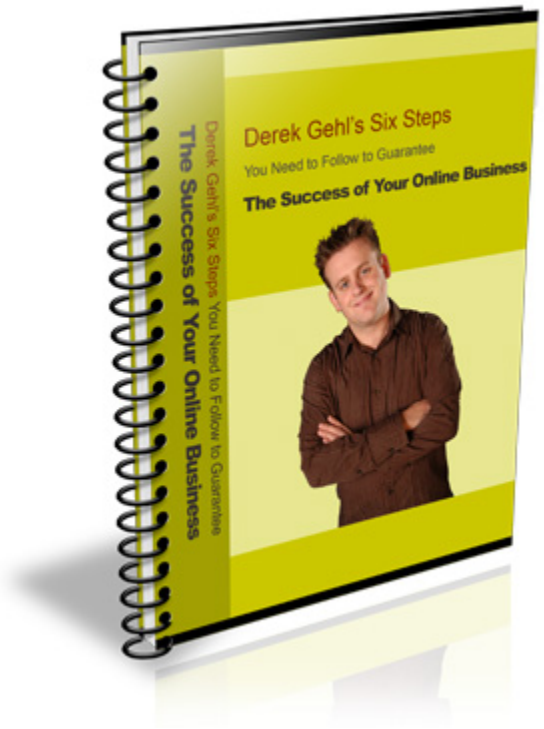
Derek Gehl's

Six Steps You Need to Follow to Guarantee The Success of Your Online Business!



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Introduction: Why should you listen to me?

Right now you may be wondering, "Who the heck is Derek Gehl, anyway?"

Fair enough! One of my own personal business rules is, never listen to anyone who can't back up his claims with solid proof. And it's a good idea for you to do the same.

As CEO of the Internet Marketing Center, I have helped thousands of people grow their own successful online business. And by "successful," I mean their businesses generate more than US $100,000+ a year – and often much, much more than that!

Our flagship product, *Insider Secrets to Marketing Your Business on the Internet*, has been the #1 best-selling online marketing course for over 10 years now.

(And in the ever-evolving world of the Internet, 10 years is the length of an Ice Age!)

Why does our course continue to be so popular? Because it WORKS!

If you ask any other online marketing "guru" out there, I guarantee they'll tell you that *Insider Secrets to Marketing Your Business on the Internet* was one of the first Internet marketing products they ever bought. (If they're willing to admit the truth, that is! ;-)

And if they're willing to make a full confession, they'll have to admit that my course played a huge part in helping them achieve their online success!

That's because my best-selling course is based on the six fundamental business-building steps that I'll be sharing with you in this report.

These are the exact same steps that we here at the Internet Marketing Center have taken to build a company that's made over $60,000,000 – purely from online sales!

And they are the six steps you absolutely must take if you want to build an online business that's guaranteed to be profitable.

If this information is so valuable, why am I giving it away for free?

Every morning when I come into the office, I grab a cup of coffee and check my email.

And after I've read the emails I receive from my subscribers, it's all I can do to stop myself from throwing my coffee cup against the wall!

Don't get me wrong – it's not my subscribers that get me so angry… it's the unscrupulous scammers who have robbed them of their hard-earned money.

Over and over again, people tell me stories of how they've invested a fortune in some kind of Internet marketing "solution" – and have yet to see a *dime* in return for all the money and hard work they've put into it.

Maybe they were persuaded to buy a ready-made website, complete with a "hot" product to sell… only they didn't realize there were 1000s of other people out there, using the *exact same site* to sell the *exact same product.* Even worse, no one on the Internet was even looking to buy the product they were selling!

So they end up facing HUGE competition trying to sell a product no one wants to buy. *Ouch.*

… Or maybe they've handed over all of their hard-earned cash to some kind of "expert" who promised to drive hundreds of thousands of eager-to-buy visitors to their site. But the so-called "expert" ends up being a faker who doesn't know the first thing about proper search engine optimization techniques.

… Or maybe they've bought into a $400/month program that was "guaranteed" to teach them how to make *tens of thousands* of dollars a month online – within a matter of days. (And months later, they're still no further ahead in their business building efforts than they were when they first signed up!)

I've got to tell you, stories like that just make me feel sick to my stomach. It absolutely KILLS me to know that so many good people have been sold a lie, and are suffering because of it.

Some people even tell me they've been scammed out of their entire life savings!

I don't want anyone else to experience that kind of anguish. And *that* is why I've made this information freely available to everyone who wants it.

If you're interested in making money online – but aren't sure what you need to do in order to build your own thriving Internet business – then please, for your own sake and for the sake of your family, READ THIS REPORT before you invest a single dime in any other Internet marketing product or service.

The sad reality is, there are a lot of false promises out there. By reading this report you will arm yourself with the knowledge you need to tell whether an offer is a good one that will help you make more money online… or if it's going to suck up all your time and money, leaving you with absolutely nothing to show for it.

The shocking secret is… there IS no shocking secret!

I know that's a funny thing to hear from the guy whose flagship product is a course called, *Insider Secrets Course to Marketing Your Business on the Internet!*

But the fact is, there is no real "mystery" involved to creating a successful online business.

You simply need to follow these six steps:

Step #1: Find your niche market

In other words, you need to confirm that there's a NEED for whatever it is your business is going to sell – and that people are willing to pay for it!

Doing market research BEFORE you set up a business is just as important in the offline world as it is online… But online research tools now make it incredibly easy to do this kind of research.

Step #2: Make sure you sell the right solution

You have to come up with a product or service that does a good job of satisfying the need you've identified in Step #1.

Again, this kind of research is just as essential for a "brick and mortar" business. After all, you don't want to invest thousands in a product no one's interested in buying!

Step #3: Keep your visitors glued to your site with compelling salescopy

You wouldn't let just any stranger off the street come into your store and sell your products, would you? Of course not – you want to hire the best person for the job!

When you have an online business, the WORDS on your site are going to be your best salesperson – so you have to make sure they do a good job of selling the benefits of your product to your potential customers.

Step #4: Design a website that leads visitors straight to the order button

A classy storefront can mean the difference between a bustling business and a commercial graveyard – and this is just as true for an online business.

Unfortunately, most small online businesses tend to commit fatal design errors that drive their visitors away within seconds of arriving at their site. Make sure yours isn't one of them!

Step #5: Use an "opt-in" to collect leads and build customer relationships

People won't want to buy from you unless they feel like *they* know you. When you run a "faceless" Internet business, it's doubly important for you to brand your business and create an identity for yourself in the minds of your potential clients.

That's why you need to capture your visitors' email addresses so you can build relationships with them over time. Otherwise, you'll only ever make a fraction of the sales you could be getting.

Step #6: Drive swarms of cash-in-hand visitors to your site

> Now that your site is set up and ready to go, it's time to get the word out! Search engines such as Google are going to be one of your most powerful advertising weapons… Discover how you can use them to drive thousands of qualified leads to your site – for little or no money!

… And that's basically it! I cannot emphasize how important these six steps will be to your success.

Once you have successfully completed all of these steps, you *will* be the proud owner of a website that is guaranteed to generate you healthy profits.

However, if you skip a single step, or do them out of order, you will not achieve the kind of success you're hoping for. And you'll probably end up wasting many days trying to correct a painful situation you never would have experienced had you done all these steps in the right order in the first place!

I'll cover each of these six steps in much more detail in the pages ahead… so please read on to learn more!

Step #1: Find your niche market

1. The #1 fatal mistake made by 90% of Internet start-ups

One of the most common questions we're asked here at The Internet Marketing Center is, "What's the hottest product to sell online?"

Sounds like a good question, right? After all, doesn't everyone want to start a business selling a hot product?

The fact is, looking for a hot product to sell online is the #1 fatal mistake made by at least 90% of new business start-ups, and it is why so many Internet businesses fail. Rather than trying to hunt down a hot product to sell online, you'll be much better off looking for a group of people with a common problem that they're actively trying to solve.

Why is it so critical to find a group of people with a common problem, rather than a hot product? Well, the simple truth is that people very rarely go online to actively look for products to buy.

Much more often, they go online to search for *solutions to their problems.* Once you identify a group of people with a common problem, you can start to think about a product or service you can position as a solution to that problem. Then, all you have to do is put yourself in the way of your perfect potential customers, and set yourself up for an incredibly successful business!

It's natural to want to jump right in, choose a product, and start playing with your web site...

… But then what?

How do you know who your potential customers are? How do you find them? How do you show them that your product is a good buy for them if you don't know what their needs are?

If you want to guarantee the success of your business, you must recognize that there's some very important footwork that needs to be done *before* you get to this point.

Once you've chosen your area of interest, the next step before choosing a product or service to sell is finding a group of people who have a common problem. Your ultimate goal is to give these people a solution to their problem with your product or service.

If you already have a product or service idea, you still need to take this critical step. You'll need to determine what problems your product solves... who are the people having these problems... and where they are looking for solutions online.

Once you know how to find the people who are actively looking for a product like yours to solve their problem, your business will be poised for success.

Building a web business is like building a house -- every piece supports the rest of the structure, and it all relies on a strong foundation. And the foundation of every great business (online OR off!) is a great "niche market."

2. What's a "niche market"?

Before we dive into how to find a niche market on the Internet, we need to make sure you understand *exactly* what a niche market is.

Even if you've already got a basic understanding of what a niche market is, it's still worth reading this section very carefully -- because until you can *successfully define your niche market*, you'll just be spinning your wheels.

The term "niche market" is one that you'll hear in just about every discussion about marketing -- online *or* offline. But it's important to note that everyone thinks of niche markets a little differently...

Traditional marketers may define a niche market as a large group of people sharing several characteristics (for example, men aged 30 to 35 earning between $50,000 and $75,000 per year).

However, online, we need to narrow the focus A LOT more that that! So we define a niche market as:

A group of people who are searching the Internet for a solution to a problem but not finding many relevant search results.

Identifying a niche market is one of the biggest challenges on the road to choosing a product. Many people have difficulty being as tightly focused as they should be -- and often try to go after niche markets that are, in effect, not niches at all, but huge general markets in which they couldn't hope to compete.

For example, all of the following might *seem* like good niche markets:

- musicians
- parents
- pet owners
- history buffs

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