

Internet Wealth Secrets

part 1

Drive your internet income through the roof, even if you've never made a penny from the internet before.

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Quick Way To Wealth: Selling Other People's Products

The quickest and easiest way to start out is by selling other people's products.

They've already been created and, providing you choose your products carefully, you can be up, running and profitable in a very short space of time.

Longer term, once you've found a profitable area, you may consider creating your own product to sell. But that's by no means essential when you start out.

Many people have made a full time income selling other people's products. You can too.

Before you spend time, money and effort promoting a product, it pays to investigate how big the market is and how much competition you'll be facing.

For instance, it may seem like a good idea to sell weight loss products but you'll be competing with everyone from Weight Watchers through to the latest miracle pill that is advertised on direct mail shots. Whilst it is possible to make money in very competitive markets, I personally find it a lot easier to look for smaller, narrower markets where there's less competition.

For instance, in the weight loss market this might be people who need to slim before they go on their beach holiday. You've then got a much more precise market to tackle. You could do something like "Weight Loss Secrets to Drop 2 Sizes Before Your Vacation".

A lot of people start out with the idea that they can sell make money products. These can work but again the competition is fierce. You'll be competing with some of the best copywriters on the planet. They've got gigantic email lists, their subscribers trust them and they will also often get offered a higher percentage for these very reasons. It's also not easy to promote a product that will make your fortune overnight when your own story hasn't got to that stage yet. The lack of congruity in your story will come out in your replies to customers, in your adverts and anything else you write to promote the product. If you choose to promote internet marketing products, it's best to actually follow through what the product you are promoting teaches and then write your own story. Include the downs as well as the ups – this will make it more believable. Maybe write a blog with your daily experiences. Then weave in affiliate links to the products you're using.

This means your choice of product is important.

Ok, you can always change your mind later (and sometimes it's a good idea to do this) but it pays to do some research on your chosen area first.

Researching Your Market – Choosing A Topic Area

One of the best places to start your research is your hobbies and interests.

You'll be interested in the topic already, which will help keep you motivated in the early days when you're building up your reputation.

So sit down and think about the different areas you're interested in.

It could be [health](#), driving, fishing, computers, [personal development](#), embroidery or [tattoos](#). Anything!

Spend at least 10 minutes jotting down your list and come back to it over the next couple of days. Once you start your mind focusing, it will keep coming with ideas for you. So what seems like a short list and an impossible task will gradually become easier and you'll end up with lots and lots of ideas.

If you're still stuck for ideas, there are tools out there which will help you research niches. I've not used it personally (my mind buzzes with too many ideas already) but there's a program out there that will help you discover untapped niches quickly and easily. Check it out [here](#).

Once you've got your list of possible ideas, it's time to check out whether or not they are likely to make any money for you.

Most people start out at places like [Clickbank](#). You can sign up as an affiliate for free and promote any of the thousands of products on offer. Because Clickbank only deals in digitally delivered products the margins on offer to affiliates are high. It's not unusual to find products where you get 75% of the retail price. This is possible because the items are completely digital (like this free report), so there's no production cost for the vendor and apart from a little bit of bandwidth and other charges there's almost no cost to deliver the product. The vendor offers a high percentage because they know that will attract more affiliates and, in turn, they will make more money themselves.

If you choose to sell Clickbank products, don't let the percentage offered be your only reason. You should check out the "pitch page" – the page that your potential customers will reach when they click on a link.

Does it look professional? This isn't always easy to judge. Some of the most successful sites have distinctly odd looking pages – check out [Fat Loss 4 Idiots](#). But most of the time you're looking to see whether the site has a long-ish sales letter with plenty of testimonials as proof that whatever it is selling works.

If the site you are promoting has a newsletter signup either on the page or that pops up when you load the page, take the time to sign up. You'll get an idea of how well they treat

their customers and how often your potential customer will be contacted to prompt them to buy. The cookies that Clickbank use don't last forever but usually they last long enough for the customer to decide whether or not to buy the product.

You should also check whether or not the Clickbank page offers other methods of payment. If there's a Paypal button on the page, click it to make sure that it goes via Clickbank's checkout page. If there's a phone number for orders, beware. You won't get the commission if the sale goes through somewhere other than Clickbank.

If you can't find a product to promote in Clickbank, don't despair. There are plenty of other affiliate programs out there. In fact, some of the most profitable campaigns I've run have been with affiliate programs outside of Clickbank.

One of the best places I've found that lists other affiliate programs is the [Associate Programs directory](#).

For instance, I found a [hypnosis affiliate program](#) through them. Incidentally, don't rule out using hypnosis as an addition to your affiliate armory. There are hypnosis programs that will fit in with lots of markets, especially if you're promoting cures.

If your chosen market is likely to buy physical products, consider signing up with [Commission Junction](#) and [Amazon](#). The commissions are nowhere near as high as they are with digital products because there is an actual physical product being sold. But if your chosen topic is, say, snow blowers then it's unlikely you'll find a digital product that can take the place of a machine to blow the snow off your driveway.

Once you've chosen your topic and found some affiliate products to promote, you're ready for the next important stage.

Keyword Research

Ok, so you've found a product that you think you can promote.

It's time to find out whether or not people are searching for it. You need a reasonable number of people searching otherwise it's not worth your time promoting a product.

For instance, you may have found an excellent product such as the [5 Tibetan Rites](#) to improve people's health but there may not be many people searching for this. The last time I promoted this product, I was the only person advertising it on AdWords at the time and I got maybe three sales a month from it. The campaign was profitable because I wasn't getting many clicks and a high proportion of them were converting – if you're searching for Tibetan Rites, you've already narrowed yourself down quite dramatically. But it wouldn't build up a big enough list to be able to make it worthwhile. Besides, what would I be able to talk about in a newsletter that didn't give the game away and detract from sales. If I was to promote this product again, I'd include it as part of a general "improve your health" sequence.

There are various tools on the market that will help with your keyword research.

Your aim is to find keywords where there is a decent level of demand without too much competition.

Whilst it is possible to find these on your own, this takes forever and is far too "hit and miss" for my liking.

I find that it's much better to use purpose built tools that make keyword analysis a breeze.

For my money, the best two on the market are [Keyword Elite](#) and [Wordtracker](#).

They operate differently.

[Wordtracker](#) charges a subscription which you have to renew at intervals. Personally, I take out the annual subscription and renew it each time it comes up for renewal. I find that Wordtracker gives me lots of alternatives that I wouldn't otherwise have thought about – they use a thesaurus function to do this. For instance, if I search for Tibetan Rites, it also gives me the option of checking keywords for peter kelder, vibrational healing oils, hunza health secrets, Ashtanga Vinyasa Yoga and energy healing (amongst over 200 options). Oftentimes I'll go off in a new, more profitable, direction as a result of this.

Wordtracker also has their own proprietary score called KEI. This is their identification of how much competition there is for each keyword phrase and hence how easy or difficult it would be for you to get good rankings for that keyword.

[Keyword Elite](#) works differently. For starters, it only has a one-off charge rather than a subscription fee. Many people find this option more attractive as they're not spending money month in, month out to do keyword research.

You can ask Keyword Elite to use one of several different sources to find keywords. Although they include Overture in this list, I wouldn't recommend choosing Overture as they change the order of the keywords displayed and also merge plurals into the singular results. For instance, Overture would treat "healing oils" and "healing oil" as one and the same. So I would recommend that you choose one of the other options they offer. If you have a Wordtracker account, you can also ask Keyword Elite to use the results from Wordtracker.

Keyword Elite will also retrieve the current adverts that are on display. You can use these as inspiration for your adverts and there's also a great feature where you can send your new ad direct to your AdWords account.

This just scratches the surface of what Keyword Elite can do. Watch the videos on their site to see exactly what you can do with the software.

Using at least one of these tools is, in my view, pretty much essential if you're serious about becoming wealthy on the internet. They are the difference between plodding along, doing what you've always done, and taking your internet marketing to the next level where you can start to earn good money.

Building A List

I wish I'd started building my lists earlier.

When I first started affiliate marketing, it was easier than it is now. So I took the "easy" route and sent traffic direct to the vendor's pages.

This was a big mistake.

Ok, I made money at it. But if I'd captured at least some of the names and email addresses before I sent them off to earn me money, I'd have made so much more.

Make sure you don't make the same mistake!

Capture as many email addresses as you can.

Use a squeeze or landing page between your advert and the sales page. Get hold of my free report on building squeeze pages [here](#).

To build a list, you need an [autoresponder service](#).

There are various options for autoresponders:

You can buy a software program on sites like eBay and host the autoresponder service yourself. Although it's I don't recommend it. There are too many spam complaints nowadays to make it worth the risk of running your own autoresponder service – all it takes is one complaint for your [hosting account](#) to get suspended. On top of that, you won't get the same deliverability from your own autoresponder.

You can let a professional [autoresponder company](#) host your lists. You'll pay a monthly fee but they take care of making sure that your messages get delivered. They will make sure that your messages get delivered on time. Any non-subscribers will be automatically dealt with. So will any email addresses that are no longer deliverable. You'll also get reports on how well your messages are doing, which links got clicked on and much more.

[Aweber](#) is the service that I use. They come out tops in deliverability and I can run as many lists and send as many messages as I like for the same fee. They have tools that help you design your email opt-in forms or you can design your own. You can send regular messages at pre-determined intervals and also send out broadcasts to one or more of your lists when you have a new product to promote.

I find that the best way to use an autoresponder is to write a series of emails and set them to go out days, weeks or months in the future.

The format of each email should be to inform people.

You should tell them exactly what they need to do.

But not how to do it!

So for instance, you might say that they need to set up an autoresponder service and go through the details that I've outlined above.

You'd then follow that up with a "here's how to do all this quickly and easily" link that leads to a page where you'll get commission when they buy.

If you follow this pattern, you'll start to be known by your subscribers as offering good information. The cheapskates can go off and research exactly how to do what you've told them. Others on your list will go off and purchase your recommended solution.

Ideally, you should already have used your recommended solution.

This will come out in your writing and you'll be able to use personal anecdotes.

Early on in your career you may not have the budget to purchase everything you recommend.

In that case, you'll need to do some research instead. The sales page may give you a good idea of the product, especially if it has clickable links with videos like the [Keyword Elite](#) page. There may be an affiliate page that has articles and other information that you can use. Or you may have to search out reviews of the product on the internet.

Unless I'm in a rush, I don't like to use pre-written emails. Anyone who has subscribed to one of my lists for a while will know that it's not written in my "voice". Whenever I write an email message from personal experience and in my own voice, my response rate goes up. Subscribers start to realize they are dealing with a real person. I'll occasionally get messages asking further questions – these are great as they can often form the basis for another email topic. Some subscribers, especially in the [hypnosis](#) and self growth areas, will keep me posted about their progress. It's always nice to know that people are using the things I recommend and are getting good results.

How To Promote And Grow Your Lists

One of the easiest ways to promote is to use Google AdWords. It's a quick way to find out whether your research was accurate and whether the market you've chosen will actually open a wallet and spend money.

AdWords is a fantastic place to promote. Your advert can be up and running in a few minutes and depending on the level of searches you should be able to tell whether or not your area is likely to be worthwhile pursuing in short order.

It's also possible to spend a lot of money very fast with AdWords.

Their system is designed to do this if you aren't pre-armed with information – Google are a commercial operation, so it's in their interests to get the highest price you're prepared to pay for your adverts.

For more details, check out my [free AdWords report](#).

There are other ways to pay for leads that you may want to investigate. Although it is very much a case of "buyer beware".

Steer clear of lists of thousands or millions of email addresses. Emailing them is a surefire way to get closed down for spamming.

Some lists claim that their subscribers have opted to receive emails. Think about it for a second. Do you know anyone in their right mind who would want **more** emails in their inbox?

There are list building services out there that you could investigate. One such service is [Advertising Know How](#). They use the "thank you" page when people subscribe to an email newsletter to invite them to receive other newsletters. I've not used this service myself but I have met the owner, Robert Puddy, and he is straightforward and honest.

Another way to get people to join your newsletter list is to start a blog.

This is easy to do. Many [hosting companies](#) will allow you to install a blog on your domain at the click of your mouse. If they don't, it's quite easy to install a Wordpress blog on your site (or you can pay someone at [Rentacoder](#) to do it for you).

Once you've got your blog set up, post to it regularly. Daily is good. Search engines seem to thrive on fresh content, so keeping your blog lively and up to date will be rewarded with traffic from the search engines. Keep your content original (remember what I said about things being in your "voice"). You don't have to write a long essay each day. A blog is a bit like an online diary, so a couple of paragraphs will do fine.

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