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## *Disclaimer*

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## *Is it really possible?*

If this book represents your first look into the world of making money online you may be asking yourself the question? “is it really possible to earn money on the internet?”

The answer to this question is an unmitigated **YES**.

Millions of people all over the world earn part or all of their income online.

I'm not just talking about big companies by the way, but individuals like me and you working from the comfort of their own homes using websites they created to earn incredible sums of money every year, year in and year out.

When faced with this fact you might then begin to think, “yeah but those people are probably computer geniuses who have spent all their lives behind a computer”.

Actually, nothing could be further from the truth.

Earning significant income using the internet doesn't require any specific skills or a long history of becoming familiar with computers or the internet itself.

There is an incredible amount of information available to help you get started making money online with your own profitable online business no matter how much or how little experience you may have.....

With this book, we hope to familiarize you with some of the basic information needed to get started including such topics as what kind of business to choose, how to design a website, and attracting traffic to your website once its built.

Make sure to take your time and study each section carefully because throughout the book we have provided you with detailed information and website links that will give you all the resources necessary to get started today, so take your time and read the book as we have a little twist coming up that will make you a healthy income if implemented.....

## *So you want an online business*

Lets kick off this section by drilling a point home in your head. The topic of deciding what type of internet business to own is immense.

The area of choices available to you can simply be overwhelming at times and this fact alone causes so many to never get past the starting line.

You`ll never earn a penny if you don`t take action so deciding on what type of business you will own and what type of product you`ll sell should be something that you decide on rather quickly.....

If you follow the information that we have outlined for you, then building your initial business won`t require a lot of start up capital so if in fact you decide that the product you chose to sell is either unprofitable or simply dosen`t interest you then switching gears and taking a different route won`t represent a huge financial loss; having said that, we will provide you with tips along the way to help greatly minimize the risk associated with you initial decision.

One of the easiest ways to get up and running with internet business is through the sale of information products.

Information products are simply those that provide you with information about a particular subject that you want to know more about.

Anyone who has an interest on any subject would welcome more detailed information about their interest and providing this to them in an attractive easy to consume product has been the basis of more than one success story on the internet.

Let`s take a look at some of the ways you can find a product to sell on the internet.....

## *Affiliate products*

Becoming an affiliate of someone else's product is incredibly easy and can be incredibly profitable.

You simply act as a salesperson for a product that someone else created and you'll use your website or just a link to help sell this product.

The product creator pays you, the affiliate a commission for each sale you make and in turn you won't be in charge of any of the overhead or service related to creating, delivering or servicing the product once you make the sale.

Many large and well-known companies have affiliate programs and will pay you a percentage of the sales made from any visitor you send to their site.

In addition many information marketers have created individual products for sale as well. These info products are incredibly popular on the net and because of this the potential profits that can be made quite easily.

One of the easiest places online to find all of the affiliate programs you may ever need is <http://www.clickbank.com>. Clickbank offers you the ability to sign up for free and become an affiliate of thousands of products.

<http://www.rags2richespublishing.com>

Another resource for affiliate products we recommend is <http://www.jvzoo.com> which will pay you immediately through your paypal account no waiting for affiliate cheques.

While earning a percentage of a sale through an affiliate program is attractive, especially considering how quickly the programs can be set up, earning 100% of the sale can be even more attractive, saying that we would recommend earning some money through affiliates to get your head around traffic generation and your systems and move to next stage when you are comfortable with the processes of driving traffic to your websites. ( make some money first before spending time money on your own products)

One of the easiest ways to sell your products is through affiliates promoting your products and can be set up easily through the above links <http://clickbank.com/Affiliates/> and <http://www.jvzoo.com> .

We have given you a link in bonus`s if you would like to learn more about affiliate marketing with a FREE silver membership site : <http://www.rags2richespublishing.com>

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## *Creating your own product*

This statement may shock you, but I will bet you have inside your own mind information that would make for an incredibly valuable and profitable info product.

The fact is all of your experiences, talents and skills if put down in the proper format could very well represent a value to someone else that doesn't have that knowledge or skill.

Simply make a list of any hobby or talent that you have that you could teach to somebody else. If there is a big enough interest in a particular subject matter that you have knowledge about then don't hesitate to create a product.

As far as the online world goes, an expert is merely someone who can provide specific information about a topic that someone else wants to pay to learn.

Creating your own product doesn't require any special skill either.

A saleable product could be as simple as an e-book, such as the one you are reading now or a more detailed program that may include a series of videos, audio lessons or a combination of all three.

There are many places online you can use to outsource the work to be created.

If you can type or talk into a microphone then someone else can take this recorded material and turn it into an information product you could sell.

***“Now that you`ve got the goods, it`s time to set up shop.....”***

Once you`ve decided on a particular product to sell, it`s time to begin building your store front.

In this case, of course, your storefront will be your website.

The first and one of the most important subjects were going to talk about creating your website and choosing a domain name.....

## ***Picking and buying your domain name***

There is no rule that says the first step of creating your website should be choosing your domain name but the name of your url will be used throughout your marketing and on your website so it makes sense to go ahead and take care of this one now.

Just to clarify, your url is your actual website address such as [www.yourwebsite.com](http://www.yourwebsite.com) In this case your website would be your domain name.

Choosing your domain name is important and the simpler and more specific you make it to what your website is about, the better. If your web site is about learning how to play tennis better, then [www.learntoplaytennisbetter.com](http://www.learntoplaytennisbetter.com) would make a pretty good web site address.

The shorter you can make it the better. Most really short domain names are pretty much gone these days but if you can find one that fits, it might make for a great choice.

Here is a quick breakdown of some tips that can help you choose a good domain name for your online business.

- **Keep it simple**

Use few words, but make them specific to your topic

- **Incorporate keywords if possible**

If you can include keywords that people are searching for in your domain name, this will help your site show up in search engines when people are searching on your topic

- **Choose your extension**

In the website:

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.com is your extension. There are others available for different industries such as .edu for education and .biz for business, but .com is the oldest and still most popular. If you can get a .com for the domain you select, then grab it....

When choosing to purchase your domain name one company has risen above all others:

<http://www.GoDaddy.com>

There are certainly many places where you can purchase domain names online but go daddy has made them their specialty and their familiarity with the needs of their customers and providing a consistent level of quality customer support has made them the true leader.

They offer domain names for less than \$10 per year and much less than that if you purchase them for several years at a time.

Their full-time customer service support team can take you through the entire process with ease.

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## *Hosting*

The best analogy I can give to the relationship between hosting and your website is hosting is like a piece of land, and a website is like a home that you put on it.

Your website needs a place to live on the Internet and that's exactly what hosting services provide. They help to ensure that your website is online and visible to everyone on the Internet 24 hours a day.

There are several things to look for when choosing a hosting service and only one of those is price.

Because of competition in the marketplace, the price of hosting has gone down dramatically over the years while the amount of services they provide has gone up.

The key thing you want to be concerned with is the quality and level of service you receive from these hosting companies, It's unfortunate to think about, but the fact is problems can and probably will arise with your website at some point in time.

It's comforting to know that the hosting company you've secured will be there when you need them. This should include a variety of ways to communicate with them including of course e-mail and phone.

If the hosting company you work with only provides e-mail service, this could lessen their effectiveness in times of trouble.

In addition, make sure to note their hours of service because unlike a bricks and mortar store, your website will be available to customers 24 hours a day seven days a week; you want your host to be available for you as well.

Your hosting account is where you will upload the graphics of your website, to then be sent to go live on the Internet.

The process of doing this is called FTP, or file transfer protocol.

The process is incredibly simple using the control panels that will be available to you on your hosting account, and depending on the level of customer service that the hosting company provides, they may be able walk you through this process the first few times to make sure all goes well.

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