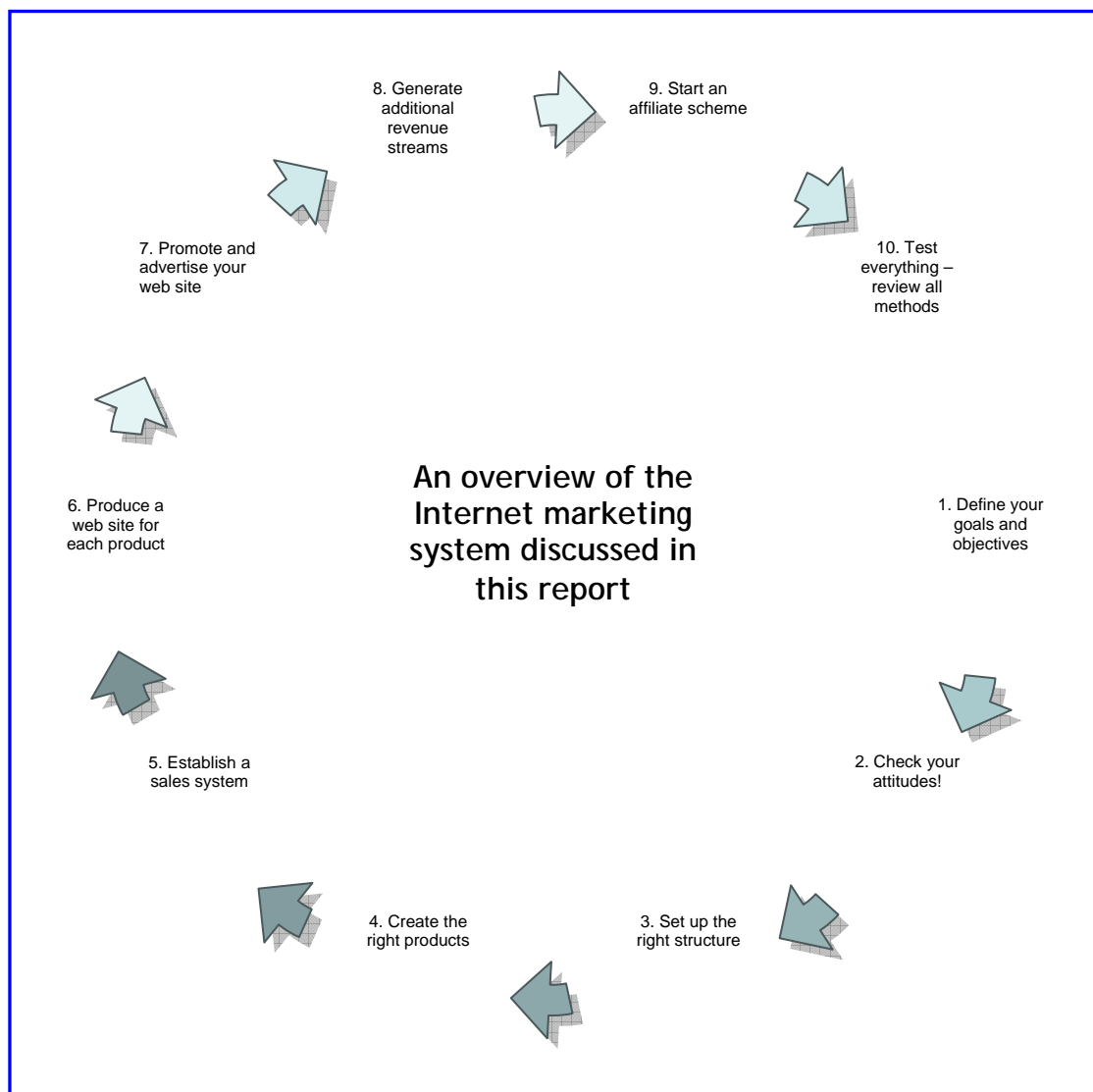


How to make money online

By Graham Jones

Introduction

This report is designed to help you get going in Internet marketing. It takes you through the Ten Steps you need to take to start selling your products online. If you follow these steps, you will be copying what I have done to achieve ever increasing sales via the Internet.



Making money via the Internet is straightforward. If I can do it, so can you. Yes, you can make money “while you sleep”. However, let’s get things in perspective - you do need to do some work. So what do you need to do? In this report I’ll take you through the essential steps to Internet income.

Broadly, these steps fall into the following categories.

1. Defining your dreams
2. Looking at your attitudes
3. Setting up your business structure
4. Creating products
5. Establishing a sales system
6. Producing a web site
7. Promotion and advertising
8. Generating additional revenue streams
9. Starting an affiliate scheme
10. Reviewing your methods

1. Defining your dreams

What do you want out of the Internet? Do you want instant sales? Do you want increased awareness of your speaking business? Do you want more workshop customers? Do you want additional revenue that is separate to your speaking business? It is important that you establish the reasons why you are going to use the Internet in your business. Many people fail at the “making money while you sleep” game because all they do is try several shots in the dark, that lack focus and which are not centrally linked to their overall business strategy. Before you do anything else you need to work out exactly why you are going to use the Internet to help you make money.

Hot Tip: Don’t use the Internet just as a means of generating income. Link your Internet dreams and desires directly to your current speaking business. Stay focused.

2. Looking at your attitudes

A significant reason why many people fail at making money on the Internet is because they won’t let go of existing ideas about the Web or email. You are probably going to need to start off your Internet income programme with a “clean slate” and that will mean for some people a change in attitude.

The first thing to consider is negativity. I keep meeting people who say “I’m not very technical” or “I’m no good with computers” or “I’d rather not get involved in the nitty-gritty”. Now tell me, do you drive a car? Probably you do. Do you mind that you are not a mechanic or an engineer? Are you concerned that you have to get involved with map reading, filling up with petrol or washing your car every Sunday? I guess not. Now why do you think that is? It’s because you accept these things as being an essential

component of car driving. And you accept them because you value car driving and see it is important in your social life and business world. Now computers are just the same. They are important to business life. Yet many people view them differently to cars. But think about it. Can you use your computer without being an engineer? Yes. Oh it's just like driving a car then. Can you delete files, find your way around the filing system on your hard disk and add things to your machine? Yes. Oh, it's just like map reading, washing the car, or filling up with petrol. Attitudes see. They are important aren't they? You can use your computer. You can do what you need to do on the Internet without taking a degree in computer science. Some of the best known Internet marketers know diddly-squat about computers. If you can type, you can do this. So, let's forget that nonsense about being "no good with computers".

Hot Tip: If you really, really find computing difficult consider one of the courses run by Learning Direct.
<http://catalogue.learndirect.co.uk/browse/usingit/>

The next attitude you'll need to consider is hanging on to old established links with people such as web designers or existing web hosts and services. If you are going to be serious about making money on the Internet you will almost certainly need to change these. If you try to fiddle around and adapt existing arrangements it will not work. I've worked with several people who have wasted months of time and tons of money because they've tried to incorporate Internet marketing into their existing systems; it doesn't work. You are going to have to challenge your current thinking by doing two things: sacking your web designer and getting rid of your current web host. If you stick with your current web design team they'll come up with all sorts of objections as to why you shouldn't change things, or they'll suggest alternatives. Either way, you will end up getting frustrated and confused. Avoid that by getting rid of them - now. Also, if you try to incorporate many Internet marketing ideas into web hosts that aren't ideally set up, you'll waste time and money trying to get things to work. Don't do that - change. However, to accept these changes you are going to need to look within yourself. Almost certainly, the web systems you have in place at the moment will not work if you want to make serious money on the Internet. You simply have to change your existing set up. Just accept it.

Finally, one more attitude you'll need to address is thinking that your own personal tastes and views are shared by millions of other people around the world. I keep meeting people who say "I hate those long sales letter type pages that just scroll down for ever" or "People like me only buy from well designed pages" or "I'd rather pay for things in pound sterling than dollars". Here are some facts - get used to them - long sales letters produce more sales than short snappy ones, many well designed pages produce zero sales whilst some of the worst designed pages lead to million dollar incomes, and yes, you need to charge in US dollars, it is the Internet currency.

3. Setting up your business structure

To truly gain from Internet marketing you need to have a central database through which all your sales are made. This database needs to process all your sales, have a means of contacting your customers, have a follow-up system for all sales, as well as be able to conduct customer service issues, help identify your best sales processes and handle sales by other people who sell things on your behalf. You have two choices. You could opt for several different items of software and services that cover each of these areas and then spend half your time managing them. Or you could do what every other successful Internet marketer does and that's use 1ShoppingCart. Get the "full version" which costs \$79 a month, you'll need it. If you're worried about the monthly cost, you're probably not serious about this Internet marketing business, so give up now. If you are serious, you'll soon discover that the \$79 a month is petty cash - you will easily and quickly recoup the money.

Hot Tip: If you get 1ShoppingCart via my affiliate link, I will know and I'll therefore mark you down as someone really serious about Internet marketing. You'll get special offers from me as a result.

<http://www.graham-jones-recommends.com/cart>

Once you have 1ShoppingCart in place, you will need some means of processing credit cards. If you already have a merchant account, you will almost certainly find that 1ShoppingCart will work with your existing suppliers. However, if you do not have a merchant account you will need one. The best one to get is WorldPay, run by The Royal Bank of Scotland. However, applications take about six weeks to process and your initial costs will be around £300-£400. Having said that, the WorldPay system is accepted internationally and has a solid and reliable reputation. It also has several anti-fraud measures in place that will help you. For more information on WorldPay go to: <http://www.worldpay.com>

If you cannot wait for six weeks, or don't want to spend the initial registration fees, you should opt for 2Checkout. This will only cost \$49 to sign up, but the commission fees you pay on each transaction are higher than for WorldPay. What many people do is start out with 2Checkout to fill the gap until they get approval as a WorldPay merchant. For more information on 2Checkout go to: <http://www.2checkout.com>

So, now that you have your database system and your merchant account, you'll need a place to conduct your business online. If you have a web hosting company that allows multiple domains to be hosted within one account, then you are OK. If not, move. Don't spend hours searching for a suitable host. Go to the biggest hosting company in the world and get a "Professional" account at £19.99 a month. Simply sign up at: <http://www.1and1.co.uk>

You will also need a domain name for your business. The 1and1 system provides 10 domain names within the price you pay. However, to search for domain names that are on your subject take a look at <http://www.nameboy.com>.

Now you are almost ready to get going - but first you'll need something to sell.

4. Creating products

It's likely, of course, that you already have some products. You may have a book, a collection of handouts, or an audio CD, perhaps even a video or DVD. However, just because you have something you can sell, doesn't mean anyone will want to buy it. Even though you may be able to attract sales at events you attend, you may not be able to gain sufficient interest online in what you have to sell. Hence you need to find out if Internet users are interested in your product. To do this you need to find out what people are searching for and see if it is similar in any way to your product. You will need to perform some "keyword" analysis. Keywords are the words that people type into search engines such as Google to find web pages on topics that interest them. By finding out what search terms people are actually looking for, you'll be able to work out whether or not your product has potential. There are several methods of checking keywords, but the easiest is to use Wordtracker. You will need an account - forget the free version it will not provide you with enough data. Accounts can be bought for as little as 24 hours. So set aside a day during which you will spend your time checking and analysing keywords. Then sign up for a full account at <http://www.wordtracker.com>

Use Wordtracker to find out what words and phrases people are searching for. You can then discover the level of interest in your product. You may find that people are searching for phrases that are directly linked to your product's topic. Alternatively, you could discover that people are not interested or are using search keywords at some kind of tangent to your product's central theme. Wordtracker will enable you to find out whether your product has potential, or if you need to change it in any way to match what people are really searching for.

Hot Tip: Wordtracker allows you to email the results of your keyword searches to yourself. After each search you do, make sure you email yourself the results. That way you'll be able to store your library of potential keywords.

For a complete, free guide on using Wordtracker go to <http://www.wordtracker.com/keyword-research-guide.html>

Once you have done your keyword research you can either adapt your product or get a new one produced that matches the keywords you have found. If you want an ebook written quickly, get a ghost writer by visiting <http://www.elance.com>

Your main line of products for sale will be ebooks; though don't ignore audio and video. At first, though, it's easier to start with ebooks. These should be produced as simple Adobe Acrobat PDF files. Forget other ebook formats; they are not popular, require special software and often produce amateurish-looking material. To create PDFs you will need Adobe Acrobat or an alternative program that creates such files.

Hot Tip: You can create PDFs without having to buy Adobe Acrobat. All you need is the free program PDF995. Visit <http://www.pdf995.com> for more details.

Having created your ebook you will also need to produce some kind of information product that is on the same theme, but which perhaps only presents a summary of what you have said in your book, or provides additional information. You will use this extra product as a give-away or freebie to attract potential customers. However, make the additional product of real value. Don't produce a give-away that is low-level and don't be tempted to use other people's material as your initial give-away; that just doesn't work.

5. Establishing a sales system

The central part of your sales system should be based on email. Most of your customers will buy as a result of email messages sent to them. Hence you need to create a series of several emails that will be sent to people on a regular basis to remind them of your product - called an "autoresponder". To do this you need to get a text processor program that will help you create your series of emails. I use TextPad which you can get from <http://www.textpad.com>. You will need a text processor to help you format your emails properly. With TextPad or an alternative text processor you can set your column width to 65 characters which enables your emails to appear correctly once someone opens them.

Hot Tip: Your autoresponder series of emails should be sent in "text only" format rather than HTML. Few HTML emails make it through spam checkers, corporate firewalls and so on. Most text emails make it through. Also, more text only emails get opened than HTML emails. You therefore increase your sales chances by sending emails in text format.

Write a series of emails offering advice, support, ideas, hints and tips, useful web sites etc. The first email should introduce your freebie and provide a download link for it; the remaining emails should include

promotional material about your actual product. The emails don't have to be very long, but they should provide real, useful information and not just sell your product.

Hot Tip: If you are using 1ShoppingCart use the code <\$firstname\$> in your email several times. Wherever this code appears, it will be replaced with the first name of the person who receives the email, making it personal.

Log into 1ShoppingCart, go to the Autoresponder section and create a new autoresponder series. Copy in your emails and set the number of days between each message. This can vary, but try not to bombard people with messages as this could put them off.

Now go to the Products section of 1ShoppingCart and create a new product. Set the name, price and other details of your ebook and then press the "save and edit" button. Now go down to the bottom of the window and you'll see a place where you can upload your ebook.

Now, you should go to the Custom Forms section of 1ShoppingCart and create a form for your autoresponder series. You will need to set the "thank you URL" to something like: www.yoursitename.com/page2.htm. This will produce some code which you should then copy and paste into a text document and save it.

You've now established a sales system. That was easy wasn't it?

6. Producing a web site

If you already have a web site design program you can set up your web pages using that. However, if you need a program, or need something that provides virtually instant page layout, look no further than XSite Pro. Visit <http://www.xsite-pro.co.uk> for more information.

You will need to create your "index" or home page for your web site as something that offers your freebie. However, people can't get your freebie until they give you their email address. Your first web page should entice people to want your free offer. Go to the "source code" of your web page and paste in the form code you saved from 1ShoppingCart. When someone lands on your web page and fills in their details in the form, it will automatically add their email address to your mailing list.

The next page you need to create is the page that sells your ebook - your sales letter. The file name for this page should be the one you used in your "thank you URL" within 1ShoppingCart. Hence, once people have submitted their email address to you, the next page they see is your sales page. Some people may buy at this stage. If you use XSite Pro to create your web pages you will easily be able to add "Buy Now" buttons.

Now create a third page. This should be the “thank you” page once people have bought your ebook. You now have three pages in your web site and you can upload them to your web hosting account.

Hot Tip: Add several pages to your web site that contain articles and other useful information related to your product and which use your keywords. Include your sign up form on each of these pages as well. Producing additional pages like this enhances your profile in the search engines. To get additional articles you can use on your web site visit <http://ezinearticles.com>.

7. Promotion and advertising

Now your web site is available you need to get people to visit it. You should submit your site to all the main search engines. Manual submission takes time, but has the most impact. If you only submit your site to one search engine, make sure you do so to <http://www.google.com/addurl>.

Hot Tip: Get “Hello Engines” to submit your web site to search engines and directories. It allows you to submit automatically where appropriate and manually where that is more advisable. More information at: <http://www.hello-engines.com>.

The quickest way to get people to your web site is with advertising, specifically at Google using their AdWords program. Sign up at: <http://adwords.google.com>. Create a campaign focused on one or two keywords. Create a couple of different adverts so you can test which one works best. Direct the adverts to your main index page where people will sign up for your freebie. Make sure your advert includes your free offer to entice people to visit your site. As your web site gains attention within the search engines, you’ll be able to reduce your advertising spend within Google AdWords.

To get further search engine attention you need to set up a blog - a means of adding information to your web site on a regular basis. If your web site is updated each day, you’ll gain real attention from the search engines. The quickest and easiest way to set up a blog is at <http://www.blogger.com>.

Hot Tip: To learn how to set up a blog at blogger.com you could buy my \$17 guide on quick and easy blogging. This takes you through the essential steps you need to take to create your blog. See: <http://www.blogskills.co.uk/quick.htm>.

You should also write articles on your subject and submit them to the article directories. Each article should contain a link to your web site. Other web site owners can then use your articles and create links to your site, thus

increasing your visibility on the Web. Articles need to provide practical useful advice and should not be a sales pitch. You can submit your articles manually to the article directories - but there are several hundred of them. If you only submit articles to a few sites go to <http://ezinearticles.com>, <http://goarticles.com> and <http://www.ideamarketers.com>.

Hot Tip: You can submit to several article directories using semi-automated software called "Article Submitter Pro". For more information see: <http://www.articlesubmitterpro.com>.

8. Generating additional revenue streams

With a sales system that is up and running you need to consider what you will do next. If you stand still, you will limit your sales potential. Hence you need to think about two things: additional products and services you can provide to existing customers; new products and services to find new customers.

If you look at your existing business you will probably find that around 80% of your income is generated from 20% of your customers. And using the same 80:20 rule, you'll probably find that 80% of your income is generated from repeat business. In other words, most of your income is from a small proportion of people who keep coming back to you. The same rules apply online. You will earn more money from the people who have already bought something from you, than from "one-off" customers. Hence your next step is to prepare a product "pipeline" for customers.

Your pipeline could include such items as a printed version of your ebook, or an audio version of it. You could also provide in-depth reports on specific subjects related to your ebook, or you could sell books and products written by other people, but which are related to your ebook. Other ideas include a membership scheme, whereby people pay you so much a month for advice on your specialist subject. Alternatively you could sell ongoing consultancy. What you sell will depend upon your particular niche area. However, right at the outset of your exploitation of the Internet you need to plan for the follow-up sales you will generate.

Once you have your additional products and services organised, you should mention them to your existing database of customers. The way to do this is to send a "broadcast" message using 1ShoppingCart. You can select a particular group of customers and send them an email about your new product, including a link to the web page you have set up specifically for your new item. You should also add an autoresponder email to the series of emails to potential customers - if they don't buy your first product they might buy your second.

Hot Tip: If you want to generate additional income by selling new products unrelated to your primary niche area, you can get items to sell from Clickbank. See <http://www.clickbank.com> for more information.

9. Starting an affiliate scheme

Let's imagine that your web site gets reasonable positioning within the search engines - in the top 1,000 of several million possible results for each keyword. That's not going to lead to much traffic, but is going to take quite an effort to get even within that narrow band of successful web sites. So you'll need to advertise, at least in the initial stages, to get business. But could you afford enough advertising to bring in all the people in the world interested in your subject? Maybe, but probably not. You'll need to budget; hence you will inevitably miss out on some potential business. That business, however, could be picked up by someone else who sells your products on your behalf - in Internet terminology "an affiliate".

Affiliates sell your products at their own web sites and take a commission for doing so. To get serious affiliates you should offer 50% of the price of the ebook. This means your affiliates will be more likely to try and sell your products because they'll make more money. Also, the more they sell, the more you earn. And remember, every sale adds a customer to your database to whom you can sell future products. In a way, by offering 50% commission you are entering into a joint venture with your affiliates. You might also like to see your collection of affiliates as your "sales force" going out to sell your books and products.

Luckily, 1ShoppingCart has automated affiliate software built in. All you need to do is set up the relevant pages using the 1ShoppingCart system itself. How to do this is explained in useful help files in the Affiliate section of 1ShoppingCart. Follow the advice and you will produce an Affiliate Sign Up link. This link should be included in a broadcast email or autoresponder messages that you send to your customers. Your existing customers will make very good affiliates as they clearly believe in your products.

Support your affiliates with advice, graphical tools and marketing ideas. They will reward you with further sales. Don't let your affiliates sign up and then get ignored. To do so will limit your sales. Treat your affiliates well and they will look after you.

10. Reviewing your methods

It is a widely held view that half of advertising works; but knowing which half is the problem. Your online enterprise may be working, but it could be working better. Equally, your Internet marketing activities may be failing to bring in any revenue so you could find out ways in which to change the negative position you find yourself in. The only effective way to do this is with "split testing". This means you provide alternative headlines, different

sales letters, different pictures and different advertising and then monitor which headline, for instance, leads to greater sales.

Within 1ShoppingCart there is an automated system for doing this called "AdTracker". You can, for instance, set up a sales letter with two different headlines. Then create an AdTracker link for these two pages. When someone clicks on the link - or you use the link in autoresponder emails, for instance - 1ShoppingCart will deliver the first page to the first user, the second page to the second user and so on. Then you'll be able to see which headline led to the greatest sales. You can use the AdTracker system within 1ShoppingCart to test all aspects of your sales system - headlines, pages, pictures, even Google AdWords campaigns. It is a tremendously powerful system and is something you should invest some time in getting to know and to use properly.

In summary

If you have followed all the steps outlined in this report, you will be selling items online. However, here's a brief summary of what you need to do, step-by-step.

1. Define what you want to achieve with Internet marketing - be specific.
2. Accept that you can perform the technical aspects of Internet marketing. Refuse to believe that you do not have the required technical capabilities.
3. Take control by severing links with web designers and current web hosts. Only in some circumstances will you need them.
4. Get an account with 1ShoppingCart
<http://www.graham-jones-recommends.com/cart>.
5. Sign up for a merchant account
<http://www.worldpay.com>
or <http://www.2checkout.com>
6. Get a reliable web host for multiple domains
<http://www.1and1.co.uk>
7. Buy or transfer your domain names to your web hosting account
8. Check the keywords people are using to find the kind of material you want to sell
<http://www.wordtracker.com>
9. Create your product, in Adobe Acrobat format
<http://www.pdf995.com>

10. If necessary, hire a ghost writer
<http://www.elance.com>
11. Write several emails to help promote your product
<http://www.textpad.com>
12. Copy your emails into the Autoresponder section of 1ShoppingCart
13. Create your product page in 1ShoppingCart and upload your ebook
14. Produce the code for your sign up form in 1ShoppingCart and save the text on your PC
15. Design a three-page web site. Page 1 collects email addresses using the sign up form you've just copied to your PC. Page 2 is the sales letter for your product. Page 3 is the thank you page for buying your product.
<http://www.xsite-pro.co.uk>
16. Add articles to your web site using <http://ezinearticles.com>
17. Upload your web pages to your web hosting account
18. Submit your web site to the search engines
<http://www.hello-engines.com>
19. Advertise your product using Google AdWords
<http://adwords.google.com>
20. Increase your web site's visibility by adding a blog and updating this regularly
<http://www.blogger.com>
<http://www.blogskills.co.uk>
21. Write articles related to your web site and your product and submit them to <http://ezinearticles.com>, <http://goarticles.com> and <http://www.ideamarketers.com> or use <http://www.articlesubmitterpro.com>
22. Create your product pipeline with additional products that you promote to your customers
23. Set up an affiliate scheme for your products and promote your scheme to your existing customers
24. Set up an AdTracker within 1ShoppingCart to ensure you test and analyse the relative performance of each aspect of your web site.

It's up to you

So, these are the main steps you need to take in order to start profiting from the Internet. Now, you need to take some action. Studying the subject in detail, listening to yet more teleseminars or downloading tons of information on the subject will not make you any additional cash. Only trying it out will do that. So take some action and start making some money online - now!

Further help

As someone who has studied the psychology of online selling and as an individual who uses the Internet to sell and market my services, I have experience and knowledge which may be useful to you in your desires to sell more online. So, I can certainly provide support and guidance should you need it. I provide one-to-one consultancy, which costs £1,300 +VAT for up to one day of work with you and follow-up support. You may also be interested in my workshop on Internet marketing which I run with my colleague Guy Levine. For more information:

<http://www.internetmarketingmeeting.co.uk>.

What you can do with this report

You can use the information in this report to help boost your own business. You may also pass on this report to other people who you think may benefit from its contents. However, if you wish to use the material within this report on any other way, I'd appreciate you contacting me at report@ukmessage.com.