

100% FREE

The Power of 10

Discover the 10 Most Essential Tools & Tasks You'll
Need to Succeed Online In the Shortest Time Possible

*"Without using these essentials you'll waste time and more
importantly you'll waste money!"*



Paul Haughney

www.OnlineIncomeBuzz.com

Introduction

One of the key things for online success is the ability to make the best use of your time. Being more efficient is second nature to a lot of people but no matter how organized you are you'll still need specialist tools of the trade. Plus, there are also certain 'must do' tasks which will ensure your online success.

This report sets out 10 Tools & Tasks that will not only make you more efficient but when you implement the tools and tasks correctly, you'll profit massively as a result.



NOTE

If you enjoy reading this short report then you'll certainly benefit from my **FREE** report called:

[The Power of 7: 7 Methods and 7 Steps To Make Money Online.](#)

The report is currently for sale, at \$18.99, as a paperback purchase at Amazon.com but you can get a **FREE copy** right now by signing up for my weekly newsletter at <http://www.onlineincomebuzz.com/tpo7/>

1. Build a List From Day One With AWeber

One of the most common mistakes new Internet marketers make is in waiting to build a list. This is a task you should be doing from day one – without excuse. There are many autoresponder tools you can use, but one of the most popular ones is Aweber.

Aweber is a newbie-friendly autoresponder system that's affordable for anyone. At under twenty dollars per month, you can build a list of loyal prospects and customers so that once your own info product is ready, you'll be able to blast an announcement and profit from your list building efforts.

Once your account is set up, you simply create a list (you can have multiple ones in one account), and you insert the code for the list building opt in form into your website. The form can ask for the subscriber's name, email address, or other information.

Aweber will then send the subscriber a confirmation email ensuring that they're the ones who actually signed up for the list. After they confirm their subscription, they'll begin receiving whatever emails you've queued up in the follow up email autoresponder system.

You can also, at any time, use the broadcast feature in Aweber to send out an email to your list. You can send out the same message to multiple lists or exclude certain lists if you prefer.

Aweber has many tutorials online that help you use their system, but you'll want to learn the nuances of what it takes to get visitors to your site to actually fill in the opt-in form and take the next step to receive your messages.

List building is usually done by giving away something free. You can offer a free short report, or promise to email them a weekly newsletter. You have to understand that someone trusts you enough to give you their personal contact information, so you have to make it worthwhile for them.

There are many great list building guides and courses online. One of the best list builders you can learn from is Jimmy Brown, but he's not the only one. People build lists in many different ways.

You'll want to test and track your efforts and then tweak them to make sure you're gathering as many names as possible. Make sure they're

not random names and email addresses, however – you want highly targeted subscribers who are likely to convert into sales at a later date.

To Build a Business, You Have to Build a List

Here's another phrase you'll grow sick of: *The gold is in the list*. You might get weary of hearing it, but it's smacking you in the face for a reason – it's the truth! First of all, let's answer the question, "What is a list?"

A list in Internet marketing terms is a database of contact information for your prospects. So if you have a product or promote products about gardening and I sign up for your list, I'm a prospect that you can market to repeatedly until I unsubscribe.

So why is building a list so important? Let's say you start off as an affiliate marketer. You find a niche you truly enjoy and you start working what you've learned into some traffic for your affiliate links.

Over a period of 30 days, you funnel 5,000 prospects from the World Wide Web who are interested in your niche straight through your affiliate link to the product owner's site.

They even buy – yea! You've made a 50% commission with a 2% conversion rate. That means 2 out of every 100 people you sent bought the product, and your share was \$26.00 (as an example). You earned a cool \$2,600 this month – good for you!

But you're leaving money on the table. Those 100 people who bought from your 5,000 clicks? They're now on the *product owner's* list, not yours. So what he's going to do is send them more offers over the coming weeks.

After all, they *are* proven buyers. Over the next 30 days, those buyers fork over some more money for products that complement the original one they bought. That money goes to the product owner, not you – because you passed on building a list the first time around.

A better way to build an Internet marketing business is to start with a list from day one. Before you let a single person slip through your link without capturing their name and email address, have your system set up to build a list.

You can have unlimited lists for different niches using a simple tool like Aweber, which costs \$19.95 a month. Every day you can log in and see how many people have signed up, and you can create automated messages to send out to help convert your list into more sales.

Why should the product owner get to cash in on that person again and again when *you're* the one who brought him the customer in the first place? Stake claim to each prospect and leverage your relationship with him for future sales and commissions.

Email Marketing – Make It Personal

The technical options that you have make possible personalized emails from your autoresponder that can seem like the real thing. Not every buyer knows about autoresponders, so give them the sense that you created an email just for each reader.

When you write each response, start with the name of a trusted friend and write as if the message was just for that friend. Then edit out the friend's name and set up the message so that your autoresponder takes over and inserts the prospect's name.

Personalization isn't just for emails - use it as an intro to your ezine, too: "Hi, Susan, here's some great new ideas for using the XZY Information system that I know you'll appreciate." Use the name that the prospect gives in the information gathering form.

Add the name naturally as it would occur in conversation. Internet marketers can make the mistake of over-using the name just because it's easy to insert electronically. Read the message aloud.

Would you use the name that many times or does it sound phony? Yes, people love the sound of their own names, but when it's over used, the reaction is that you're being a fake and that send the buyer fleeing.

Don't let spell check defeat you. First, be extremely careful when you type a name into the autoresponder list. If the name was automatically added to a list, don't change it. Some names are spelled differently on purpose.

There is an ongoing dispute between Teresa and Theresa as to which is the accurate spelling of the name. Answer: the way she wants it! Also, be careful that the name isn't changed in the final spell check.

Avoid the marital status question. Don't add Ms, Miss or Mrs to any correspondence. For one thing, email isn't that formal. You don't need to guess on this one or you'll surely be wrong more often than right.

While the generic "Dear Friend" or "Dear Internet Marketing Colleague" seems impersonal, at least it doesn't make obvious mistakes that are humorous to some people and blatantly offensive to others.

Use the name when you ask for the order. Remember to be personal when you make the final pitch. What's more appealing to you: "Everyone needs this marketing package to increase sales" or " I want to see you enjoy the kind of success I've had with this product - so, Stan, are you ready to make serious money online? If you are then click here. . . .but wait, Stan, I've got one more bonus that's just what you need!"

That's a personal close using the name and showing interest in the prospect's success. So keep it real, keep it personal and keep making contact with your list so that the first sale isn't the last one.

2. DLGuard Does More Than Secure & Protect Your Products

New online entrepreneurs are always concerned about security and delivery methods, as well as payment processing and list building. There are a lot of factors to connect together, and you don't want to be up at all hours of the night having to process orders or deal with impatient customers once you wake up.

DLGuard is one of the premiere download management tools marketers use to handle the day-to-day operations of their business. Aside from the seemingly endless features it provides, you will love the flexibility it offers.

DLGuard takes control from the moment your customer clicks on a link to purchase something. It works in conjunction with your payment processor, whether it's PayPal, ClickBank, PayDotCom, or one of the many other payment systems you're working with.

It seamlessly delivers a temporary download link to the product to your customer for you (even while you sleep in the middle of the night). Then it drips their name into your autoresponder system, giving them the chance to confirm their subscription or ignore it.

By using DLGuard, you won't have easily hackable download pages floating around on your server. The customer will have a set amount of time that you choose to access and download the product. After that, the link expires so they're unable to share the page with others and cause you to lose sales.

But DLGuard does so much more than that. With a single purchase, you can use it for all of your sites. You can create membership sites, offer bonus items and coupons to people, and even ban problem customers – like those who have a track record of buying and refunding everything they want.

You can track your customer's data and look at reports that help you see how sales and conversions are going. Collecting this visitor data using DLGuard means you don't have to go to some third party and install complicated scripts to track the details for you.

If you go to the DLGuard site and take a look at the testimonial page, you'll quickly realize that this is the tool most top marketers utilize for their own info product delivery and protection.

Sam Stephens, the creator and owner of DLGuard, is just one more reason why marketers trust this product. He's a stellar example of what customer service is all about, assisting each customer who comes to him with whatever questions they may have.

This is important when it comes to the set-up of a technical product. From now on, don't worry about staying up late to handle sales and delivery. Choose DLGuard and put your business on autopilot for good.

3. Few Marketing Experts Are Without a WordPress Blog

Free is the most attractive word in the English language when it comes to getting your own business off the ground online. Most newcomers start out blogging on free blog platforms such as Blogger.com or WordPress.org.

But then they realize that maintaining control over their blog on a domain of their own is of utmost importance – and WordPress is what most people use to create an online presence.

It's very easy to insert a WordPress blog into your domain once you have hosting with a cPanel. Here's what you do using HostGator, for example:

- 1.) Log into your hosting account and click the Fantastico button (a smiley face) under the Software and Services section.
- 2.) On the left-hand side, under Blogs, click on the WordPress link.
- 3.) Click the New Installation link.
- 4.) From the drop-down menu, pick which domain you want to install the blog on. You can also choose where to install the blog. If you want the blog on the primary domain, then leave the space blank where it says, "Install in directory," but you may want to put a landing page on the primary domain and put your blog on a different area such as domainname.com/blog.
- 5.) Enter your admin nickname and password that you'll use to manage the blog's content on a regular basis.
- 6.) Click Install WordPress.

The next screen will show you where your access URL will be for your blog. Make sure you keep track of this information. To complete the process, click Finish Installation. Once your blog is installed, you can pick a theme that will match your niche topic.

Then you're ready to start posting to your blog! The more you post, the more often various search engine spiders will visit your blog and index your site for relevancy to your niche topic.

Make sure you post frequently and use keyword phrases in the titles of your blog posts as well as your content. Have a strategy in place to

monetize your blog with the sale of your own products or as an affiliate to promote someone else's products.

Building Your Income with Blogs

Blogs are a fantastic way to make money. They perform well in search engines, they're easy to promote, and they can offer very sticky content. If you blog often, and you're good at what you do, you could develop a pretty large following of readers who subscribe to your RSS feed and read your content on a daily basis.

One of the biggest keys to success with blogs is posting in them regularly. If you don't post regularly, you probably won't get much traffic, and people won't return. Posting frequently also keeps your content fresh, and search engines love fresh content.

The more often you post, the more often the spiders will visit your site. And every time you post, you can ping your site at the various ping locations. This can also bring in more traffic.

Another major key to blog success is creating sticky content. This means you have to write posts that people will actually be interested in reading.

Readers probably don't care what you had for dinner, unless you're John Chow or you're running a food blog. They want to read about stuff related to your niche. If you're running a blog about golfing, at least 75% of your posts should be related to golf. Preferably 100%.

You should talk about golf courses you've recently played on, tournaments you've watched, and clubs you've tried. You might occasionally post about family matters, or your dog, or your favorite restaurant as a way to connect on a more personal level with your readers, but most of your posts should be on target with your niche.

Blogs are great for people who sell services. If you're a graphics designer or writer, having a blog is a good way to keep in touch with your clients. You can offer updates on your schedule and availability, current prices and special offers, and when you'll be taking some time off.

You can also post samples of your latest work. If you have a number of clients subscribe to your RSS feed, you'll be able to keep in contact with them so they'll order from you more often.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

