

7 Steps to Creating Your Own Success on the Internet

**Discover the Basic Steps to Creating Internet
Success With Your Very Own Web Product and Web
Site,
Even if You Can't Program and
Can Barely Understand the Internet!**

Sean Mize

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Introduction

Hello, my name is Sean Mize. When I first got started marketing online, I was very disappointed that there weren't more entry-level books available that were thorough. It seemed that all the inexpensive books left a lot to the imagination. I have learned the art of internet marketing primarily through trial and error, and want to share some of what I have learned with you today.

A lot of what you may have seen online that actually looked like it could provide you the answers you need, was a bit pricey. A lot of the better and more complete products on the web can range up to a few thousand dollars. And that is money well spent, if you have it and are serious about learning the business of internet marketing.

However, I am assuming that the average reader of this book is on a budget, so this book is written with the intent that you can get started, learn what you need to know, and begin making money for a few hundred dollars.

The Leverage Plan

A lot of basic services that you will need to get started on the web such as web hosting, web templates for your web site, sales materials, autoresponders (automated email services), credit card services (so you can take credit cards), and even products to sell can be achieved for very little up front, or even the first 30 days free. They are designed that way so you can try them out. The companies are willing to give you their service for free for the first 30 days because they know that if you are making money after the 30 days, then you will continue to pay for their service after the trial period.

Getting Started

The very first thing you need to do, before you get started online or with this step-by-step system, is to take some time alone and think about what you really want out of the internet. What do you want? Do you want to make an extra \$500 per month for a car payment? Or do you want an extra \$2000 per month for a mortgage? Or do you want to make \$20,000 a month or more, and spend time traveling? Perhaps you wanted for a long time to work with inner-city kids or with children in Africa or teachers in China, but have never had the resources to do it.

You see, you will always get what you really want. If all you want is a new car (and that's OK), that is all you will get. But if you genuinely have a burning desire to make a quarter of a million a year, you can have that too. It will require a lot more work than the new car, but the most important thing is your belief that you can do it. This book will only give you the directions, and tell you how to create the foundation, the framework. You will, through sweat and creativity and testing and late nights, make the big money

happen. If you just want the car, you can probably do that in a few hours a week.

Step 1: Decide What to Sell

The next thing you need to decide is what are you going to sell or to market? Unless you are getting into internet marketing for charity purposes, and if you are reading this I imagine that's not the case, you will have to sell something.

What are your interests? Now you may be thinking, well I just want to sell something that is going to make me a lot of money. That sounds really good right now, but when you are working late into the night and early in the morning on your web project, you will quickly tire if you aren't personally excited about the product you are marketing.

Choose a product area that excites you, that you can really get into selling, an area where you really believe there aren't enough choices.

The next thing you will do is go online and find a solid product in the same area of interest that you want to create a product (but not the same product) and become an affiliate of that product. In this way, while you are creating your new product, you will get a feel for the people who purchase that product. You can communicate with them, finding out what they like about the current products on the market, and what they dislike about them. This will help you create a much better product than if you are not in touch with the market.

Step 2: Create your own product

First, take out a sheet of paper and write down 10 topics that you have some general knowledge about, for each of the areas of interest you have. Next, write at least 3 sub topics underneath each topic, so you will have at least 30 sub topics, or ideas.

Once you have broken all of the different subjects about which you could write, into outlines, then you must decide which will be best. Take a look at all of them. Which appears to have more information? Which topics do you appear to have more first-hand knowledge in? Which topics appeal to you the most?

Once you have chosen a topic, take each of the subtopics you created earlier and write out at least 5 things you can write about each of them---so you will have about 10 areas of knowledge, 30 sections of information (subtopics), and 150 individual ideas.

Now look at your list. Do you think you can write a paragraph or two about each of the individual ideas you have marked? Of course you can! And if you write a full page about each individual idea, and you should be able to, you will have around 150 pages of content!

Now, I will have to say this now. It is far more important that everything you write is

useful information that will truly help convey from you to the reader (the purchaser or your book) your expertise, than to write a long book. It would be better to write a book that has 30 pages but is worth \$100 to the reader than to write a 200 page treatise that is only worth \$10, if that.

At this point, just start writing. Type all the topics, areas of knowledge, sections, and individual ideas into a word processing program such as Word. The reason you are going to type them all in now is so that you can start by writing about one particular idea at a time, and actually type it into the program.

Now, begin to write about the topics about which you already have the most information. Once these are finished, you may need to do some research on some of the remaining topics before you write about them. Once you have finished writing about all of the topics, take a look at the order in which you have placed the topics---you may need to rearrange that some.

The next step is going to be to proofread your book for spelling, grammar, and the continuity of ideas from the beginning to the end.

Next, you need to add a table of contents and number the pages.

Perhaps at this point you are realizing that writing this ebook is going to be more work than it looked like at first! That is normal, but I want to recommend a fabulous ebook-writing course that will make things a lot easier: [Ebook Writing Course](#)

Step 3: Upload Ebook Product to PDF

Next, you need to make your book available in PDF form. PDF is a universal form that just about every computer can read, and it looks real professional (this is a PDF). The universal standard these days is Adobe Acrobat. They have a great trial program, where they give you 5 downloads for free, and then you can subscribe for something like \$10 per month and get as many PDF conversions as you need. (Be sure to check their current offering, as it may have changed since I have written this). [Adobe Acrobat](#)

Step 4: Write Your Sales Letter

The most important parts of your sales letter are going to be all the teaser points about everything you are teaching about in your book, and the headline, which gets them to read the letter in the first place.

Take every point---yes, every point, all 150 of them, if that is how many you have, and write a 'bullet point' for each one.

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