

Darren Talley, The Straightforward Marketer Presents...

Ideas, Tools & Methods for Starting an Internet Business



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Table of Contents

How To Use This Handbook	3
Do You Really Want To Be Your Own Boss?	5
Legal Considerations	8
Getting Started	10
Starting with Simple Methods	15
Methods That Require A Little More Work	20
The Hardest Methods and Their Profits	26
How To Drive Traffic To Your Site	30
The Tools You'll Need	32
Do Something!	37

How To Use This Handbook

Congratulations to you for downloading this handbook! I believe you're going to love it. As you are reading it, you'll get excited about many ideas that will get your creative juices flowing. Not only will you get ideas, you'll also get a choice of online tools and methods through which you can offer those ideas...to others who really want them!

This handbook is going to save you hours of confusing research. It isn't intended to be a technical manual, but it will give you an overview of primary online business methods and tools. I recommend reading this handbook straight through since much of it builds on the previous section.

My name is Darren Talley I'm known as "*The Straightforward Marketer*." I constantly review products and tell it like it is. I share the good and the bad with exclusive email subscribers like you. Great marketers don't try to do business on the cheap. They take time to invest in themselves and their business.

Why is the handbook free? It's a great introductory learning tool. While reading it, I believe you'll see the quality of my work and trust me when I send you future emails with free tips and great products that serve you.

I absolutely hate seeing "newbies" getting ripped off! There are scores of so-called experts who make outrageous claims of "making millions" or "instant sales in 10 minutes." They sell this garbage to honest people who are trying to start an online business.

I'm also an affiliate marketer (see page 22). I share free tools with you in this handbook. When one isn't available (or good enough), I tell you about other tools I believe in. These are valuable tools that can seriously help you succeed in your online business. I don't recommend inferior tools. All come with money back guarantees.

These tools are the very best for you and your customers. If you decide to purchase any of these tools, I make a commission on them. You do not have to pay more to cover my commission – it is built into the actual cost. I would appreciate it if you would use my link in this handbook so that my family can honestly benefit from referring you.

I have sold thousands of dollars worth of merchandise and products online. I began in 1997 as the internet boom was rising to full swing. I have also *spent* thousands – thousands on expert marketing material. Much of it was a waste of money (I recently wasted money on an outdated report from a respected internet “guru”). Through the years I have found great methods, wonderful tools and ideas that are actually very good – they work!

I have filtered out all the garbage so you can use current ideas right away. You won't waste hours searching and wondering if the material is any good. And you won't have to waste any money on junk!

Enjoy this free handbook and I'll be in touch soon,

Darren Talley

The Straightforward Marketer

Do You Really Want To Be Your Own Boss?

I want you to be thrilled. I want you to be ecstatic with emotions in beginning an online business. But please set aside your emotions for just a moment and give me your mind – your unemotional, rational and logical self for just a few paragraphs. Are you ready?

Let me ask you a question. Why are you doing this? Why are you really considering starting an online business?

Be careful now. Don't get emotional on me. Don't say, "Because I *love* shopping online!" Or, "I have always wanted to have my own business, and be my own boss." These are good reasons for about 30 seconds of dreaming. They are not reasons that will last. Allow me to discourage you for a moment and, for the time being, get your logical side in perspective.

"Do what you love," it is said, "and the money will follow." This is only partly true. The reason it is only partly true is because you won't be loving *all* of what you do. You'll have to do long, tedious, and boring work in starting an internet business (or any other business for that matter).

If you love shopping online or surfing the internet, then by all means keep at it. But don't begin an online business. If you do, then you'll be trading what you love doing for the very thing that will distract you from your love of browsing the web.

What about the “be my own boss” dream?

Get over it.

You are really talking about control issues. The lure of being in control is a deceptive trap. You will feel in control for a season, but you will find out in a short time that you are not. The business will consume you – at least in the beginning. You will have a new boss. It will be the business itself.

The business is more demanding than any boss you’ve ever worked for. It will show no mercy. And once you make the commitment, you’ll have so much invested in it emotionally (not to mention your pride), you will feel compelled to keep going. You may eventually burnout with information overload and the business will fail.

Look at it this way - at least you can do your job and leave it behind at the end of the day. If you begin getting online customers (many more than a local retail store), you’ll spend a lot of time replying to emails and phone calls. All that time you thought you’d be able to have off will never come. Your new boss won’t let you get away. Now you will not only have your work to do, but the responsibility of coordinating customer service, new products, updating web content and staying current with marketing techniques.

This is not about loving the internet. It is about running a business. Like it or not, this misconception is the single most reason why most small businesses fail in their first year or two. Most small businesses begin in the heart of a well-intentioned risk taker. They let their passion run away and it fuels them for a

while. But not forever. Businesses don't run on passion alone. They run on great business practices – something most impassioned people know very little about.

Please reread this chapter again and then let someone close to you read it as well (I am not talking about a negative friend who always looks on the bad side of things, but rather a positive, yet practical person). Have conversations and sort through your motivations for starting an online business. You may find that you really shouldn't begin one. That realization is not failure, but it is actually success in discovering who you are!

If you are still determined to get started, I trust this handbook will help you think through some great ideas that will skyrocket your chances of succeeding. My hat is off to your passion and determination.

Darren Talley

The Straightforward Marketer

Legal Considerations

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The following checklist contains items you should consider before selecting a home business opportunity. I am NOT qualified to give legal advice, so check with an attorney regarding these matters.

- 1. Do you need to get a license to run the business?** Many states require that businesses get a license before they are allowed to open. This includes home businesses in many locations. Check with your local government agencies to see what you will need to have in place to start your own home business.
- 2. Do you need a zoning permit?** If you have a home business opportunity that requires doing actual business with the public, you are going to need to make sure that you will not be in violation of any zoning laws. Most cities have very strict residential zoning requirements and it is not hard to violate them. Make sure that the type of business you want to start will be acceptable to run at your current location.
- 3. Do you have enough space in your home to devote to your business?** (You may not know until you finish this handbook.) Running an informational company is one thing, but if you are going to be stocking products in your home, you're going to need enough space. For tax purposes, you're also going to have to have a room that is completely devoted to your home business. This means no

kid's toys, or anything from your normal family life can intrude on this room. If you don't have this kind of space you may need to add on to your home to accommodate your business.

4. Will you need to purchase any insurance? If you are doing business with the public at your home, you will need to get liability insurance. This will help protect you if anyone falls on your property or injures themselves in anyway. If you will be storing products, you will need to have them insured in case there is a flood or they get damaged in any way.

5. Lastly, consider business protection insurance that will help you in the event of any copyright infringement claims or other common complaints. Don't forget your own health insurance, or any insurance that you may need to provide for employees. This can add up quickly and increase your overall start up costs.

Getting Started

Now that you're past the "reality check" chapters, we can really have fun!

If you are just DYING to get started this very second with creating your own website for your business, I recommend [Multi Profit Websites](#). It's awesome for non-technical people. It is endorsed by the highest names in internet marketing and it's very easy to use. John and Dave have really created an incredible business opportunity for newbies (and veterans) who want to make money in their pajamas! Online customers reviews (what I look at) are great.

So what's the very first thing to think about? Here's what NOT to think about first...never begin with money.

Greed will never open doors for you. And customers will spot it a mile away. It will spill over in all you do, and that is not what you want. So where's the best place to begin?

Always begin with other people's problems. Work on solving their problems. What problem (need or want) do people have that you can help with? What solutions do you have access to? Solving problems should be the heart of any business you start.

Imagine being able to provide a service or product of great value to those who need it. It will solve a problem for them and you'll be financially rewarded for providing a solution.

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