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**CompleteInternetMarketingResources.com**

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**IMPORTANT NOTE:**

Get the **FREE video version** of this book at  
[www.theimgameplan.com](http://www.theimgameplan.com)

It is broken down into 10 modules totalling just  
over 5-hours of no-fluff content.





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## INTRODUCTION:

Hello, James Molfetas here. Thank you so much for your interest in The Internet Marketing Gameplan. I promise that you will not be disappointed. In the next few short hours, you are finally about to discover ***exactly how the entire internet marketing process works!***

Before you commence on this exciting journey, I would like to offer you two quick words of advice that will exponentially improve your learning experience.

Firstly, print out the two page flow chart at the back of this book. Keep it in front of you at all times as you follow along in the notes because being able to see the “big picture” as you cover each small component will accelerate your learning experience and your understanding of the material.

If you are a more visual person and you have not already done so, feel free to download the **FREE video version** of this book at [www.theimageplan.com](http://www.theimageplan.com). It is broken down into 10 modules totalling just over 5-hours of no-fluff content. Once you have finished either reading this book or watching the videos, you will know more than 95% of all internet marketers which means that you will probably be able to crush your competition!

I created this course for internet marketing Newbies. My definition of newbie has nothing to do with the amount time that you have been trying to make money online. If you currently make less than \$1,000 per month online, then this course is specifically designed to help you break the \$1,000 per month barrier. The hardest thing is to make your first dollar. After that, the next milestone is to make \$1,000. And if you can make \$1,000 then you can make anything because the principals that you need to make \$1,000 are the same as the principals to make \$100,000!

So the first goal is to get you to make \$1 if you have not already done so, and then to make \$1,000 per month

## NEWBIE ISSUES:

The two most common frustrations that internet marketing Newbies (people earning less than \$1,000 per month) have are:

1. Not knowing where to start building an online business and
2. Total information overload!

This leads to total overwhelm which causes many people to quit the game or they just never get started. This is what this book is about. I created it to help Newbies who just do not know who to turn to for help or how to turn their current online efforts into a profitable online business.

I spent a year studying internet marketing before I got my first site up because I did not know where to start. Once I did start, as soon as I learned about a topic, it would naturally lead me to another topic. I would then study this topic, and guess what, it would lead me to another topic. It was like trying to complete a giant 3,000 piece jigsaw puzzle but without having the box with the picture of what I was trying to build.

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This was frustrating for two reasons:

Firstly, I began to think that this process of discovery would never end. I came very close to giving up. Fortunately after a year of this, I found that I had learned all of the pieces of the puzzle and more importantly because I now knew what the big picture looked like, I also knew where each piece of this internet marketing jigsaw was supposed to fit.

Secondly, I studied stuff that I did not need. At least, I did not need it at the time. I was just building little segments of the jigsaw puzzle without knowing where they fit into the big picture. Had I known this in advance by having knowledge of the overall picture (the cover on the box) then I would have known which things to study at that particular time in my journey as an internet marketer.

And this is why I developed this book /course. It was borne out of my own personal frustration and as I discovered when I did some research, this is a major stumbling block for so many Newbies. So many people are too overwhelmed by information overload and not knowing where to start, that they never start.

### SO WHAT IS INTERNET MARKETING?

My definition is: “it is the process of selling (marketing) products and / or services on the internet to make money.”

This whole process can be summarized in 3 steps:

1. Pick a niche whom you want to sell something to
2. Ask them what they want
3. Give it to them - sell them what they want!

So for example, I am involved in the internet marketing niche, I have determined that most marketers do not know where to start or feel overwhelmed by information overload and so I produced this course / book.

So as you can see this is a simple process, it is just not easy!

Before I give you the structure of the course, I just want to give you a bit of encouragement.

**You do not need to know everything** - There are so many different facets to internet marketing that you will probably never be an expert at all of them. Anyway, technology changes every day! The goal with this book is to give you a good overview of as many elements as I could think of that could potentially be involved in your internet marketing business.

**You do not have to be a “techie” person** – In some ways it is better not to be technically proficient! I say this because then you will tend to spend a lot of time doing technical things, which you could easily outsource to others. This time, I believe, could be better spent in other aspects of your business. I started with zero technical skills. Today while I am not brilliant, I have come a long way and can help myself BUT I STILL OUTSOURCE ALL TECHNICAL STUFF!

**Nothing is complicated** – in all of my research, I never came across instances where people said things were complicated. There are resources to find out how to do anything and as already mentioned, you can just outsource stuff that you feel you cannot do or you simply do not want to do.

## HERE ARE THE OBJECTIVES OF THIS BOOK:

The ultimate aim is to build up a framework for you, to show you the big picture. I will also show you where all of the smaller components fit into the big picture.

We will do this in a logical and systematic way. We will do this in bite-size chunks to avoid overwhelming you. Each module / chapter will build on the previous one.

At the end I will then take you through the entire process and help you map out a plan that is appropriate for YOU to launch an online business. This will be based on your personality and your available resources (mainly time and money).

The value here is that you spend a little bit of good quality time upfront to determine which type of internet marketing business best suits you. You then understand which tools and technologies you need to research and then you do ONLY THAT! If you do not, you could find yourself being a student for too long and not actually making any money.

## THIS IS HOW THE COURSE IS STRUCTURED:

First I am going to give you a good broad overview of the fundamental concepts. This is not really rocket science; the difficulty comes when looking at the various different component parts. I have broken this down into JUST SIX concepts.

From this I will further break each overall concept into its smaller individual parts.

Then we will get to the detail of each of these groups as this is where the rubber hits the road. The devil is really in the detail. I will give you an overview of what each small component consists of.

I will show you how it fits into the big picture and then I will suggest appropriate resources should you need more information on any topic.

At the end, after we have built up a comprehensive overview of the process of making money online, I will take you through a process to help you formulate your own online business plan that suits your personality and your personal circumstances.

## THE SIX OVERALL CONCEPTS:

The course is broken down into these 6 areas and it is **done in a specific order**:

1. Pick a niche
2. Create or source your product
3. Create your sales funnel
4. Build your website
5. Drive traffic to your website
6. Seven different online monetization models

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**1. Pick a niche** - A niche is just a fancy way of describing a group of people with a particular interest.

Many people have great difficulty with this when they first start. If you are a newbie and I ask you right now, what niche will you choose, can you give me an answer?

Also, many internet marketers will be active in multiple niches. You probably also have a lot more marketable skills than you realise.

**2. Create or source your product** - Each niche is different and so it will require different products.

These products could be physical products or virtual downloadable products. I will give you a far more detailed product creation session later but for now just know that there are MANY more possibilities than you can imagine.

**3. Create your sales funnel** – This may be one of the most important things you learn in this course. So many Newbies just have no inkling about this because the gurus seldom talk about it. Basically, this is designing your entire business model before you build your website. Your success as an internet marketer depends on how you build your sales funnel.

**4. Build your website** – By the time you have chosen your niche and the type of product you will sell and after you have mapped out your sales funnel, you will then know which type of website to build. You will build different types of sites for different business models. Website creation will need to take the technical details of the business into account. For example, you will need to find a way to collect the money from your customers before you deliver their goods or you may need a shopping cart depending on your business model.

This section also covers the basics of how to register domains and purchase hosting.

**5. Drive traffic to your website** - Once you have your product set up on your website which is integrated with your merchant account, you then need to tell the world that you exist. All of your efforts will be wasted if nobody knows about or ever visits your site.

By far the vast majority internet marketing products focus on this area. This is effectively the “marketing” part of “internet marketing”. There are basically 2 ways to get people to your site. This involves spending TIME, MONEY OR BOTH.

We will look at free traffic, paid traffic and how to get traffic using joint ventures and affiliates. We will also look at how best to convert this traffic into paying customers by constantly tracking our conversions and tweaking our sales funnel to maximise our conversions.

**6. Seven different online monetization models** - To qualify for my listing, it has to be a BUSINESS and not a job. A job is where you trade your time for money, such as writing articles for people and charging for it. A job will not get you the internet marketing lifestyle that we all desire.

You need to be able to make money when you are not there. Typically, you put in the work up front, for which you do not immediately get paid but if you do it right, you only have to do it once and get paid forever! That my friends, is the Holy Grail.

At the end we will build your own personalised online business plan together.

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You will probably have noticed that the stuff you probably wanted first, the seven online business models, is the last thing I discuss. There is a very good reason for this and I urge you not to skip ahead. Complete the modules in the order that I have presented them to you. Once you have completed the entire book, you will realise that NO MATTER WHICH MONETIZATION MODEL YOU CHOOSE, everything that you learn in this course will be relevant to any of the models. It will all just fall into place.

### **NOT A 'GET RICH QUICK' SCHEME:**

I have to warn you from the outset that this is not a get rich quick scheme even though some people are lucky. I want you to understand that while the rewards are great, you will have to work for it however.

So you really need two things:

1. The willingness to put in the required work (or outsource it!) and
2. The willingness to learn the business (reading this book is your first step).

Generally as you get better at the business and it becomes more established, you can then work less and earn more but this is usually not so when you start.

I do think that having some money to start will definitely help but it is not essential. You could really start with as little as \$100, or less if you really had to.

As I introduce you to the different concepts, I will recommend many tools that you will need or find useful. Some will be free and some you will have to pay for if you choose to use them. Many tools are just "nice to have" but there are a few ABSOLUTELY ESSENTIAL TOOLS that you will need. I will tell you which ones you REALLY NEED.

I warn you now that you can spend an absolute fortune on internet marketing products. While I have no real problem with this because I have spent my fair share on them, I will try to help you spend your money wisely. I will consequently recommend many free tools that you can use, especially early on in your career. I will also provide you with many resources. As you become more experienced you will know if you need to invest in any particular area.

### **MODULE 1 – PICK A NICHE:**

We are going to get the ball rolling by learning all about how to pick your niche. This is the first of the six steps that you need to master in order to make money online.

This module has 3 components: .

- 1) The first thing is "How to determine a niche"

This is the first step where you need to brainstorm ideas for a niche that you want to build a business around.

- 2) The next step is "Keyword research"

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Now you need to research the ideas that you brainstormed to determine whether there is a high probability of being able to make money out of the niche that you have chosen.

3) Lastly you conduct an “Ask Campaign”

You do this in order to develop products that your market WANTS. The best thing to do is to simply ask your customers what they want and then when they tell you, you simply create the products that meet all their ‘wants’. Then sell it to them!

Now let us take a look at these factors in a lot more detail.

### SO, WHAT EXACTLY IS A NICHE?

If you want to make money online, you must have something to sell. It could be a product or a service. The first thing you have to do is determine which NICHE you are going to sell your products or services to. Picking a niche is the starting point of successful internet marketing.

By definition, a niche is a segment of a larger market.

More specifically, it is a FOCUSED, TARGETABLE portion of a market. A niche is just a fancy way of describing a group of people with a particular interest. For example chess players, gardeners, rose gardeners, raw food dieters, golfers, internet marketers and the list just goes on and on.

These people are a tightly knit group of people with a specific NEED or WANT. If you know more than anyone else about your niche and you can satisfy their wants or needs, then they will be prepared to pay you for this and you have the basis for a profitable online business.

In many ways, the process of finding a niche is the most difficult part of the process of starting your online business. If you get it wrong you will spend many wasted hours pouring yourself into products that do not sell.



This is perhaps best illustrated by an example:

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Let us tie this to the idea of information products. I am currently involved in internet marketing and am quite PASSIONATE about it. I have read a lot about the topic, own many programs developed by many of the industry “gurus” and have many software tools that help me with my business. So I have a niche interest called “internet marketing”

Now internet marketing is a VERY BROAD TOPIC (OR NICHE). You are consuming this material right now because perhaps you are staring out and you do not really know where to begin. You may have started off searching for the term “make money online” or “internet marketing”. You probably got millions of results.

(At the time I did it I got 161 million results for “internet marketing”). So if I were choosing such a broad niche, I would be competing in an almost impossible market because of the remote chance of someone finding my product.

So after reading a bit you probably realised that you were getting nowhere and you may have refined your search to “how to start making money online” or “internet marketing for Newbies”.

You will have noticed that you still got millions of results but FAR FEWER THAN THE BROAD SEARCH FOR “INTERNET MARKETING”

(I got 3 million at the time I did the search for “internet marketing for Newbies”).

So what has happened here? I took the main niche of “internet marketing” and I decided to focus on a smaller subset of this niche being “internet marketing for Newbies”. This is probably why you found this course. I doubt that you would have found me if I was advertising the broad niche of “internet marketing”

As you go through this course and your internet marketing career, you are going to find that you need to know more information about say ADVERTISING your product.

Now there are people who are going to make products that cater just for this. These people will be experts in just this topic. So now you can see that the broad niche of internet marketing has been broken down into “internet marketing for Newbies” and then into advertising for internet marketers.

When I did the search for “Internet marketing advertising” I got 1,38 million searches. Again less than the two broader niches above.

Guess what? Internet advertising can be broken down further into say banner advertising or pay per click (PPC). (We will cover all of this later in the course).

There are people who are experts at Google PPC advertising, also known as Google Adwords. My search for “advertising with PPC” yielded only 29,600 results.

Ok, I think that I have made the point.

In summary, the idea of niche marketing is to identify a group of people who have a common interest (with a NEED OR WANT) and then market a product that will be of particular interest and relevance to this group.

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Often times, the smaller AND THUS MORE TARGETED the niche group you are catering for, the greater the profit potential! This is generally because the more targeted you make your niche, the more specialised the products or knowledge required in this niche. This will mean that people will be prepared to pay more for these products or information.

So for example you may broadly know what PPC is but in order for you to actually make money from it, you will have to study it quite comprehensively and there are far fewer people who are true experts on the topic. Their knowledge is thus not as freely available as other topics may be and so they can charge a lot of money for this specialised knowledge.

## **STEP 1 - HOW TO DETERMINE YOUR NICHE:**

Now that you know what a niche is and what the goal of choosing a successful niche is, you will want to look at your own personal expertise as a starting point to brainstorm different potential niches to create a business around.

Generally it is preferable to pick a niche that you are knowledgeable about at the very least. The best niche is one which you are passionate about. This will become important when you have to continually create new content. It is much easier doing something that you love.

That said, while it is preferable to love your topic and know a bit about it, it is not essential! If you read 3-5 books on a topic, you will effectively be “an expert”.

There are many checklists and ideas that you can follow to brainstorm your interests. You can use the one included in this course to help you to brainstorm niche ideas.

## **STEP 2 - RESEARCH:**

Once you have a number of potential topics, you need to narrow down your selection to find the niche that is best suited to you. This is where you need to start doing some research. You then need to research if there really is a market for your chosen niche. This is where Google comes into play. The key is to determine how popular a topic is.

Contrary to what seems logical, often the more competitors in a niche the better! This is because it proves that there is a demand in the niche and hence money.

Your job is to establish how profitable the potential niche is by the number of people interested in it. You will then determine how many competitors there are and what types of products they are selling and of course how much they are charging. Then you want to determine whether you can make a better product that your customers will be prepared to buy from you.

Of course on very rare occasions you may be able to find a great niche with little or no competition. This is jackpot time baby! While this does not happen often because of the maturity of internet marketing, it does happen.

Now it is time to do keyword research.



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## STEP 2.1 - KEYWORD RESEARCH:

You are going to hear a lot about keyword research. It is the cornerstone of all internet marketing.

For example, let us say that you are looking for information on “low carb diets”. Most people would just go to Google and type in “low carb diets” and Google would return millions of results.

The three words that you type in (low carb diets) are what are known as keywords. Keywords can be single words or a phrase like this consisting of 3 or more words. This is what makes the whole internet world go round.

Now what if there were only a few thousand search results returned by Google for this keyword phrase? Well, it would probably mean that there is not enough demand in the market for this product.

Google has a free key word tool that you can find by just typing in “Google keyword tool” into the search engines. Or you can click here for the [Free Google Keyword Tool](#)

This tool will tell you how many times a month people search for any given keyword.

It will also make suggestions to you for other keywords that are related to your search and how many times a month that key word is searched for. So “Atkins” or “Atkins diet” or “high protein diet” are related keywords that you need to look at.

Becoming good at keyword research is absolutely critical to all internet marketers. There are many specialist keyword tools on the market that perform different functions than what we have looked at here. These are normally paid tools but can often be useful. However the free Google tool is generally sufficient for most applications. The paid tools automate many manual processes that you would have to perform with the Google tool and this is often where their value lies because in most instances they use the Google search engine to get their raw keyword data.

Keywords have many uses such as giving an indication of the potential demand of the product. It also helps us to determine which keywords to target for a pay per click campaign or to help us optimise our websites so that we can be found in Google when someone types in “low carb diet”. This is known as Search Engine Optimization or SEO for short. That is a whole topic on its own and will be covered in a later book.

## STEP 3 - NOW YOU SIMPLY ASK YOUR CUSTOMERS WHAT THEY WANT:

Once you have chosen your niche, you need to determine what products your target market will actually pay for. So many people develop products that they thought were great and then nobody buys them.

Here is one of the most important things I will tell you in this course so listen carefully! **PEOPLE BUY WHAT THEY WANT AND NOT NECESSARILY WHAT THEY NEED!**

Especially if you are developing your own information product, you do not want to waste time and money doing so if nobody is going to buy it.

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