

**\*SPECIAL REPORT\***

# **KickStart!**<sup>TM</sup>

**"The Quick and Easy Way To Start an Internet Business"**

**By Marty Fiegl**



# KickStart!

"The Quick and Easy Way To Start an Internet Business"

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# Chapter 1 – Tools You Need To Make Money Online

I'm about to tell you the basic tools you will need to get a website up and operating, ready to make money.

Before we begin you should know a few things. We will be focusing on Direct Sales websites. This means the visitor has 3 choices.

BUY, LEAD or LEAVE. Why is this method the best/easiest/most profitable?

1. With good sales copy you can sell 1:10 visitors.
2. Even if they don't buy you can get their information to sell them at a later time or sell them something else.
3. It's the easiest, cheapest website to setup.

If you want to waste your time creating a website with 1000 links go ahead, before you do you better make sure it's targeted and on topic, then 10 months later when it's still not finished and no one knows where to find the information they want and you didn't make any money you can come back and re-read this report.

We're talking about a website that will take 1 or 2 days to complete, is specifically targeted to a niche and will make the sale if done correctly with a very high conversion rate.

## The Basic Tools

**HTML editor:** An HTML editor will allow you to create web pages. These editors have come along way and are very easy to use. If you can type you can use one of these editors to create a sales letter website.

There is a great free one I would recommend you start with at:

<http://www.evrsoft.com/download/>

Of course you can buy a package like Dreamweaver or Microsoft's FrontPage.

Dreamweaver: <http://www.macromedia.com>

FrontPage: <http://www.microsoft.com/frontpage/>

For basic use all files are saved with extensions .htm or .html this is simply so the web server knows how to interpret these files.

Depending on your web host your main page will be index.html, index.htm or main.html. Usually its index.html, this is standard across most web servers. Of course your web host will tell you which one you need to use.

**FTP Program:** An FTP program is required so you can upload the files you made with your HTML editor to your web host.

CuteFTP: <http://www.cuteftp.com/>

WS\_FTP: <http://www.ipswitch.com/>

These are pretty much the standard graphical FTP programs. Of course your Operating system has one included, which is command line. I'll assume you want to keep this simple so stick with one of the above programs.

In your FTP program you simply make a "new connection" Your webhost will give you the IP address which is in the following format x.x.x.x or a name, <ftp.webhost.com>. This is how your computer knows who to talk with on the Internet.

You will also get a username and password, which you enter so the server knows who you are and what files to show you.

**Merchant Account (ways to accept payment):** If you want to make money you'll need to accept Credit Cards. Most merchant accounts let you accept check and credit cards. If you're tight on cash you can use a payment system like Paypal, but I recommend that you accept credit cards and checks directly. Accepting payments like Paypal are fine as secondary methods of payments, but don't use them as your only method.

Why not? Look at any website that's making real money and you will see they accept credit cards directly. Don't add the "I'm cheap and don't make money" image by limiting how you accept payments.

I was very surprised once I started making money how many people still don't trust online ordering. They either called me and ordered over the phone or sent in an order form.

If you can take phone orders, DO IT you will be surprised how many people want to use this method. This also goes for mail in orders. Mail in orders accomplishes two things.

1. You need to put an address for them to send payment to, which adds credibility.
2. More people than you think will use this method!

Here are a few places that will let you sell digital goods and let you accept credit cards and online checks (like ebooks and other intangibles).

Clickbank: <http://zzz.clickbank.net/r/?adventmicr>

2checkout: <http://www.2checkout.com/cgi-bin/aff.2c?affid=22014>

Alternative Payment Methods.

e-gold: <http://www.e-gold.com/e-gold.asp?cid=534253>

Anypay: <http://www.anypay.com>

Paypal: <https://www.paypal.com/refer/pal=5FKLMGB52UYFN>

You should also be aware that Clickbank has a built in affiliate program. Once you get your account you can have affiliates working for you and Clickbank takes care of writing checks and commission. They have a one of a kind system and their customer service is fantastic.

**Web Hosting:** Choosing a Web Host could possibly be the biggest decision you make for your business. If no one can get to your website, you can't make money!

I've had my fair share of hosts. I've used over 20 web hosts since I started. The two main problems I continue to find with most hosts are...

1. They are down too much. No one can get to your web site.
2. They care more about making money than working with you if there's a problem.

I never spam. NEVER. But, I've lost a few web hosting accounts for false spam accusations. Sometimes people forget they signed up for your responder, sometimes someone doesn't like you so they sign up under a known email account called a "spam trap" account. This means that the only point of the email address is to report spam.

Newsgroups have them, yahoo has at least one I know of called [newsgroupspamtrap@yahoo.com](mailto:newsgroupspamtrap@yahoo.com)

Someone signs up for your responder using this email and you lose your responder account or worse yet if you run your own autoresponder you lose your hosting.

There are a few ways to get around this.

1. Use double opt-in
2. Don't use a form to get opt-in signups, use an ok/cancel box style so it signs them up right from their mail program

**Use Double Opt-in:** This simply means when someone subscribes to your newsletter or mailing list it will send them an email to the address they specified at signup that says "Please verify you requested our newsletter by clicking the link below" Since they must click the link to receive anymore messages, you now have "proof" that the person requested it.

This is proof enough to the spam places that people file complaints with, the problem is, your host might not give a crap and just drop you!

I've had this happen before. Someone signed up for my autoresponder and used spam trap email address, I had double opt-in off, and my host just dropped me, without warning. I still to this day NEVER got a Spam ID to dispute the complaint.

The problem was, my host didn't care because it hurt them for 3 days (the spam complaint). Even though I followed all the rules. See, if someone files a false spam complaint they can be fined \$5,000, so it's very rare that this happens, but even if you do have a valid argument your host most likely cares more about their profits than yours.

That's why I always recommend "RefHost" I've known Steve Lueng for a while and every time I've had a complaint we work it out. Now, my problems are more than some because I run membership sites that people advertise their affiliate link. Some unknowing affiliates who don't know any better will buy mailing lists etc. And I get the complaint because my domain is in the email.

As long as I delete their account we have no problems. I've had hosts in the past that don't bother telling you or working with you and

just drop you. This is no good for your business and causes you a headache (In my case, a migraine).

Steve's gone one step beyond offering web hosting, he's actually devised a lucrative opportunity that will PAY YOU to host your website (with just a few referrals you can have free hosting for years!)

It's called CASHCulture, and while I'm not big in MLM, I do know that this is a TRUE program unlike many other MLM's. You get a real web hosting account. That's what the program is based on, so you can start your business or expand your existing one.

So this is an actual MLM with a "product". You can learn more about cashculture at:

<http://www.completemarketingguide.com/hosting/cc.html>

If you prefer to just get webhosting from Refhost without the MLM part (it's almost the same price, that's why I would go with the MLM version). At:

<http://www.completemarketingguide.com/hosting/ref.html>

### **Other Web Hosts:**

Host4Profit: <http://www.host4profit.com/cgi-bin/home.cgi?33340>

ICD Hosting: <http://hop.clickbank.net/?adventmicr.icdsoft>

Host Rocket: <http://www.qksrv.net/click-974585-1485213>

**Autoresponders:** You have a lot of choices when choosing an Autoresponder, there's a lot of competition.

You can either run your own on your web server or use a 3rd parties.

If you want to use a 3rd parties I recommend you get a FREE one from FREEAutobot:

<http://www.freeautobot.com>

They have a great system with absolutely NO ADS in your responder! I can't find any other FREE system like this, especially with all the features and no advertising.

You can also pay for one and here are a few good ones:

Getresponse: <http://www.getresponse.com/index/43357>

Aweber: <http://www.aweber.com/?linkhere>

If you want to run your own on your server, make sure you can do CRON jobs and that your server can handle the load of running an Autoresponder. When the system sends out email it takes up a lot of system resources, some hosts may shut the process down. You will need a higher cost host to do this.

I run mine on Host4Profit with over 30,000 emails a day going out.

Host4Profit: <http://www.host4profit.com/cgi-bin/home.cgi?33340>

With the Autoresponse Plus system, you can have unlimited responders which, when compared to 3<sup>rd</sup> party services will save you hundreds a month if you have many responders (I've got 25 and if I were to buy a service for this it would cost me 25 x \$19.95 a month... that's a lot more than I want to spend...)

Autoresponse Plus can be found at: <http://www.adventmicro.com/ar>

If you're going to order you can save money as Neil has given me a very special discount code for you:

1. Go to <http://www.adventmicro.com/ar>
2. Click Order
3. Click on the radio tab next to special product code and type in MFPROMO32 This is a \$20 discount off of the - Single

Domain Owned License (option 2). You will instantly get \$20 off and a free copy of Opt-in Automater (\$37 value)

You DO need a responder no matter if you are giving something away or selling it. You will need to build a list of leads that you can sell later, and sell forever. It's 10 times easier to sell someone who's either already bought from you or is enjoying the free information you're giving them than it is through a sales letter.

There is the 80/20 rule. 20% of your customers will make you 80% of your money. This shows that following-up is extremely important to your sales (before and after).

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**If you're interested in learning specifically about creating, sequencing, learning more about Autoresponders and writing great courses I've written an ebook about it which can be found at:**

**<http://www.directsalesmarketingonline.com/ase>**

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## Chapter 2 - Creating A Product

Before you write your sales letter or design your web site you should have a product/service idea. You don't need to create it before you write your sales letter, you just need to know what you're going to write about.

There are hundreds of ways to create a product, here are a few of my favorite ways.

1. Create a product about something you love to do.
2. Create a product that solves someone's problem based on research and what questions people want answers to or what problems they want solved.
3. Make an existing product better.
4. Make an unknown product known.

Creating a product about something you love to do will be the most enjoyable. You will get to write about something you know, love and will make money by being the "expert." This product will most likely be the easiest for you to make since you already have knowledge of it or enjoy learning about it.

Creating a product using research to write the product will take longer than most of the other ways, however if you get the right topic you can make a massive amount of cash very quickly.

Make an existing product better is one of the fastest ways to create your product. You are basing it on what is already out there, so you can gather all of your competitions products and see what's lacking. Add a USP and start making money.

Make an unknown product known is a great way to start making money. You will need to know how to market the product effectively (as you will anyway) but once you can do this, you can make a ton of money.

It's very important no matter which route above you take that you have done or researched the information enough to be an "expert" on

it. Don't start by writing a product about making money if you're not. That would be like saying you know nothing about cars but are pretending to be a mechanic and trying to get a job at a Honda dealer. It won't happen!

There are plenty of other places to make money besides "marketing" and telling others how to make money. In fact "Internet Marketing" is down the list around number 10 when you look at searches performed on the internet, Travel being #1. So if you know some travel tricks (taking bumps, etc...) you could write an ebook "How To Get FREE Airline tickets!"

It doesn't have to be long either; an ebook can be 10 pages and still sell for \$14.95. Since you're selling specialty information.

Remember too, the money isn't in the front-end. Your initial product could be \$14.95 but it could and should lead to related products on the same topic but not competing. This way one sale can turn into 10 sales (or one large sale) from the same person.

I have customers that buy \$300-400 worth of my products, either the same day or throughout the next week.

Now, some think it's all a scam and that people just sell you more stuff to make more money. While making money is important, it's more important to sell quality information and only recommend products that have actually helped you.

There is no "Everything about everything" ebook that can show everyone how to do what they want, that's why they are broken down into products.

Which leads me to... Your product needs to be targeted! Don't make it a broad product that does everything. Don't try to sell everything to anyone. Sell something to someone.

This is the first mistake I see a lot of people making, they just don't know any better. If you're writing about music, write about "How to Copyright your own music" then backend that with "How to get gigs".

Unless you can write a product that's 2,000 pages and can really deliver all the information, it's not going to work. (and you would most likely need to charge A LOT for it...)

As I said before your backend is where the money is made. That's why you need to follow-up with customers. Give them more information on what they enjoy reading about and they will continue to buy from you, forever!

I know a lot of people with shelves and shelves of books, do you think they all said "Man, I got so scammed, I had to buy all these books."

I have about 10 psychology books alone. Why? Different views, different perspectives, different people, new ideas, different ideas, and I love it!

If you still can't think of a product idea I go more in-depth on this topic in "The Complete Guide To Internet Marketing" which can be found at:

<http://www.completemarketingguide.com/fb.html>

Jeff Gardner also has a fantastic ebook dedicated to creating products in 60 seconds or less which can be found at:

<http://www.directsalesmarketingonline.com/inforiches/main.html>

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**In my new guide "The Complete Guide To Internet Marketing" I'll give you tons of killer examples and ideas on how to create the most irresistible products from your own or someone else's ideas!**

**Check it out today at:**

<http://www.completemarketingguide.com/fb.html>

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## Chapter 3 - Basic Website Design

When designing your website there are some rules you have to follow. Most importantly, when you create the initial table that you put your content in you should keep it to UNDER 600 pixels. Don't use percentages; Sales letters don't look right when they take up the whole width of the screen.

The reason for this is because people view their computer monitor at different sizes. If we maintain the above you know that everyone will be able to view your website correctly.

Use one table centered in the middle of the screen with a fixed width. Set the table border to 5 and then type away. Since we're talking about a Direct Sales Website, the layout is pretty standard as far as the order in which things are laid out.

1. Header Graphic
2. Headline
3. Sub-headline
4. Introduction
5. Body
6. Bonuses
7. Money-Back Guarantee
8. Signature
9. P.S
10. P.P.S
11. Copyright information.

You can take a look at a few of my websites for examples. They are all pretty much the same basic layout; they work, so I don't change the layout too much for any product I sell.

<http://www.auction-sources-exposed.com>

<http://www.completemarketingguide.com>

<http://www.directsalesmarketingonline.com/ase>

<http://www.directsalesmarketingonline.com/norx>

**If you want to get some templates here's a few sources:**

Template Site 1: <http://hop.clickbank.net/?adventmicr.acronoid>

Template Site 2: <http://hop.clickbank.net/?adventmicr.stick578>

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**In my new guide “The Complete Guide To Internet Marketing” I’ll show you more designs AND I’ll even tell you which colors to use to get the most incredible psychological impact the web has ever seen!**

**Check it out today at:**

<http://www.completemarketingguide.com/fb.html>

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## Chapter 4 – Writing Your Sales Letter

Your sales letter will play a major part in the equation and determine whether your product will sell or not. Targeted traffic and your sales letter will be the two most important factors in your success.

With all the information out there, whether FREE or paid on copywriting I still see people breaking the rules, and possibly breaking their bank.

Listen, there are rules you need to follow to create a successful sales letter. The age old formula A.I.D.A has been around for over a hundred years and is the outline for all successful copy. Stick to it or don't start writing.

### **A.I.D.A. - Attention, Interest, Desire, Action**

**Attention** - Your Headline and Subheadline must grab the visitors attention. I also use a header graphic. If you can't make a header graphic pay someone to or simply leave it out. If it's ugly you just lost a sale by looking cheap and unprofessional.

How's your headline? Does it compel? Does it tell your main benefit and what your visitor will get with your product?

Here are a few great places to get graphics done cheap:

Killer Covers: <http://hop.clickbank.net/hop.cgi?adventmicr/vdavidson>

Ebook Cover Central:

<http://hop.clickbank.net/hop.cgi?adventmicr/ebookcover>

Ebook Wow: <http://www.ebookwow.com>

Don't overlook the most used type of headline. The "How-To." I've recently come back to using the "How To" headline with incredible success. It actually increase the response rate on one of my Web Sites over 5%. (and I thought my 1% response rate was OK with a \$67 product).

Remember when using a How To headline you need to include the main benefit of your product/service.

Here are a few examples...

"How To Lose 34 Pounds In The Next 30-days GUARANTEED!"

"How To Eliminate Bad Credit"

"How To Win Friends and Influence People"

**Interest** - Interest is needed to keep the prospect reading. Your entire sales letter must be interesting. Whether you tell a story, talk about a problem your reader is having or making a bold promise. Interest needs to be maintained throughout the entire sales letter, if you can't keep it interesting, cut it out. It's better to have a shorter sales letter that's interesting than a long one that's boring. If you can keep it interesting, make it as long as you want. The more you tell the more you sell!

If you're going to be asking questions in your sales copy make sure that you are asking "YES!" questions. What I mean is, any question you ask should get a YES! response in the prospects mind. Here are a few examples:

1. Could you get excited about...?
2. Can you see the value of...?
3. Do you see the benefit in...?
4. Are you looking forward to...?
5. Doesn't it make sense to...?

By making the prospect say YES! you're getting them to agree with you and building rapport.

Also, using action verbs and getting the reader excited will maintain their interest as long as they are interested in what you are offering. Words like "Discover, Unleash, Transform, Turn, Create and Explode" are good examples of action verbs.

A bullet list is a good way to maintain attention because people will scan them quickly and find what interests them. Use action verbs as the sentence starters for your bullet lists.

In “The Complete Guide To Internet Marketing” I’ll show you over 51 Power words that will make you more sales, instantly!

<http://www.completemarketingguide.com/fb.html>

**Desire** - Creating desire is usually done with adding bonuses. Your bonuses should out value your product at least 2:1. Here are a few rules you should follow when choosing your bonuses.

1. Make sure they accompany your main product
2. Show the actual “Value” of each of them in a price figure.  
Example: (“Super Pop-up Creator (A \$34.95 Value!))
3. Short, brief, exciting bullets are all you need to explain the bonus.
4. The total value of the bonuses should EXCEED the price you are asking for your offer by at LEAST 2 times.
5. Do not to use products that everyone else is using as bonuses.

The more unique your bonuses are the more perceived value your overall offer will receive. If you need to purchase resell rights to something to get bonuses that accompany your product better, do it. If you can contact someone and get a discount to a product offer that as a bonus.

Bonuses are only limited to your imagination and will create perceived value by themselves.

**Action** - You need to tell the prospect what to do. Do you want them to "Order NOW!" or "Click Here To Sign-up for your free copy of the gazette Newsletter!" More importantly you need to have a rock solid guarantee.

If you don't have a guarantee or you skimp out on your guarantee you will lose sales. By law you need to offer a 30 day guarantee. So, the least you can do is tell them that you guarantee your product for 30-day for a full refund.

When someone is ready to order, a million things run through their mind. Mainly they wonder how they will get their money back if they are unhappy.

Think about it. Would you buy a new car without a warranty? Probably not. Tell them they have nothing to lose and mean it.

Here are some resources for copywriting if you want to learn more:

Killer Copywriting: <http://www.killercopywriting.com>

The Complete Guide To Internet Marketing:  
<http://www.completemarketingguide.com/fb.html>

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**In my new guide “The Complete Guide To Internet Marketing” I devour the A.I.D.A formula and show you how to exploit it for the most incredible sales letters with the least incredible ideas. Check it out today at:**

<http://www.completemarketingguide.com/fb.html>

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## Chapter 5 – Packaging Your Products

There are basically two main ways to distribute your products. One is with a Windows Executable format and the other is a PDF file. A PDF file can be read on a Macintosh and IBM PC so you can sell to a wider audience with a PDF.

The only time I use an Executable type is when I am creating a directory style ebook. If you will be listing mainly links to website and not a lot of words, then use an executable.

How can I make an executable? Simple, there are programs called, ebook compilers that will do it for you. You simply write the text in an html editor and run the compiler on it.

Here are a few ebook compilers.

Active ebook:

<http://www.ebookcompiler.com/?hop=adventmicr.wildcom2>

Ebook Pro: <http://www.ebookpro.com/t.cgi/770403>

Also realize that Active Ebook is cheaper, but it doesn't offer the extensive capabilities as ebook pro which can allow you to turn off an ebook if someone requests a refund, which is worth the money by itself!

If you are going to be writing a book style like this ebook, then use a PDF.

If you want to compile a PDF file you can use one of the following (there are a lot of others to choose from...)

Sbook Builder (FREE!) - <http://www.jansfreeware.com/jftools.htm>

Win2PDF - <http://www.win2pdf.com>

You can also go to Adobe's website and pay the \$9.95 monthly fee and create it online, which is a neat option (and cheap too).

<http://www.adobe.com>

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**Why not learn more about packaging your products? "The Complete Guide To Internet Marketing" shows you.**

**Check it out today at:**

<http://www.completemarketingguide.com/fb.html>

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## Chapter 6 – Distributing Your Product

Once you complete your product you'll need to distribute it. As I listed several ways to accept payments earlier, these merchants will also let you set up "thank you" pages.

A thank-you page is simply where the customer goes to download their product after they order. I include a form to subscribe to my Autoresponder for "after sales" help and information which then returns them to the page where they actually download the product. You could also have the Autoresponder send them the link to the download page.

It's important to get the customers email after the sale, as I said before most of your money will come from selling the same person many times. This is also why it's important to come out with quality products.

Always over deliver on all your products. Give the customer more than they thought they were getting. This makes them happier, reduces refunds and increases the likelihood of them buying from you again, repeating the process and they will continue to buy from you.

I've had customers buy \$300-\$500 in ONE day of my products and affiliate products that I recommend. Not only that but a lot of customers send me an email asking when my next ebook is due out.

This is the message you want to send. You want to deliver high quality, helpful products to your customers so they come back for more.

Give them more bonuses than they expected. Follow-up with them with your responder, personalize your emails, continue to give customers information on what they want to hear and your business will take off like you never thought possible.

Always think when pricing, writing and selling, "How can this help the person who buys this." Remember, we're really playing a numbers game when it comes to front-end profits. Just because you sell

something for \$17, \$37, \$37 doesn't mean you won't make as much or more than someone with a \$197, \$297 product!

You'll get more customers faster and be able to sell them other things over and over again. The initial product, getting the customer to send you money is the make it or break it point.

If you're giving something away FREE it is not as valuable as a \$9, \$17 or \$24 product. The person never PURCHASED something from you, they got it free, they still may not trust you enough to give you their money.

Unless you can really deliver a free product that has a value that's high, this won't work as well as selling a cheap (but useful) product to someone.

That's it! The customer gets their product, you get money and you start a wonderful relationship!

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**Why not learn more about distributing your products? "The Complete Guide To Internet Marketing" shows you how. Check it out today at:**

<http://www.completemarketingguide.com/fb.html>

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## Chapter 7 – What Advertising Doesn't Work?

There are a few ways of advertising you should not be wasting your time with.

1. **Guaranteed Visitors** – They don't work. 99% untargeted, usually a pop-up in the background that may not even show your site correctly. I've tried some before and the pop-up was automatically closed before anyone even saw my content. I ordered 20,000 visitors, and guess what? 0 leads, 0 sales! Don't waste your time.
2. **FFA's** – Free For all link farms. What a waste, yet people still continue to pop them up. If you run one you can make money by inserting your ad into the confirmation email you send to people who list their link and send them advertisements and get paid advertising through banner programs etc. But if you are listing your site you are wasting your time.
3. **Safelists** – Advertising to Advertisers? Do you see the problem here? You are placing an advertisement just like everyone else. 99% of the time even the safelist owner will tell you to use a different email so your inbox isn't loaded up with junk mail. They tell you to do this, and then you don't read the 1000 emails you get a day from it anyway. Don't waste your time, you can be much more productive in plenty of other areas.

## Chapter 8 – What Advertising Does Work?

So, what advertising does work? Well, here are my personal favorites (in no particular order).

1. Ezine
2. Pay Per Click
3. Joint Venture Deals
4. Banner Ads
5. NewsGroups
6. Link Swapping
7. Writing Articles

**Ezine Advertising:** First thing you need to do is find an ezine that targets your products market.

If you go to:

<http://www.mezined.com>

You will see I have a site that lists ezines for business opportunity etc. If you don't like what you see there, go to:

<http://www.google.com>

And do a search for "\_\_\_\_\_ Ezine" Just fill in the market you are targeting.

An alternate way to do this is to go to:

<http://www.ezinesearch.com>

And do a search for an ezine. You should get plenty of choices to choose from, as there are tens of thousands of ezines out there.

**Banner Advertising:** A common misconception is that banner advertising no longer works. This is untrue.

Where can I buy banner advertising?

<http://www.tribalfusion.com>

<http://www.directclicks.com>

Banner Exchanges:

<http://www.linkexchange.com>

<http://www.linkbuddies.com>

<http://www.exchange-it.com>

**Pay Per Click Advertising:** This works, there's no question about it. Here are the best ones to use

Overture: <http://www.overture.com>

Findwhat: <http://www.findwhat.com>

Kanoodle: <http://www.kanoodle.com>

7Search: <http://www.7search.com>

**Link Swapping:** Simply trade links with related products or services. Just email the owner and tell them how linking to you will benefit them.

**Joint Venture Deals:** Contact other businesses targeting the same market but not selling a competing product. And...

1. Swap endorsements through your opt-in lists.
2. Get them to link to you in their product.
3. Swap ads for after sales.

I'm writing a new ebook about Joint Ventures, which can be found at:

<http://www.directsalesmarketingonline.com/jv>

**Newsgroups:** Newsgroups can be a great form of FREE advertising. If you actively participate this will make it much easier to tell people about your new product.

The best way to post ads in newsgroups is by asking a question. Say you have a website <http://www.coolstuff.com> and you want to post an ad.

Ask a question. "Has anyone tried this product?" Pretend like you want to know if you should buy it. This works, I used to do this as my main method of advertising when I first started out and it drove a few customers a DAY to my website.

**Writing Articles:** Writing articles, gives you credibility and exposure. It's one of the best ways to Pre-qualify visitors and get lots of FREE traffic (It takes time but doesn't cost you any money).

Jim Edwards recently blew the doors wide open about articles with his awesome new product "Turn Words Into Traffic" I highly recommend you read it!

Learn more at: <http://www.completemarketingguide.com/a2t.html>

# THE END!

If you liked reading this special report you'll LOVE "The Complete Guide To Internet Marketing!" This report barely touches on what you will learn in "The Complete Guide To Internet Marketing"

**Over 140 pages of rock solid proven Marketing tactics**

**"The Complete Guide To Internet Marketing"**

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**Learn more about “The Complete Guide  
To Internet Marketing” at:**

<http://www.completemarketingguide.com/fb.html>

### **New Product Resources**

**"How To Quickly and Easily Create, Deploy and  
Market Information Products That Pull In  
Thousands Of Dollars Every Single Month -- Even  
While You're Sitting In Your Lazy-Boy™ Watching  
T.V!"**

<http://www.completemarketingguide.com>

**"How You Can Make \$2,456 (or more) A Week  
Simply Using The Jealously Guarded Secret**

KickStart! – The Quick and Easy Way To Start An Internet Business!

**Wholesale Sources eBay™ Power Sellers Don't  
Want You To Know About!"**

<http://www.auction-sources-exposed.com>

**"Instantly Access The *Latest* eBooks, Scripts And  
Internet Marketing Courses Directly  
From Your Desktop!"**

<http://www.digitalpaperproducts.com/mb>

**Instantly Start Your Own Information Business  
With Resell Rights To The HOTTEST Products On  
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<http://www.digitalpaperproducts.com>