

# INTERNET MARKETING SECRETS



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# Chapter 01 - Introduction

To this day, it amazes me that more people aren't aware of the HUGE potential that the internet represents when it comes to earning money.



This is not just an option for those lucky, tech-savvy entrepreneurs; this is something that *anyone* can

start doing with amazing effects. If you know how to use a computer, then you could be earning money online.

Not only that, but you could be earning *passive income*. That means you could be earning money *while you sleep*. And those passive income business models don't need to be complicated to set up by the way. This is something you can start doing in days if not hours.

Some online business models are so shockingly simple that they literally involve doing little more than 'copying and pasting' an exciting business model to start making it work for you.

And it's not just money that you can stand to gain by doing all this. Running a business online gives you a way to make money doing something you love and that you're truly passionate about. More than that, it will allow you to develop a small amount of fame.

Can you imagine how rewarding it would be to get emails from strangers telling you that your videos or your blog posts changed their lives?

This can be a stepping stone to great things. It can be a way to find yourself on TV some day. It can lead to a publishing contract.

It can help you to create other products that you've always dreamed of – imagine the sense of accomplishment that comes from seeing something that *you thought of* in stores.

And if you already run a business or if you're someone that works for another company, then you can even use a basic understanding of internet marketing in order to promote that existing organization and grow it to entirely new heights.

If the web can do all that for an individual, imagine how much it could grow your business. Imagine how many new visitors you can drive to your website, how many new customers you could drive to your products and just how little time, effort and money all of it could cost you...

In short, there is no limit to what you can accomplish using internet business and it's something that *everyone* should be involved in.

Whether you like the idea of having a blog that people read and enjoy, whether you want to make a little money on the side, whether you want to boost your existing organization, or whether you want to grow your own internet empire.

That All Sounds Great! But I Don't Have the Time or the Knowledge!



Maybe you've heard some of this pitch before. Maybe friends have told you how their lives changed when they started earning money online. Maybe you've read the blogs of other internet marketing gurus that promote the benefits of earning money on the web.

Maybe you're just smart enough to see the opportunities there in front of you.

So why haven't you don't anything about it yet?

Well, if you're like a lot of other people, then the answer likely comes down to two factors:

- Time

□ And knowledge

You probably don't know enough about the web or how it operates in order to see the *precise* opportunities that are there for you.

You probably don't yet know how to go about setting up a website, let alone filling it with the kind of content that people fall over to read, creating a product to sell from it, or promoting it so that people all around the world are able to discover it (without trying to!).

And perhaps you're not yet familiar with *all* the different types of business that you can create online. Perhaps for instance, you didn't know that you could start making money by selling books that you didn't even create!

And the other issue is time. You'd love to learn all this stuff, but do you really have the time?

Then there's the idea of actually running the business day-to-day. If you're already a busy professional, how can you possibly afford the time to build an additional business on top of the one that already takes up the vast majority of your time?

Especially if you're also a family man or woman, or even just someone with an active social life!

That's where this book comes in. In these pages, you're going to discover everything you need to know to start running a massively successful business *in your spare time*.

You don't need to know a single thing about SEO, building a website or even business just yet: you're going to learn how the web works, how people make their money and how you can get in on the action.

We're going to focus on the fastest and most effective ways to start making money online. You're going to discover business models that you can easily implement in a matter of hours or even less.

And you're going to discover how you can create businesses that *run themselves* so that you don't have to.

I'm serious: you can start making thousands of dollars each month from a business that will take you less than a few hours to set up. There's an element of luck involved sure, but the *worst case scenario* is that you'll earn a few hundred a month.

A few hundred a month.

Indefinitely.

From a few hours' worth of work.

It sounds mad, right? It sounds *impossible!*

But it really isn't. And you're going to discover why not in this book. In the *first few chapters* you will discover *multiple* simple businesses that can be implemented this quickly and effectively.

If you want to take things a little further, we'll look at some productivity tips that will allow you to leverage the power of the web in order to accomplish huge amounts of work in a very short amount of time.

And you're going to see how you can take these ideas and use them to grow your *own* business too.

If you're new to all this, then this book can change the way you approach your business. And in doing so, it can change your life...

Who is This Book For?

This book is really for *anyone* who wants to learn more about internet marketing and how to make money from the web, but who doesn't have the time to invest countless hours into growing an online business or managing a blog.



If you think you could benefit from earning several hundred dollars *minimum* for a few hours' work a month, then this book is for you.

But this book is *particularly* aimed at the business professional. If you're someone who runs a business or is currently worked to near-breaking point by your existing employers, then you're going to find that this book uses a lot of concepts and strategies you're familiar with but in a new way.

This will help you to understand how to use internet marketing in the workplace *or* how to use it to escape the rat race.



# Chapter 02 - What Makes the Internet Go Around?

If you're new to internet marketing, then a lot of the basic concepts might be lost on you. You may be yet to fully understand



precisely *how* it's possible to make money online.

And if you're someone who's a little more experienced, then you *still* might not grasp the intricacies of the systems that run the web's economy. What is driving it? Where does all the money

come from? Where is it going?

Understanding this will help you to better manipulate those systems in order to start earning and it will help to demystify a lot of what we're going to be looking at in subsequent chapters.

This is a chapter I wish my gran would read. She's constantly asking me how I'm making my money and whether or not it's legal!

To people who don't understand how to make internet marketing work for them, it can seem a little like magic! Like you're some kind of sorcerer who can conjure money out of thin air (and of course this is part of the appeal of understanding internet marketing).

When they learn that the money is rolling in while you're snoring, you'll find they're *even more* amazed!

### The Economy of the Web

Money comes and goes on the web and is driven by many of the same forces that drives it out here in the 'real world'.





More specifically, most of the money is made by people buying things and for the most part, these are physical products (items from sites like eBay, Amazon, clothes shops or even grocers), digital products (eBooks on how to make money or get fit), services (legal services, consultation, dating websites, marketing, writing, photography), holidays and more.

These days, you probably make a lot of your own purchases online and so you're probably familiar with this. And even if you don't make the purchase online, you might well do the research online – you might search for the nearest local hairdresser or place to eat for instance.

Conventional businesses that you are likely very familiar with all make a lot of their money online and so too might yours.

But you probably don't have time to set up a business like this. If you're a busy professional then you're not going to have time in the evenings to set up a hair salon, to start offering legal advice or to sell t-shirts.

These are business models that require monetary investment, lots of time, certain skills and knowledge etc.

This is not a business that you set up in your evenings!

One way you can get around this of course is to sell something that you can create in a short amount of time and that won't involve too much of a financial investment. That might mean that you sell an ebook for example.

An ebook is really nothing more than a Word Document or a PDF file that you can create in MS Word. As such, it will require no specialist skills or knowledge to create, it will cost you nothing and you don't need to store it anywhere.

What's more, is that you can sell it countless times while only having to product it *once*. The same goes for apps, for games, for online courses and for other 'digital products.

## The Role of the Internet Marketer



The problem is that these types of product only appeal to a certain type of person and you need to do a lot of convincing in order to persuade someone to spend money on something they can't physically hold in their hands.

And that's where internet marketing comes in. One simple form of internet marketing is to sell a digital product and then to start profiting nearly endlessly from a *single* file that they created just once.

Your job in this case will largely revolve around paying for online advertising, trying to get to the top of Google (which takes more time) or mailing people in a mailing list.

But that's only one way you can use those internet marketing skills. Because *all* of those businesses need eyes. All of those clothes shops, all of those hair dressers and all of those holiday sites... they all need people to find them.

Thus, they are willing to pay other people in order to get the word out – both directly and indirectly.

This is how a lot of websites will make money from advertising, without actually having to sell anything on their site.

In this case, you can make money from people who pay you monthly fees to display banner ads on your website, or you can make money through Google ads and other networks that will pair advertisers with the right content creators.

In this latter scenario, you will often earn a very small amount each time someone clicks on your ad or each time it is shown to a new user. In *both* scenarios, the more visitors you can attract to your website, the more money you still stand to earn.

YouTube videos earn money in a similar way – by showing ads at the start of the video in most cases, or being paid by sponsors to show off products.

In this case, you can think of the way you make money as being similar to a free magazine that gets handed out on the subway.

You didn't pay for that magazine but it is absolutely covered in adverts and those advertisers pay for the creation of the magazine knowing that it's going to be seen by a very large number of people.

Alternatively, you can earn money to directly promote a product. This can happen by finding a sponsorship deal, as many of the Instagram and YouTube stars have managed, or it can happen by promoting affiliate products.

This latter option essentially amounts to selling a product for commission. Here, the seller will provide you with a unique link to their site that only you know and any purchases that come through that link will be credited to your account – earning you a percentage of each sale.

In short, the success of the internet marketer hinges on their ability to draw eyes to a subject matter and to say opinions. If you do that, then you can drive sales of both your own products and those of other creators and sellers.

As a busy professional, these skills can either allow you to grow your own business, or to start making lots of money on the side in your evenings.

And over the next chapters you're going to learn how to do *both* those things with minimum time and effort.

# Chapter 03 - Earn Instant Money using the PLR Business Model

## Simple Business Model: PLR Products

So far, you're either intrigued by all this theory or rolling your eyes because you've heard it all before. Either way

though, it's just that - theory – it's time we started putting things into practice.

Just before we do though, I want you to consider one more thing: the way you think about earning money online as a business. A paradigm shift if you will.



Because this is where a lot of people who set out to make money online will go wrong. Hopefully, you're less likely to fall into this trap if you're already successful in business, but it still bears mentioning.

Because a lot of people will approach online business with a plan to become the next Mark Zuckerberg or Steve Jobs. The web is new, it's exciting and it's 'high tech'. This is where entrepreneurs are made and huge businesses are born overnight.

This is your opportunity to create something truly new, something life changing and something that will make you rich while changing the world.

Except that's the very worst way to think as you go into this.

For every Mark Zuckerberg, there are *millions* of people who never make it. These are rare, fluke occurrences and actually they do not represent the majority of the big successes on the web *at all*.

Most of those big successes look nothing like Mark Zuckerberg – they look like you.

And they look like your colleagues at work.

We've already seen that the web works very similar to the rest of the economy. The money comes from people selling hair shampoo and holidays. And these aren't businesses that are changing lives. These are everyday, regular old businesses.

They're also proven, simple and easy to replicate. They're lower risk. And as a business person, you probably understand them.

So instead of trying to transform the way we communicate, how about you just take a business model that you *know* works and then replicate it? It might sound less inspiring or amazing. But it's also MUCH more likely to help you make lots of money online.

Because it has done the same thing for countless other people.

There's nothing wrong with look at a business model that works well and then simply replicating it precisely, knowing that it will do the same for us. It's quicker, smarter and more effective.

And in this next section, we're going to take that notion to its most extreme conclusion: by literally copying and pasting someone else's business. With their permission of course!

## PLR Products: The Fastest Way Imaginable to Start Making Reliable Income Online



The business in question simply revolves around selling PLR products. PLR stands for 'Private Label Rights' and is a type of license – meaning that you have certain rights when it comes to how you can use the product that you're buying.

Specifically, a PLR license gives you the right to a) resell and b) edit a product.

These are normally digital products – remember we mentioned them in the last chapter – which means things like eBooks or online courses. That means you can buy them just once and then sell them as many times as you like to *keep* making profit.

All you need is the resell rights. PLR products give you that and then go one step further by *also* giving you the right edit the product and make it your own.

This is a big deal in the world of internet marketing and it's a very regular practice in fact. Thus, you can find *plenty* of private label rights products that are just sitting there waiting for you to make money from them.

Better yet, the creators *expect* you to do that and as such, they have made their products with that use in mind and they will often provide a ton of extra materials and freebies that you can use in order to do this even more successfully.

Specifically, most PLR products will also come with all of the marketing materials that you need in order to sell them. That means you'll get the sales page – the page through which you promote and eventually sell the product – as well as lots of ready-made adverts and even emails that you can send.

This massively reduces the work that you need to do and means that you can literally *copy and paste* the entire business.

It's this simple: you find the PLR product that you think will sell well. Then you purchase it (normally for around \$100-\$200) and then you get that product, along with the rights to edit and sell it *and* with all the materials that you need to start making a profit.

And from there, you can then edit the book in order to add your name as the author and perhaps to add your branding to the cover. If you wish, then you can change the title and maybe some of the interior.

Then you change the 'Pay Now' button using PayPal so that it will credit *your* account instead and then you upload it to your own internet hosting account.



Now you can start selling the product – with your name on it – and all without having to lift a finger.

The best part is that you can choose a PLR product that you know is already selling well, thereby avoiding the scenario where you invest a huge amount of time, money and effort into a product only to discover that there's no audience out there for it.

Your only job is to make sure that people can find the product and this is where the internet marketing comes in. We'll discuss the countless different ways you can drive people to this product in future chapters but just to highlight one example, you could use PPC advertising.

PPC stands for 'Pay Per Click' and this is a form of advertising where you only pay for people who click on the adverts. If the advertising campaign isn't successful, then you don't pay.

So *as long* as you know how to sell and you make sure that your sales page is convincing people to buy (you can make tweaks to the one you got free), then you should be able to convert a high percentage of your visitors into buyers.

And if you can do this, then you should make returns on the investment you make on advertising.

This is a business that will take hours *if that* to set up and require a very small up-front investment. Despite all that, it can earn passive income for you – generating money while you sleep – and continue to do so indefinitely.

# Chapter 04 - Create Affiliate Marketing and Other Business Models in Free Time

PLR products provide one fantastic way to start earning money through internet marketing without needing to know anything about business and without needing to be any kind of tech whizz. In fact, you don't even need to be a *business* whizz or even to commit much time to it.



This is the perfect business model for the busy business person that will allow you to employ just a modicum of basic sales knowledge in order to earn money *indefinitely* from a single product.

But that's only one example. Another example is potentially even *easier* and that is what is known as 'affiliate marketing'.

## What is Affiliate Marketing?



Affiliate marketing is one of the most popular ways there is to make money online as an internet marketer. In fact, when you say 'internet marketing' to some people, they will actually assume that you are talking about affiliate marketing in actual fact.

Affiliate marketing basically means that you are marketing products for a commission. The idea is that you promote a product that someone else created and is selling and by doing so, you can earn a profit.

Essentially, you are acting like a door to door salesman, except that you have a door to the entire world...

Often, this will mean promoting a digital product like an ebook or an online course. As we've already seen, the great thing about digital products is that they can be sold indefinitely and they come with zero 'CoGS' (Cost of Goods Sold). With no overheads, that means that sellers make 100% profit.

And the exciting thing is that there are countless affiliate programs out there that will offer to give away 70% of their earnings or more!

This might strike you as odd. Why would someone who created a product be willing to give away more than they are earning from the product?

The answer is simple: they want to encourage as many affiliates as possible to get out there and help them promote their products. They are probably *already* selling their product through their own channels.

They are probably making as many sales of their ebook or course as they possibly can and they might well have run their potential marketing dry. All those sales are making them 100% profit.

Thus they have nothing to lose by trying to get additional sales *on top* of that for only 30% profit.

By offering 70% of their income, they are going to entice the maximum number of marketers possible to help them promote their products and that in turn means they'll have an *army* of professional sellers helping them to make even more turnover and revenue.

The more they offer, the more they make.

What this means for you, is that you can start selling an ebook for \$50 and make \$35 for each sale. And unlike PLR products, there's no need for you to worry about buying anything up front.

This actually means that you can promote *as many* affiliate products as you like and scale your business almost endlessly.

## **How it Works**

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