

*Bob Parker's*

# **Internet Marketing 101**



**Internet Marketing 101**

**Entrepreneurship**

**Starting a Business**

**SEO Tips**

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

## **Important Legal Notice**

This publication is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, and all rights are reserved, including resale rights: you are not allowed to sell this Guide to anyone else. If you purchased this book from anyone other than downloading it for free at [TheDailyEntrepreneur.com](http://TheDailyEntrepreneur.com), you've just been ripped off. Please contact us via e-mail at web master at [TheDailyEntrepreneur.com](http://TheDailyEntrepreneur.com) and notify us of the situation.

Please note that much of this publication is based on personal experience and anecdotal evidence. Although the author and publisher have made every reasonable attempt to achieve complete accuracy of the content in this Guide, they assume no responsibility for errors or omissions. Also, you should use this information as you see fit, and at your own risk. Your particular situation may not be exactly suited to the examples illustrated here; in fact, it's likely that they won't be the same, and you should adjust your use of the information and recommendations accordingly.

Any service marks, product names or named features are assumed to be the property of their respective owners, and are used only for reference. There is no implied endorsement if we use one of these terms.

**You May Give This Book Away For Free**

**You Cannot Sell This Book**

# **Table Of Contents**

**Chapter I** – Internet Marketing 101

**Chapter II** – Traits of a Successful Entrepreneur

**Chapter III** – How To Successfully Launch Your  
Own Internet Business

**Chapter IV** – Diving Right Into Affiliate Marketing

**Chapter V** – SEO Basics Getting Your Site Noticed By Google

**Chapter VI** – Brand New Methods For Promoting Your Business & Website

**Chapter VII** – The Entrepreneurs Mindset

1. **Chapter VIII** - – Time management, Getting the most work out of your  
time

**Chapter IX** Moving Right Along, Conclusions.

# Chapter I – Internet Marketing 101

What Is Internet Marketing? And is it allowing thousands of average everyday individuals leave their boring days Jobs to sit at home and bank in literally thousands of dollars per month doing everything from their home PCs. Welcome to Internet marketing! Some call it financial freedom but I just call it Fun! Internet marketing is a lot similar to marketing in a real live situation, buyers & customers have a need, they're looking for that perfect product to satisfy their need. That is where the sellers come into play.

The sellers provide the buyers with the product they've been craving, Thus providing a mutual relationship between seller and buyer. In most cases the buyers don't know where to even start looking for that product they need. On the Internet the first place a interested buyer goes to try and find what they need is... You guessed it the Almighty Google. The buyer types into Google what they are looking in the Internet marketing world those are known as **Keywords**. This is where you the Internet Marketer comes into play. Your Job is simple – to provide the buyers with that they need. “ *You will be Wealthy Beyond Your Wildest Dreams If you can master that*”.

## Finding Your Niche

Now that you understand the relationship between buyers and sellers, It's time for you to start thinking about what you have to offer to the world. What would be interested in creating or selling? A niche is something that that potential buyers may be looking for.

**For Example:** *Software, Informational Products, Purple Sun Glasses, Blue Nike Shoes... You catch my drift?*

- (1) Your niche can be anything. There are billions of people online searching for many, many different things. I can almost guarantee that any product you decide to great & or promote has people willing to buy from you. So Pick something that you're really passionate about. If you do this from the beginning Internet marketing will be very fun & easy. If you pick a niche that you're not too shabby about then Internet marketing could turn into a big headache in which you'll find yourself giving up all together.

## **Chapter II**

# **Traits Of a Successful Entrepreneur**

Alas ! We get to the topic of entrepreneurship. I remember my first dive into the whole Internet marketing scene. I was a sophomore in High School. I remember staying up late nights till 4 in the morning working on some website or another product. I was always doing something online to make money. Homework and grades of course suffered badly, But I had a much larger goal in mind. I was determined by that by the time I graduated High School, that I would have made a million dollars or more online. My hard work paid off. No I didn't get accepted into Harvard for my outstanding academic achievement, I chose to go to community college for the first couple years so that I could continue to focus on my business while getting my continuing education. I didn't graduate from a Top school and look at me! I'm making more than Americas top Lawyers and business men. I'm not a genius, I was just a poor high school student who had a goal to make a comfortable living online. I knew I never wanted to work for someone, have set hours & feel obligated to come into a boring day job every single day.

### **Setting Goals**

When I first started my exciting career of Internet Marketing & Entrepreneurship I set goals for myself. I knew what I wanted and everyday I worked toward them. Step after step. I followed a simple guideline I had mapped out for myself. This guideline was to ensure my success in what I was doing over a set time period of a couple months, weeks, or years. Depending on the goal I had set for myself. First starting out my goal was to make \$1 dollar each day. I setup a website targeted towards my niche and started to put that goal into action. I wrote articles daily, submitted my articles, built back links to my website, blogged about my site & many other things in which I'll explain to you in the chapters ahead. After two week of launching my site I had archived my first goal. I was making \$1/day....Next I wanted to shoot for \$1000/day.

## **Know Your Customers**

This is one trait that has many different meanings. I've also seen this trait taken lightly by some entrepreneurs in the field today. Knowing your customers can determine how much earning potential you'll have online. If you don't know what your target market is looking for (customer needs/wants) then how are you able to deliver that to them?.. I hope I've got you thinking hard about this one. As this is probably one of the most important traits of entrepreneurship. Knowing & listening to your customers will allow you to come up with effortless ideas and concepts for new products, websites & services.

Communicating with you customers. The Internet is changing and during this stage, people now want to know the man behind the mask. They want to be taught mentored too and fed quality information. By building this kind of relationship with you customers you are putting them in a place to continue to supply you with their business. I.E. Con tuning sales, website traffic, and word of mouth marketing (viral marketing).

You don't have to try too hard to be “professional” just be yourself and your customers will love you for it. This also helps you create your own unique presence online. This will set you apart from all the other so called “gurus” online. After all being original is what entrepreneurship is all about.

## **Consistency**

Being consistent is a extremely important trait. Being successful and making the money you want to make online is going to take time & effort. No body gets rich over night, & if they did then that person was probably working at whatever made him wealthy for a long time. Consistency builds wealth. If you're determined to do something and you want to archive a goal then you're going to eventually get what you want! Thats a fact & proven law. It may take months or even a few weeks, but if you follow a set of guidelines as outlined in this book then you are bound to see financial success with your business online. There are a million books online claiming to make you filthy rich overnight – you can find them for a dime a dozen on ebay... If half of those books claimed to do what they say then everyone should be a millionaire by now.

## **Chapter III**

# How To Successfully Launch Your Internet Business

So now you've found your niche & the next step would be to setup a website around your product & ultimately get buying customers. Although very easy to do there are some important measures we're going to want to take to ensure the lasting success of your website & business. We want to employ methods so that the customers come to you, rather than you spending hours pulling them over.

## Setting Up A Website

The first step in setting up your business website is to find a domain name. A domain name is a unique name people can use to find & identify you online. I.E. TheDailyEntrepreneur.com Google.com, Yahoo.com etc.

Domains cost anywhere from \$5-10 dollars per year. Below is a list of some of the most popular places to get a good domain name for a good price.

[Godaddy.com](http://Godaddy.com)

[1and1.com](http://1and1.com)

[Network Solutions.com](http://Network Solutions.com)

Note: You want to choose a domain with your niche “Keyword” in the title.

For Example: I have a website selling Dog Collars. I would want a domain such as **DogCollar**Depot.com , notice how I included the keyword “dog collar” in my domain.

By doing that from the start you automatically put your website in a good position for SEO (Search Engine Optimization). Google loves websites with the relevant keyword(s) in the domain name.

After you have found a good domain name for your site. You will need a place

to “host” it. Hosting is very cheap nowadays due to the high completion of hosting companies competing for your business. More & more people are getting their own websites that hosting has become affordable. You can find a basic hosting package for as little as \$10/month. Below is a list of the most popular & affordable hosting companies. The company listed below have outstanding customer support and are on 24/7 to help you with getting setup.

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

Not A Web Designer? No Problem. You Don't have to be. In fact mostly all websites are designed by other people than the owners. Web Design can be very expensive, or very affordable.

Before you fork our thousands of dollars on a professionally designed website let me show you where to get a professionally designed website for your product/niche for under \$300 dollars. Part of being successful online is knowing how to budget, knowing how to get more for your dollar.

[GetAFreeLancer.com](http://GetAFreeLancer.com) - I've been using this website to get all my web design work outsourced and professionally designed for under \$300. This site is comprised of freelancers ( individuals who offer their services based on a project bid) . GetAFreelancer.com has thousands of freelancers from around the world eager to do design your website, write content, programming & pretty much anything & everything you need. You open up a project according to your needs , and freelancer registered at the site will bid on your listing. Prices can steep very low due to the completion of all the eager to work freelances, Making this a perfect site for all your technical needs.

Another easy and Cost Free alternative would be to pick up some HTML skills and design your website(s) yourself. However this can take time. Time that you could be spending marketing your website & products.

Quick Solutions for website would be to start a Blog. There are many blogging platforms and services to choose from. I personally prefer Wordpress over the rest. Wordpress provides more flexibility and customization options for your blog to make it your truly your own & unique. It's also fairly easy to design &

edit Wordpress templates according to your taste.

[Wordpress.org](http://Wordpress.org)

[Blogger.com](http://Blogger.com)

[TypePad.com](http://TypePad.com)

By now you should have learned how to successfully setup your website in one medium or another. The next crucial step is to start writing content targeted to your niche. You'll hear on the Internet a lot “Content is King” - this statement can't be more accurate. The more unique content you publish on your site the better. This will keep your customers & search engine's constantly coming back for more. Writing quality content consistently also provides you with credibility and builds trust between your website and the users. This will ultimately determine weather or not they will buy from you or not.

## **Chapter IV**

### **Diving Right Into Affiliate Marketing**

You may have heard of affiliate programs, Or you may want a more in depth explanation. For all intensive purposes I'm going to outline what exactly affiliate marketing is.

Affiliate marketing is plain & simple – promoting other people's products on the web. I.E. John Doe has a product about “how to quit smoking in 7 days” & I have a website about the bad habits of smoking. John offers \$25 dollars for every copy of his book that I sell though my website, blog or Pay per click campaign. ([Google Adwords](#)). By promoting this affiliate product on my website. I'm:

- A). Providing relevant products and ads to my visitors.
- B). Earning a consistent income, without the work of making my own product.

If you didn't catch the example in point B. Then here it is again. Affiliate marketing allows you to pick and choose relevant products to promote alongside your website, product, or pay per click ([Google Adwords](#)). Promoting affiliates products saves you the time of making your own products &

promoting. However you're doing all the work of promotion for half the earnings. Affiliate marketing is a large part of Internet marketing. You can setup websites targeted toward a specific affiliate product that you want to promote. **Article Marketing** also plays an important role in profiting from affiliate product promotion. You write quality articles that are on topic with the affiliate product you wish to promote. To promote & earn commission on the product you simply write an article and include your affiliate link in the reference at the end of the article.

Affiliate Products are found on what are called "Affiliate Networks" these networks allow products owners and advertisers to list their product or service on the network for affiliates to come and promote. A couple of popular affiliate networks are listed below.

[CPAempire.com](http://CPAempire.com)  
[Clickbank.com](http://Clickbank.com)

## **Ezine Article Marketing**

This is perhaps one of the simplest forms of Internet & affiliate marketing. This is a multi-functional method of promotion. You can Drive Traffic, to your website, promote affiliate products, & even build back links. If you can master the simple task of article marketing, then there are not limits to how much you can make online.

The first step in writing an article that sells is to find out what keywords sell. Yes there are keywords that sell & those that don't. When users search Google they are either doing one of two things. Searching for information. Or Searching to buy something. Your goal as a marketer is to write an informative article while subtly pushing your affiliate product, service, or website.

The First thing you're going to need to find the keywords that sell is a keyword tool. This tool will find relevant keywords according to your niche & tell you whether or not the keyword(s) are getting any traffic from Google.

There are many great free keyword tools available to you. Some of them are listed below.

[WordTracker.com](http://WordTracker.com) Keyword Tool

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

