traffic to it.

## I. The "Recycle" Method.

Recycling old products for profit is not a new idea. People have been doing this with paper, cans, and other assorted items for years. When you are offering an unused or used product in your possession for sale, you are recycling it.

This is the same with information products too, but there is a difference here. When you offer a used physical product for sale, you offer it one time, get paid one time, and that's all there is to it. When you sell an information product, you can sell it as many times as you are able to, and can profit with back-end affiliate links or add a free sign up form for your mailing list, generating new leads and more profits over and over again. Now, when an information reseller has products that are a bit older, they will take these and package them up ready to be sold again.

In other words, they recycle them and are able to take something that's been on the market for a while, give it a "face lift" with new graphics, new sales copy, and they have a totally new product!

## J. Article Marketing.

This is one way of promoting your website and product for free. It is a very successful and proven technique, one I have used a lot and have had great success from. This method can boost your sites traffic and sales, doubling and even tripling your income. Articles are one of the easiest ways to promote your website in order to generate traffic and increase your earnings.

You simply need to write articles relating to your website and then submit them to as many of the “free content” submission sites as you can. This is very easy to do, takes little time and can increase your website traffic, sales and of course, your income. I have found this to be a truly brilliant way to generate lots of traffic to your site; you can even outsource this work so it doesn't take up too much of your valuable time. It is a simple marketing method and there are lots of little tips and tricks you can learn to make it even better. I have included some useful links for you to have a look at:

## 10. Things To Avoid.

When starting up any business, there are certain things that you must steer clear of. That's what this section is all about. So you can avoid going down the path to failure whether that is time or money losses. Both are important.

I must add here that these things to avoid are things that I have tried myself and haven't brought me any positive results from using them. So you should be cautious before you attempt any of these listed here.

### A. Email Address Buying.

I'm sure that you've seen these companies before. Some work, some don't. The majority of them don't, and unless you can be sure that these email addresses they are giving you are truly double opt ins (through a doubled process to be certain that those individuals do want the information), and not harvested emails (emails that are randomly collected from around the internet with no idea they are being put on lists), it's like taking a shot in the dark.

I'll tell you this much, the best way to build your mailing list is to do this on

your own. This way, you are 100% sure that the email addresses you have and the people behind them really want what you are sending out to them. I would recommend that you think twice, and then think again before purchasing any email addresses from anyone, especially if the price is cheap.

### B. Safe list Mailing

In a word, NO! Safe lists are comprised of others trying to sell their products to each other. It doesn't work. Most of the time, if not all the time, your email ad will go unnoticed and deleted on site. Sure, safe lists can be joined for free, but remember, you get what you pay for. So, if you're paying nothing, expect the same in return.

The same is true for free safe lists. It's a process that's been around for a while, but it simply doesn't work and you'd do well to invest your time in a worthy joint venture give-away instead. At least you'd get something out of it!

### C. Spamming.

Spamming is actually against the law in the U.S.A and it does absolutely nothing for you apart from ruin your reputation. I highly suggest you do not spam, no matter what country you are from. There's absolutely no reason to SPAM people. Just simply use a program such as Aweber and you will be totally safe and sending information to people who want to know about your products and offers.

### D. Time-Wasters

These are a collection of "get rich quick schemes". They are lurking in every corner of the internet. Don't participate in them. Money rotator programs don't work, pyramid schemes don't work and the list goes on and on. These are serious time-wasters and will not make you rich, they're rubbish. Plain and simple. The only real people benefiting from these types of programs are the ones who created the stupid things!

Avoid things like these as you are simply wasting your time and money. So do not bother getting involved with anything like this.

## 11. The "Failure" Factor.

This is one of the greatest success crushers there is. And it's all caused by negative thinking and giving up. If you don't have a big following of personal supporters like family and friends, don't worry about it. You won't get anywhere if you let the negative comments get inside your head.

The thing I have personally found since I got into this business is that most people do not understand what Internet Marketers do so they immediately put you down. They just see it as "smoke and mirrors". They do not understand the massive sums of money that are being made by people online. They do not see a product, they do not see a shop front, they just see your computer and most people just do not understand how you make money from that.

They will be anti what you do as they don't see that you are working. They think that you are just playing around online. I have had so much hassle from my friends and family, "get a proper job" and "you will never make money doing that". They will be the first to put you down, but you can soon shut them up by showing them money or turning up in your new car! – Its great!!

Every single person has the mental capacity within themselves to be a success at anything they do in life and that includes **you**. So what if your friend thinks you're nuts for trying to make money online. Who cares if your brother or sister can't get a grasp on what you're trying to accomplish. All that matters is what your goals are and what you believe you can do. If you believe you can do it, then it can be done. The mind works in a funny way, picture yourself in that lovely house, dream car or whatever and you will get there. You really need to watch a video called "The Secret", ([www.theseecret.tv](http://www.theseecret.tv)), it will get you thinking positively again. I try to watch it once every month to get me back on track.

You can also go to [www.GlobalNow.net](http://www.GlobalNow.net) and download a free copy of "The Science Of Getting Rich" which is the book that "The Secret" is based upon.

Henry Ford once said:

**"Whether you think you can or you think you can't. You're right."**

You can do this. It's not rocket science and if your first idea is a total flop, so

what?! Get back on that horse and try again. This is where many people give up, I have had many big projects fail on me and I came close to quitting but I didn't and that is because I believe in myself and my ability to achieve. You need to think the same about yourself.

Not everything you do will be the best course of action, of course not as you have to learn the business. You will gain the necessary experience through failure so that you can succeed the next time. But you have to give "next time" a chance. Remember, "If at first you don't succeed, try, try again!" If you give yourself enough time to learn and grow your internal knowledge base, you will succeed.

All the top entrepreneurs I have read or heard about have all failed at some point in their lives, the thing is that they simply take something good out of every bad experience.

There are two sayings I want you to remember.

**“YOU FAIL YOUR WAY TO SUCCESS”**

**&**

**“THERE IS NO SUCH THING AS FAILURE, IT'S JUST RESEARCH”**

Remember these and you will go far. Do not let anything or anyone stand in your way of your dreams. If you believe in something enough, then you will achieve it – so go get it!

#### **A. "Too Good To Be True" Products Or Sellers.**

Finally, always remember, if it seems too good to be true, it probably is. Now, not everything will be a "too good to be true" product or service. There are some people and companies out there that have terrific services and products at unbeatable prices.

Never judge a book by its cover, read all the details and make certain you understand everything in the merchant's terms. If you don't, then just ask

questions. Any reliable merchant should be able, and willing, to answer them. If you do ask, and don't hear one single word back, or it takes them an unexplainable amount of time to provide you with the answers you seek, pass that offer over and move on to the next one.

## **12. Conclusion**

Selling products online can be an exciting and a very profitable business. However, you must be very careful with everything you do, every transaction you make, every friendship you strike up. Use your common sense as it will carry you far in your quest for internet riches.

I hope that you enjoyed reading my guide and that you have come away with some knowledge about what you are about to get yourself into. I hope that you have learned a few things and that you are going to push forward with your business today.

What you do now with this knowledge is completely up to you but if you want to succeed then my last bit of advice to you is:

### **TAKE ACTION!**

Start today, start now, so many people just sit on the information and do nothing about it. You must take action if you want to succeed, so get on with it and start making money online.

I wish you all the very best with your business and hope that you achieve everything you have ever dreamed of.

One last thing, if you need any help please do not hesitate to email me using the link below.

Yours Sincerely,

**Ben Hulme**

**[www.BenHulme.com](http://www.BenHulme.com)**