

“How To Start Your Own Internet Business”

***No Product?
No Experience?
...No Problem
Easy, Proven Method
For Building Wealth Online***

By Elizabeth McGee of homenotion.com

Welcome!

My name is Elizabeth McGee of [homenotion.com](http://www.homenotion.com) and I've been online making money from the internet since about 2001. I work at home about 25 hours a week, but with family events and personal commitments there are days when I don't work at all.



My business is completely scheduled around my needs and the needs of my family. But most importantly I've built a business that I enjoy working at and that brings me a residual income each month.

I earn an income online through the methods I'll detail below. These are not theories; these methods work not only for me but for thousands of internet business owners around the world.

Please read through the entire guide first before actually doing anything. Take notes and write down your questions. You may also want to do your own personal research as you go along.

If at any time while reading through this guide you have questions, need ideas or would like to start a discussion please visit our discussion forum. It's where we can gather, make friends and help each other. Hope to see you there!

<http://www.homenotion.com/forum>

My very best for your success ☺

A handwritten signature in black ink that reads "Mrs. Liz".

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Follow me on Twitter

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Let's get started.....

One of the Best Ways to Make Money Online

There are lots of ways to make money online and there's no shortage of things to sell or promote, but if you look at the internet and what people use it for there's one thing that obviously stands out the most -- *information*.

Everything online starts with information. Sure people use the internet to buy things but the majority of people go online to gain knowledge about something first.

Much of the information industry online is conducted by small business owners many of them working at home to deliver quality information and products.

In this guide I'm going to show you how you can build an exciting, highly profitable internet business by using information and information marketing to promote all kinds of products, both tangible and electronic.

Information Marketing

The Internet and information marketing are driven by the increasing demand on people's time. Everyone looks to the internet for information to help them solve problems, learn how to do things, save time, find bargains, etc. But they want that information fast and in a format that is easy to understand.

Information marketing is about providing information to people looking for it. You can sell information directly or indirectly by providing information that helps a potential buyer make the decision to buy certain products or services.

Information marketing is about building an information rich website you can monetize with things like advertising, affiliate products, your own products or anything that relates to the topic your website is about.

Affiliate Marketing

Affiliate marketing is about promoting other people's products or services.

It's perfect if you don't have a product or service of your own. But in our business model we'll be using affiliate products to complement your niche topic website. This is where you will be making money.

Most marketers online use affiliate marketing in some form or fashion, whether it's to complement their information site, promote products that complement their

own products or just promote affiliate products directly through various advertising methods, it's a very successful and popular business model.

You'll also be glad to know that there are lots of affiliate programs that offer 50% or more commissions on sales. Depending on the product, that's often more money than you would make selling your own product!

Information Products

Information products include things like books, guides, courses, CD's, audio, video, CD's and DVD's. Since the internet is the first place people go to find information it's no wonder that the demand for information products has risen so *significantly*.

People make money online by creating their own information products and selling them through their own website or they promote other peoples information products or both. *We'll talk more about this later.*

The Process

We're going to look at combining all three principles above. This is how you're going to build a strong business and begin making money online quickly.

Do you need to do all three? *No*, but as your business grows you will probably want to do all of them eventually.

You'll start by creating a profitable, in demand information website. Next you will monetize your website by **promoting affiliate products** and advertising that will complement your site. And finally, we'll talk about how you can easily create your own **information product** – *don't worry, it's easier than you think!*

→ Share your ideas, ask questions or voice your opinion at our [Discussion forum](#)

Getting Started

To be successful at anything, even a business, you need to make up your mind from the very beginning that you will be successful at it. You must have the confidence and conviction to make it happen. The people that aren't successful typically don't have the drive or ambition to get it done.

But that won't be you ;-)

Never, ever tell yourself that you can't do this. That is never the case. You've probably heard it said before, *this stuff isn't rocket science*; instead it's more about how *badly* you want it and how motivated you are.

Start with a plan and carry it through. Research and learning is important but there comes a time when you must put the books down and start **doing**. Once you have a plan stick with it, stay focused and don't let distractions get in the way.

Any internet based business that has the potential to grow and earn you a substantial income requires all the same things. It doesn't matter what the business is. These are:

- **Find a 'niche' topic**
- **Create a website**
- **Search Engine Optimization**
- **Content Generation**
- **Copywriting**
- **Promotion**

There are people that say you don't need a website, I highly disagree. Earning money online without a website is like trying to sell something without a store, you could stand out on the street corner and sell, but how much money do you think you'll make and how many people do you think will stop by?

If you want a real internet home business that is stable and has the potential to expand, you need the **foundation of a website**.

We'll discuss these things more in depth later, however let's take a look **at how you will make money, how much you can expect to make and what's your investment will be.**

How You Will Actually Make Money?

Your information website will have the opportunity to make money in several ways. I will suggest that you use them all:

1. **Place text ads** on your website as with Google Adwords or other contextual ad sites.
2. **Offer advertising** space on your website
3. **Promote affiliate products** that relate to your website's topic
4. **Create your own information guides**, products or courses to promote
5. **Directly sell information products** that you purchase with 'resell rights'

How Much Money Can You Make?

The sky's the limit -- but it's going to depend on how much you listen, how much you put into learning and doing, how dedicated you are and whether **you believe in yourself**.

Have you ever read the book '[The Science of Getting Rich](#)'? It's a free read but it's quite a motivator on how **everyone** has the power to be rich just by their thoughts.

It's one of my favorites. It taught me that we all have the potential to be very rich. All I can say is *read it*, it's mind boggling the potential you have.

How Much Time & Money Does This Require?

To get started it will take about 5-12 hours a week. If you're anxious and excited you may find yourself putting in more hours, *that's ok* but don't overdo it, especially if you already have a job.

Schedule your time and tasks carefully and do things one step at a time. Doing too much at once sets you up for mistakes and fatigue and you're likely to give up. Stay focused and follow through on tasks that you set up for yourself.

The cost of getting started is minimal. Your initial costs will be **your website, domain name and hosting fees**. Of course it will depend on which tools and

services you use but even the most expensive are still affordable for most people.

Website

If you choose traditional website software it can cost a few hundred dollars or maybe less, it simply depends on the product you choose. However if you decide that you want to create a blog instead of a traditional website, blogging software is *free*.

Domain Name

Your website needs a name (www.yoursite.com) so you will have to purchase a domain name through a domain name registrar, like Godaddy.com. A domain name costs about \$7-10 for one year.

Hosting

Once your website or blog is created you need a place to host it. A hosting service is roughly \$7-10 a month.

As you move forward with your business and learn about marketing strategies and various time saving services you may spend a little more, but basically you can get started for as little as \$20.

→ Share your ideas, ask questions or voice your opinion at our [Discussion forum](#)

Steps for Creating Your Information Business

1. Set Business Goals & Objectives

Setting business goals, like setting personal goals, gives you direction and motivation. Start by writing down any thoughts on what you want to accomplish with your business. Define your goals for monthly income and how you expect to achieve it.

Be sure to make your goals realistic. This means they need to be attainable. We all want to make a million dollars in 6 months but that is not realistic for most of us. Start with a realistic goal such as making your first \$50, after you achieve that goal set a new goal with higher expectations.

By making your goals attainable you're more likely to reach them. Once you reach your first goal you'll be proving to yourself that **you CAN do it** which motivates you to move to the next goal and so on. It's like positive reinforcement each time.

It's important to develop overall long term goals for your business but your daily goals and tasks are just as important.

I like to take about 30 minutes on the weekend to develop my goals for the week. From those goals I break them down into smaller daily tasks. Set time limits for your task. By committing yourself to getting things done within a specific time frame you are helping yourself be more efficient and **you'll waste a lot less time.**

Finally prioritize your finished list of goals by asking yourself these questions:

- What can I realistically get done first?
- What do I have to get done before the other goals can be reached?

By arranging your goals in a logical sequence it will become clear to you how you are will reach every goal on your list.

2. Find a niche

This is something that stumps people. They're never sure if the topic or niche they choose will be a profitable enough online.

Let me just say that there are lots of profitable niches, however the best combination for finding a niche that will be profitable for *you* is one that you know

about or one that interests you, we'll discuss how to determine if it's profitable later on.

If you're wrestling with finding a niche, start by looking at what people spend their money on.

Everyone has a certain amount of income that they use to buy things. Most of us can divide our income into two areas, the things **we need** such as food, shelter and clothes, but there are also the things that we **want**; these are the things that are primarily triggered by **emotion**.

For example:

"I don't need that BIG SCREEN TV but I sure do want one!"

When it comes to emotions there are generally 5 things that motivate people to spend their money...

Beauty - It makes us feel good to look good. Society puts emphasis on looking younger, and as our population ages, anti-aging products, Botox and plastic surgery have become very hot topics.

Niches within this industry include, fashion, cosmetics, hair & nail care, fragrances and dieting.

Health - Everyone's afraid of illness and even death. We all want to be as healthy as we can for as long as we can. Feeling good and avoiding pain, injury and discomfort have become a priority for many.

The area of health also encompasses things like vitamins, weight loss, weight gain, nutrition, body building, caring for the elderly, insurance and resources for healthy living and going 'green'.

Love - One of our very basic instincts is to love and be loved. Finding compatible partners is a strong instinct for most of us and the internet has capitalized on that with the huge eruption of dating and friend finder sites. On the opposite end of that spectrum are divorce issues and marriage success topics.

More topics include flowers, candy, jewelry cards and gifts.

Money - We all want to have more money and look for ways to make more of it, save it and invest it. Money making programs, investment and retirement programs, budgeting tools and calculators, how to save money, banking conveniences and even finding better paying jobs have captured our interest.

Money is very emotional topic that often triggers stress, particularly when it comes to things like debt relief or the desire to make more money and have material wealth.

Entertainment / Recreation - We all need time to play, have fun, let our hair down and relax, in fact people get very excited about their hobbies and are known to spend thousands perfecting them and finding new ways to be competitive.

These topics are all good opportunities for internet sales because you can connect with buyers on an emotional level. It's the "*I don't need it but I want it*" concept.

Entertainment categories could include movies, games, music, art, electronics, and sports.

Do you need to be an expert in the niche that you choose? *No*. It helps to have as much knowledge and expertise about your topic as possible but as long as the topic interests you, you'll soon become more knowledgeable than most.

The niche topic that you select should be one that you are familiar with or it can be on a topic that you have a particular interest in. It can be anything really, as long as it is something that holds your interest, not too broad a topic and is something that people are interested in finding out about.

Help for Finding *Your* Niche

What do you already know? Everyone knows something about something. For example, if you are a golfer you may want to create a site about golf, if you're a mom you may have great ideas about topics specific to moms and homemakers.

What do you like that you're willing to learn about? Do you have a topic that interests you and are willing to learn about? If so, take a class, read a few books, learn as much as you can about it. That's how I started my guitar site. I like guitars and have a family full of guitar players so learning about them was fun and easy.

Don't let yourself be discouraged by not feeling that you are expert enough in a specific topic. For most niches it doesn't take much to learn about something before you know more than the average person. Learn all that you can, **believe you are an expert** and project confidence, that's basically all it takes.

What are your hobbies? Got a hobby that you love? If you do, chances are you've developed personal tips and strategies that might help others. People are obsessive about their hobbies and they spend lots of money perfecting them.

What are the current trends going on today?

Keep your eyes and ears open for trends. I like to watch TV and the shopping channels are a great way to see what people are buying. I've also had some great luck with talking to my kids. They are a great resource for finding out what the hot trends are. Keep your eyes open for where things are going.

For example, our banking industry in the U.S. is in a crisis, what might that mean for the future of banking and how might YOU capitalize on that?

Places to find profitable niche ideas

Let's take a look at some great places to find profitable niches. These will not only give you some niche ideas, they will also show you **how profitable the niche** may be by looking at the successes of other web sites.

Check out eBay Shops

eBay will give you tons of ideas by looking at the eBay shops. These shops are making money so you can get a pretty good idea of what sells well.

For example, go to eBay.com and click on the 'stores' tab at the top of the page.

- Next under the '**Stores Directory**' on the left hand side of the page click a category.
- Next, click on any one of the results that appears which will take you to that store.
- Next, click on any one of the store's items and at the top of the page you will see a section called 'Seller Info'.
- Next to the seller's name is a number in parentheses, this indicates the number of searches the store has gotten in the last 12 months. This can give you a good idea of how popular an item or a niche is.

Check out Ebaypulse

<http://pulse.ebay.com>

This is where you can find 'hot' items. It's basically a snapshot of the eBay marketplace and features the top 10 popular searches, popular stores, popular products and most watched items.

If you click on the category listing at the top you'll see that you have several categories to choose from. After selecting a category you will see a list of the largest stores for that category.

Use the EBay Hot Items Report

EBay also puts out a monthly "*hot item*" report that you can get at:

<http://pages.ebay.com/sellercentral/hotitems.pdf>

This is an excellent report for finding niches that eBay has profited from. It's also updated monthly so it's always current. The report is still free and it indicates the degree of "hotness" from "*super hot*" to '*very hot*' to '*hot*'. You'll find lots of good tips there for finding profitable niches.

Examine the Google sponsored listings.

<http://www.google.com>

If you go to Google and type in your topic keywords you'll notice the listings down the right hand side and at the very top. These are paid advertiser listings. Watch these listings for several weeks paying special attention to the ads that continue to appear, this means the advertisers are making money!

Visit topic related forums

One of my favorite ways of finding out what people are looking for is to go to topic forums. That's because people generally give honest, candid feedback.

For example, if you think you would like to sell cameras, find a camera forum. Looking over these forums will give you some really good hints about what people want to know about cameras. You can also ask questions on forums which is one of the best ways to get candid, useful feedback.

Checkout PayPal for Ideas

Try going to 'PayPal Shops'

https://www.paypal.com/us/cgi-bin/webscr?cmd=_shop-ext

If you click on a '*Shop Category*' to the left you will come to a page that lists all the stores that use PayPal. Some of these may be eBay stores because a lot of eBay customers use PayPal as their payment processor, but if you look at the store listings again you will see a number next to the store, this lists the number of PayPal members that have paid this merchant. *Lots of good ideas there as well!*

Pay a Visit to Amazon.com

<http://www.amazon.com>

Amazon is a perfect for finding out what information people look for online. Amazon is also a great place to keep in mind when you are looking for ideas on content to place on your website.

Once on the Amazon website, go to 'books' and type in the niche you are interested in. For example, let's try '*parenting*'. There are too many books on

parenting, so let's narrow that down to 'single parenting'. Getting better but look what happens when we try 'single parenting for moms', that's a great idea for a niche website.

When searching for a niche idea, don't try to be all things to all people. You want to narrow down and focus your market as much as you possibly can.

The topic 'Musical instruments' is much too large of a market. Instead, narrow it down to 'Guitars' or even further to 'electric guitars' or 'acoustic guitars'. You'll get a much more targeted group of visitors which means a better chance for making sales.

There is no '*perfect*' niche

A *perfect* niche would be one that *everyone* wants to know about and one that has *no competition*. To be perfectly honest, there is no such thing. Even if you found such a niche, it won't be void of competition for long.

Don't let competition stop you. Competition is just a fact of life on the internet so don't be overly concerned about it. In fact competition can be a good thing.

The important thing to learn here is not to find the perfect niche, but find a niche that is highly focused and one that people have an interest in.

For example, one thing I learned from my guitar site was that the topic 'guitar' was too broad. I had so much information that spanned thousands of guitars that it was hard for people to find what they wanted.

Narrowing my site down to just one type of guitar, such as Fender or Gibson would be so much better. It would attract only people interested in that type of guitar. Yes, I would have fewer visitors but they would be more targeted because they would be much more likely to find what they needed and a sale would be much more likely for me. Do you see the difference?

Here are some interesting niche ideas that demonstrate how to drill down to specifics:

- Holiday napkin folding
- Needlework tips and techniques
- Magic tricks and tips
- Do it yourself weddings
- Birthday party ideas for turning 40
- City specific travel websites

This is by no means an exhaustive list but it gives you an idea of some of the things that people have used to build informational websites about that have generated income for them.

3. Create Your Website

There are lots of website tools out today that make creating your own website a cinch. But it's not the actual creating your site that's the hard part it's making it profitable. A profitable website has to have 5 things:

- It has to look professional
- Be easy to navigate
- Contain *great* content
- Be well optimized for the search engines
- Contain quality incoming links

One big problem people have when creating a website is they have no idea how to efficiently do these things. Most site builders provide only the software to build your site; but you're on your own for things like **how to create *quality content*, keyword research, how to most effectively market to your visitors** and how to **get top rankings** on the search engines.

That doesn't mean you can't build a great website yourself, but for most people it often means several attempts at creating a site that finally becomes profitable. So as you can imagine that often leads to failure.

If you're just starting out from scratch and have little to no experience building websites or a web business Sitebuildit by Ken Evoy is an easiest yet sure solution for building a profitable website

But the real value of Sitebuildit is the training. You will get everything you need to meet the above requirements plus a domain name and hosting service. It saves you all the headaches and frustrations of figuring all that stuff out on your own.
<http://www.homenotion.com/sitebuildit>.

If you are a more experienced site builder you certainly have a whole host of other choices, including creating blogs which we'll discuss below. For other site builders I also use and recommend please visit my personal site reviews.
http://www.homenotion.com/easy_website_builders.html

→ Share your ideas, ask questions or voice your opinion at our [Discussion forum](#)

Blogs

There's been a lot of buzz surrounding blogs and if you can type, you can blog.

Blogs are exciting for a lot of reasons, the software is free, they are search engine friendly and you can create interaction between you and your visitors.

If you already have a website a blog is a great complement.

Creating a Blog

The 3 best blogging platforms are:

<http://www.blogger.com>

<http://www.wordpress.com>

<http://www.wordpress.org>

www.blogger.com and **www.wordpress.com** are both blogging *services* that you subscribe to for free.

These platforms don't require registering a domain name, there's no hosting service to purchase; it's all included in the service and *it's free*.

However, because these are services you subscribe to there are some limitations, for example they provide you a domain name which means your domain name will have the words *Wordpress* or *Blogger* in the name.

Also AdSense, Yahoo, Chitika, and other ads are not permitted on WordPress.com blogs. There are also some design limitations. But overall, using either one of these blogging tools is an easy process for getting a blog up and running quickly.

Wordpress.org on the other hand, is blogging software (*also free*) that you download to your hosting server. To use Wordpress.org you must purchase your own domain name and hosting service.

If you choose to go this route, be sure you get a hosting service that has the 'Fantastico' and 'Cpanel' option, this makes downloading the Wordpress.org platform to your host a lot easier, without Fantastico it can be a little more challenging to load.

How to Make the choice between Traditional website and a Blog

If you're trying to make the blog vs. website choice yourself, Dr. Ken Evoy posted a nice article that explains the [differences between a blogs and websites](#). Take a minute to read through this, I think you'll find it helpful.

Getting your website on the internet

Register a domain name

In order to get your website on the net you will need to register a domain name. For the most part this is not hard, what most people get hung up on is what kind of a domain name to choose.

Resist the temptation to choose your domain name before carefully thinking about what your chosen niche is and the kinds of information you want to provide on your website.

The reason for this is that after giving careful thought to your niche, your categories and the content you will be providing, you will be in a much better position at that time to come up with the most appropriately descriptive domain name for your site.

Have you ever chosen a title for something before you wrote it? Often times when you look back at the title you realize that the name you chose wasn't quite fitting, that's because after writing it and being intimately involved with the details you often realize a better more descriptive name -- building a website and choosing a domain name works the same way.

You can register your domain name separately with a domain name service like www.godaddy.com. I find they are very competitively priced and offer a pretty fair service for domain names.

Set up a Hosting Account

A hosting account is where your website will reside and where you will store your files. You can get a very good hosting service for under \$10 a month. I use and recommend Hostgator because you can get unlimited websites and domain names on one account for less than \$10 a month.

<http://www.homenotion.com/hostgator>.

If you use Sitebuildit you don't have to worry about finding a hosting service, however other site builders will require you find a host. When shopping for a host, look for a service that supports '**Fantastico**' and '**Cpanel**'. These are hosting tools that make using the service a lot easier. Hostgator has these tools built in.

If you'd like to consider **Hostgator** I have a free first month free service coupon that you are welcome to use.

<http://homenotion.com/blog/web-hosting/hostgator-coupon-code-first-month-is-free/>

4. Adding content To Your Website

Content is king. You'll hear that a lot, that's because it's probably the only thing that hasn't changed since the internet began.

People come to the internet looking for answers to questions and remedies for their problems. Well researched, quality content provides those answers. The more useful and interesting your site's content is, the more successful you will be.

Good content should be original and unique. Visitors don't want to see content they just saw on the last site they visited.

Your content needs to demonstrate your own personality and flavor. That's what keeps it interesting and unique and that's what both visitors and the search engines look for

Next, keep your site updated with fresh content often. That may sound like a lot of writing on your part but it doesn't have to be. There are many options for generating good content without spending hours on your computer. I use ghostwriters, conduct interviews, use guest articles and use Private Label Rights content.

Learn to write for the internet

One of the things I hear a lot is "*I just don't know how to write*". OK, if that's you think of it this way -- if you can talk you can write. It's called writing conversationally.

Simply stated, writing for the internet is a little different than the writing you may be use to, in fact it's *easier*. That's what I love about it.

Here's what I mean. Writing in a conversational tone draws your reader in and helps them develop a relationship with you. They can see that there is a real person behind the writer and that makes them feel more secure with you, plus you're building trust and that's important online.

Also remember that people on the internet tend to read faster and their attention span is shorter so your writing is better off delivered in bite size chunks and small paragraphs so it's easier to read. Readers don't want to wade through complicated text, big words or long drawn out dissertations, you'll lose them for sure. Give them clear, easy to understand content that gets to the point quickly.

You also want your site pages to contain 'catchy' headings and expand on your headings with sub-headings. The body of your pages should include bulleted or numbered points when possible. Remember, people are often searching for specific information, so subheadings and bulleted lists are markers for their eyes.

Even though the internet is writing in a more casual style, don't be casual with your grammar and spelling. There is nothing that will turn people off faster. It doesn't take any time to run it through the spell checker, a good site builder will have one so use it often. Also read through your text several times.

I know myself, when I review what I have written; I always find things to change that don't quite make sense or need to be reworded. You don't want to spend days and days on this but make sure it makes sense and flows smoothly and logically.

You don't have to add new content every day but keep your site up to date, interesting and unique. If you like to use other people's articles, that's fine however give your site a good mix of information that is also unique and creative.

The search engines are looking more and more for content that is original. The best way to create original content is to write your own using a conversational style. Write as if you are writing to a friend; include your personal style which means relating to your reader on a personal level, offering opinions, comments and feedback that provokes thought.

Writing in this manner means that your content won't be found everywhere, it will be unique and individual to your site and the search engines will love it.

5. Optimize Your Website

Basic website optimization is all that's needed, however I do recommend you pick up a copy of [SEOFastStart by Dan Thies](#). The guide *is free*, but it's *excellent*. Dan is an industry expert and he shares so much in this guide. I've

spend hundreds on SEO guides that haven't given me the details that Dan outlines. If you don't get any other guide get this one.

Basically good site optimization and design follows these key steps:

- **Each page of your website should be optimized for relevant key phrases.** Use these key phrases in the title and description of your web page. You can use that key phrase in the body of your page but don't overdo it

- **Don't clutter your site with flash, color and jumping objects.** You want a site that is appealing and eye-catching but don't sacrifice its usability and content.

Think of it this way, if you take off your site all the graphics, pictures and ads, what would your page look like? Would it still interest your visitors? Would it still provide them with the information and usefulness they are looking for? Fancy graphics and flash might attract attention; good content is what keeps it.

- **Keep opt-in boxes or sign-up forms to the top left or right.** Research has found that businesses get the most sign-ups if their sign-up forms are at the top. Don't bury them down the page.

- **Anything you put at the bottom right of your website will hardly be noticed.** That's just an observation of the industry. There's been a fair amount of research done in this area and that bottom right hand corner just seems to get ignored.

- **Be clear about what you want your visitors to do.** If you want your viewers to buy something, instruct them to have a look and buy. If you want them to sign up for a newsletter or subscription, instruct them to do that.

People want to be pointed in the right direction. The choice is ultimately theirs but give them the opportunity to make it. Don't leave them to figure things out on their own.

- **Keyword Research is important to every page of your site.** Every page of your site should be optimized for 1-3 good keyword phrases. Make sure that keyword phrase is used in your page's title and description tags. Also include it in your page's header. I like to practice using it in the first paragraph of the page and then again in the last paragraph.

- **Make sure all your page links are working and not broken.** If there's anything that turns a visitor off it's a broken link, so make sure they all work.

I also like to keep my links in blue, it's still the universal color for links and I've learned consistency works best.

Also title your links appropriately. Don't use cute or misleading names. For example, if you have a link to a sports equipment page don't label the link 'Great Outdoors', call it 'Sports Equipment' and make sure the sports equipment page is titled the same (*that's very important*).

** All this information and much more is in Dan Thies FREE [SEOfastStart Guide](#).

6. Monetize your Website

Your website will be your *'main baby'*. It's where your profit potential is, so carefully research the options that will provide you the most money making potential.

You can use any one of the options below or a combination of options to monetize your website:

Google AdSense Ads – I regularly bring in about \$300 each month just from my Google AdSense ads.

The Google AdSense program costs nothing to apply and once you are accepted you simply follow the instructions on the Google AdSense site. Literally, it's a simple cut and paste to place the ads on your website.

You have a choice of displaying Google ads on your site in text, banner or video format, the choice is yours.

Affiliate income –All successful online marketers' work affiliate marketing into their businesses. It doesn't matter what your online business is, you can always find other products that will complement your own business that you can promote and make a commission on.

For example, let's say that your website is about how to crochet. In addition to the information you provide on how to crochet you can promote products that people interested in crocheting would buy, things like needles, yarn, how to books, etc.

The way to promote these products is through pre-selling. It's a term coined by Ken Evoy of SBI.

Research has proven that there's a huge difference in the amount of affiliate sales you will make from visitors that have been pre-sold at your site than by sending visitors directly to a merchants site using banners or text links and I myself can attest to that. Much of my income comes directly from affiliate sales.

Start by finding a product or service you would like to promote, and then find an affiliate merchant that sells the product.

You can find affiliate merchants and products through affiliate networks:

- <http://www.cj.com> (commission Junction)
- <http://www.linkshare.com>
- <http://www.linkconnector.com>
- <http://www.clickbank.com>
- <http://www.shareasale.com>

You can also find products through private sites that offer affiliate programs as well but I find that it's easier to start out with affiliate networks because payments are more on schedule, products are easier to find and you're likely to find a more reputable affiliate program.

Note: *Not all affiliate programs operate by the same terms. Make sure you understand their terms of service by reading through them carefully.*

Here's also an affiliate search engine for helping you find affiliate products and information.

<http://www.affiliateprogramsearchengine.com/>

Look for affiliate programs that offer residual income. These are things like monthly services or membership sites.

For example, web hosting companies are monthly services. A hosting service that offers an affiliate program will pay you a commission for each month the customer that you referred stays with the service. Not all membership or monthly service sites pay affiliates on a recurring monthly basis, some pay only once, so be sure to read the affiliate agreement.

If you know what your site's topic will be about you can go ahead and start applying to affiliate programs now. If you choose to apply to programs before your site is built you may get refused, but don't worry about that, it's just a formality. Once your site is built you can go back and reapply and you should get accepted.

Advertising revenues – Once your website becomes popular with the search engines and you are beginning to draw lots of traffic to your site, there's no reason why you couldn't generate revenues by soliciting advertising on your website.

I do this with several of my sites simply by creating a web page that invites advertisers to advertise on my site. It does mean that you'll have to deal with

advertisers directly, invoice them, keep ads up to date, etc., but it can be well worth your time and the extra money it can bring you can make each month.

The amount of traffic you get and your chosen market will determine your ad rates. You can simply do a little research on related sites and see what they charge and then test the waters with your own website.

Your own products – If you have products of your own you can also promote them on your site. Be sure that the products are relevant to what your website is about.

If you have a Caribbean travel website it wouldn't be appropriate to promote your custom made jewelry. Statistics have shown that to be successful with sales, the items or services must relate to what the site is about. Anything else just confuses your visitors.

Resale rights – This is another one of my favorite ways to promote on my websites. Resell rights allow you to resell products and keep 100% of the profits. Resale rights products typically come with pre-written sales pages, product images and thank you pages. Many of them will also come with a suggested retail price.

I've purchased several resale rights products many times, turned them around and sold them on my website for 100% of the profit. The key to selling resale rights products is to find quality products that will interest your visitors and contains quality information.

You can purchase a quality information product and its resale rights on average for about \$47-\$100. The cool thing is you can resell the products for about \$27. So with just a few sales will have paid for the product and received a profit. If these products tie in nicely with your site's topic you stand to make *many* sales.

→ **Share your ideas, ask questions or voice your opinion at our [Discussion forum](#)**

7. Promote your website

Have you ever seen those websites where you can pay anywhere from \$500 to \$1000 where they give you a ready-made website? They claim you're part of a bigger business where you will earn you thousands a month. Have you seen those?

Those are real companies and they are legitimate sites with real products but what they don't give you, *what no one gives you*, is **promotion**. That's your responsibility.

The difference between an average web business and a *great* one is the promotional strategies and the connections you make. This is where people often fizzle out in their business. They think that just because their site is out there they will begin making sales. Good website optimization is always important but the promotional strategies that you use will speed the process considerably. The people you connect with and the strategies you use to promote your website is what build your readership.

Free Promotional strategies

Start with the free promotional strategies, there are lots of them. They take a little more time but they all work very well. Don't waste your time on free ads, they don't work, at least they never worked for me except to bring me spam.

Here's my [free downloadable traffic guide](#) that lists the **free traffic strategies** that you can begin using today that will start bringing immediate traffic to your site.

Once you're getting traffic and sales with the free promotional strategies gradually move towards the paid ones.

The two best paid strategies are:

- **Pay-per-click (PPC) advertising**
- **E-zine advertising**

Pay-Per-Click (PPC) Advertising

PPC advertising is instantaneous. As soon as you create a pay-per-click ad, it goes live immediately.

PPC advertising is search engine advertising where you create ads that are shown when people search engines. You select the keywords that you want your ad to show for and also the ad you want displayed

I don't recommend jumping into PPC without a little training, the learning curve is steep and you stand to lose a lot of money if you don't know what you are doing. Start with the *free* guide "[Adwords Made Easy](#)" by Brad Callen, the Adwords expert. Brad will get you started, especially with using keywords and writing ads that get clicks.

E-zine Advertising

E-zines are electronic magazines or newsletters and getting your ads into these types of publications are one of the best ways to get traffic and sales.

Before I say more, Charlie page is the best resource for e-zine advertising. I subscribe to his directory of ezines and I can't say enough good things about it. This isn't just an ezine directory it's a whole boatload of free tools and personal help on how to write ezine ads and get them in front of the right people. It's the best advertising help on the net. Most other services that aspire to be like the Directory of Ezines are hugely inadequate.

My Personal promotions rule of thumb: I suggest putting at least 20% of your earnings each month back into your business in the form of advertising or training.

8. Stay in touch with your visitors

This is more of an advanced strategy but I'm covering here because I want you to get use to thinking about it.

Once your site is built and '*on the air*', you will be getting lots of visitors, and probably very soon, especially if you use SiteBuildit.

The problem with visitors is they eventually leave your site never to return. But we're going to get them to return to your site by capturing their email address.

This is not a devious or unscrupulous internet ploy to annoy visitors; this is a real internet marketing strategy that makes good business sense. It's like the retail store getting information from you for promoting specials, sales and other store related information.

The best way to capture a reader's email is by offering a free item or service, for example a free newsletter, e-course, guide or e-book. If people come to your site and like what they see they will want more information and will be more than happy to sign up for your offer.

If you need free information that you can offer your readers I suggest creating a newsletter of your own or a PDF informational document. If that's not an option, [Surefirewealth](#) has free ebooks, guides and courses you can offer your visitors. They have a paid service but the free option has some good stuff!

In order to capture email addresses and keep in touch through email you will need an autoresponder service. I use a subscription service called [Aweber](#). They are easy to use, affordable and help me guard against things like being accused of spamming and undeliverable emails.

A good autoresponder typically has everything you need to create your emails, all except for the content of course ;-)

Here's how it works. For each person that signs up on your website, your autoresponder captures the information such as name and email, and then helps manage your communications with your subscribers. Here's just an idea of what you can send subscribers:

- Develop a 'tips' list
- Offer a quick e-course
- Send a 'guest' article
- Conduct a quick interview and send it
- When you add a new page to your site
- When you add a new article to your site
- Send a weekly newsletter

This information can be set up to send automatically or you can send emails on a moments notice. It will be up to you but using an autoresponder makes it convenient, saves time and automates the process

The real advantage to creating an opt-in list is you can effectively communicate with people on a regular basis, establish yourself as an expert and develop a relationship with your readers. These are the things that effectively help you promote.

→ Share your ideas, ask questions or voice your opinion at our [Discussion forum](#)

Create your own information Product For Quick Cash

By now you have the means to start generating cash from your website, but don't stop there. I want you to think about creating your own information product that you can also promote on your website.

This is not about creating an information product that takes months to write and is several hundred pages in length.

In today's market people much prefer information products like ebooks, small reports, online courses and even interviews that are smaller in size but more comprehensive and with a much lighter price tag.

The 10-20 page reports priced in the \$10-\$20 price range are selling much better and are much more appealing than their 100+ plus page products with price tags of \$40-\$100.

If you need step-by-step instructions on writing a niche report for profit, including how to pick a topic, Jonathan Ledger provides detailed instructions in his guide called '**Write That Report**'.

When I ordered the report I was pleasantly surprised that along with that report Jonathon provides an unadvertised bonus that includes the perfect promotion strategy and a script to make it 'viral', all for only \$7.

<http://www.homenotion.com/writethatreport>

A few final words...

Building a *REAL* internet business takes time, effort, motivation and drive but the rewards are tremendous. You're actually doing something to secure your future and your family's future, but you're also doing something you love and can be proud of.

I've given you the basic background and the *best* yet easiest to use resources for getting you started, actually putting it into motion is up to you.

I hoped I've helped motivate you to get started. If you find that you have questions along the way please visit our [discussion forum](#). I will help you personally.

Free Resources you can grab right now

Dan Thies SEOFastStart Guide

<http://www.seofaststart.com/download>

A guide to Copywriting to Promoting your Business

<http://www.homenotion.com/pdfs/Adlite-copywriting-guide.pdf>

Ken Evoy's Affiliate Masters Guide

http://www.homenotion.com/affiliate_masters_course.html