



## Internet Marketing Baby Steps

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Many newbies and even people who have been online a long time have a major problem. They buy this and that and this and that and NEVER use it. It's crazy that people will spend their hard earned money on products and services and never use them.

People who will succeed are those who buy a few tools and use them to the max to get what the need done. There are many tools online that will basically do the same thing. You'll also find some of the exact same info given to you in a different way in many information products such as ebooks.

Your job is to decide exactly what you want to do, and decide upon **only** the tools that you will need to do it. Buy nothing more than what you need... **Period!**

Time after time I get asked the question, "*What do I need to do to start making money online?*" That is a **really** big question with a million different answers.

What I'm about to tell you is something you may not want to hear, but it **IS** the truth...

In order to make money online (even offline) you HAVE to work at it. There is NO magic formula, there is no instant money machine, and there is no getting rich quick unless you win the lottery.

Creating products takes time **and** a lot of work. Promoting programs takes a lot of money, time and work. You're promised instant cash, but that's **not** the way it works.

No one can pick out of thin air what you are going to do and no one can take that first **action** step for you!

Once you can accept what I have just said, come back and continue reading (**I'll wait.**) What I am going to tell you next isn't so harsh!

Okay, now that I've laid it on the line for you, there **is** hope for making money online.

When I first started my business, I was 19 years old. I was in college full-time, trying to get my nursing degree. After seeing that I was WAY too sensitive to be a nurse, long story short, I quit college and came home.

I had always been really good with computers and anything technical, so I started thinking about what I wanted to do with my life. In the mean time I had to take a job paying minimum wage.

***I HATED it.***

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I hated working for peanuts for a bunch of jerks. When I was finally fed up, I knew I had to do something else.

I started looking in opportunity magazines and quickly fell for the “get rich quick schemes”. After being burnt there SEVERAL times, I started realizing that the only way to make money was *to be your own boss and do your own thing*.

What I mean by that is that you must be the one on top. Don’t be a follower, be a leader.

If you like the whole MLM (no, it’s not ALL bad) thing, then start your own MLM program. It’s very easy to do. If you like doing web design, then start your own web design company, etc. My point is, there are a ton of services that you can start, and services WILL bring you money.

Here are just a few...

- Article writer (ANYONE can do this)
- Online customer service (HUGE demand for this)
- Copywriter (You have to have a lot of talent for this one, but it can be learned)
- Bookkeeper
- Business Planner
- JV Broker (I need these all the time)
- Coach/Consulting (I’ll soon have a guide for this one)

### **You Have Skills**

Think about what skills you have. Put those skills to work. If ANY of my subscribers come to me and say, “*Hey Liz! I just started such and such business, and I was wondering how to promote it*,” I can help that person all day long.

But when one of you comes to me wondering how to make \$435,658 this month like their MLM program or other business opportunity promised them, I have to give them the same speech I gave at the beginning of this guide.

### **Where Was I?**

Let me continue on with my own personal story. As I told you, I was totally fed up with those million dollar promises. So, instead of falling for those million dollar promises, I decided to help others who have already fallen for them.

I started providing advertising services that REALLY worked for those people who were promoting those same programs I had fallen for. Not only was I making

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money by offering them an advertising service, but the advertising I was providing them helped them make money with what they were promoting.

If you don't want to create services for people create products instead. The information product business makes billions of dollars each year and there's no reason at all that you can't stake your claim to some of that money. These info products don't have to be on the topic of making money. There are so many different niches out there and you can make money in any one of one thousand of them.

I have gone on to start many other services and create many other products, which is how I make the money that I do now.

*You can do the exact same thing.*

*However, if you don't think you can, then you will never be able to.*

If you set your mind to it, you can. I am a walking testimonial to this. I was determined to be my own boss, and now I'm able to stay home and work while I take care of my five incredible kids and husband. I take vacations when I want to. I stop and play with my kids when I want to. I turn my computer off and stop working whenever I want to. How much better does it get? Is it easy all of the time? Heck no, but I can't think of anything else I would rather do!

So, step one for anyone wanting to market online is deciding on what you want to offer ... not what program you want to offer, or what "get rich quick scheme" you want to jump into, but what you can personally offer.

Once you pick what you want to do, it's time to make a plan!

I covered why it's vital to make a plan and how you can do it in a recent issue of my Marketing For REAL People Newsletter at <http://www.marketingforrealpeople.com/marketing-blog/marketing-for-real-people-issue-6/> I wont cover this again here, but you really need to read what I talked about above before going on!

Until you can get past that important step, you can go no further. Having a plan will make your or break you!

*Those who fail to plan, plan to fail! ~ Jimmy D. Brown*

Let's move on to step number two ...

## Step Two – Presenting Your Offer

Now that you have your offer all ready, you have to decide how to present it.

- Are you going to present it via a website?
- Are you going to present it via email?

*How about both?*

This is something you have to decide.

For those of who you are really new to all of this here's exactly what I suggest you do if you are either new to making money online and/or have been online for awhile and still aren't making any money.

To learn the basic technical stuff, I suggest you pick up [Jim Edwards' Mini Site Creator Course](#) that allows you to learn via videos that have been created for every step of the website creation process. Once you learn to build a mini site, you can build any site! ☺

I consider myself very lucky because at the age of 15 my grandparents bought me a computer. The first thing I found were chat rooms. Everyone was showing off these terribly ugly websites that they were building. In 1994 everything online for the most part was terribly ugly when it came to websites unless you were a big company that could afford to hire a professional to design your site. Well, I decided I wanted one of these terribly ugly websites. Since I was only 15 I couldn't pay to learn to build web sites, so I taught myself from a site called <http://www.w3schools.com> Even today it's still going and is still totally free. I've grown up in the "digital age", so it was pretty easy for me.

The great thing about the [Mini Site Creator Course](#) is everything is taught to you in baby steps. You don't have to go through what I did to learn to build websites and you don't have to have grown up in the "digital age". Jim Edwards didn't grow up in the digital age or go to school to learn to do any of this, yet he has a complete course that is regarded as one of the best website building courses online.

If Jim can do it... If I can do it... You can do it!

Just take a deep breath, tell yourself you can do it, grab Jim's course, and do it!

Once you learn the tech side of your Internet business, you'll be on track for success! Building websites is just like anything else you learn to do. Once you learn to do it, then it becomes second nature.

When you get all the “tech” stuff down, it’s time to take your training wheels off and put your nose to the grind and move on to Step #3.

## Step Three - Planning

Step three is a VERY broad step because all of you will be promoting many different things. Step four consists of designing a marketing strategy or marketing plan.

Whenever I decide to market a new offer, I always come up with a 30-day, all-out, nose-to-the-grindstone, marketing strategy.

*Are you willing to take this step?*

### Your 30-Day Plan

For 30 days, I eat, sleep, and breathe my new offer. Since I mainly offer advertising services and services that teach people to make money online – I can usually use the same marketing strategy with each new offer.

For instance, I am getting ready to start a new advertising service. I know what my offer is, and I know how I’m going to present it. It’s all set up and ready to go. So my 30-day marketing strategy looks like this:

- **Day 1:** I look for my competition. I have to make sure they aren’t offering something better than mine. That way any last minute additions I need to do can be taken care of right away.
- **Days 2&3:** I gather tons of content on the topic of my offer. Since I will be offering an advertising service, I read as much about advertising as I can.
- **Days 3-5:** I start writing as many advertising articles as I can. Articles are a vital part of my marketing strategy, so I invest a lot of time in writing them and getting them distributed.
- **Day 6:** I get my articles published all over the Internet. Within the day, I will have targeted traffic coming to my site, since in the resource box of all my articles I have put a link to my new advertising service. I’m telling you, marketing with articles is VERY powerful.
- **Days 7-11:** I buy a list of leads and market to them. This is a really tricky part of my strategy, but I have a new product that you can pick up **for free**

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that totally explains the exact process of this. You can pick it up by going to ... <http://www.viralebookads.com/videos/coreg/ResellerFile.zip>

- **Days 12-19:** I work on finding others I can do joint ventures with. In other words, people who will help me promote my product, and in turn I do something for them, such as promoting their product. Joint ventures are another VERY powerful way to build your business at no cost, and at a VERY rapid pace.
- **Days 20-23:** I start working on creating my PPC (pay-per-click) campaigns. Once I know that my offer is pulling in some money, I start my PPC campaigns. Some say you should do this first. I don't – because I don't like to use PPC to test (I prefer using other methods to test like the ones above.) Using PPC as part of your marketing strategy is probably *the hardest part* of all.
- **Day 24-30:** I hit the forums. Yes, I am a firm believer in marketing via the forums. Many say that they don't work, but I KNOW they do. Heck, my very first sale came from posting on the forums, and I can't tell you how many joint venture partners I've formed profitable relationships with via the forums. That's why I use them as *a part* of my marketing strategy.

Your marketing plan may be different than mine. You'll need to find what strategies work for you. I also don't use the same strategies for every plan I create. It all depends on what you are trying to market.

For those of you who don't have a product or service to market I have some advice for you too!

You'll need to invest in another tool. This tool will be any type of marketing course that focuses on a system to make money. The following products do just that:

[Ezy Income System](#)

[Adsense Article System](#)

[Auto Income Secrets](#)

[Profit Equalizer](#)

[Lazy Pig](#)

[Internet Profit System](#)

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Pick just one of these and follow exactly what they teach you to do using the technical skills you've learned to do the necessary thing to make what you are being taught to do work.

The key here is to only pick one system and use it to the max. Don't read it and never use it. If you don't use the things you buy your failure is your own fault!

If you learn the "tech" skills you need, and get one product that will show you how to make money and use it to the max, you'll never have to worry about information overload again!

## **Step Four – Work At It**

We've now gotten through steps 1-3. Step 4 is the hardest step of all, so let's get right to it. You can do it ... ☺.

Step 4 is a two-part process consisting of staying totally focused on your offer, and not giving up. Think that's easy? You're dead wrong!!

Staying focused and not giving up is where 99.9% of all Internet marketers **FAIL**. In this final step, they fail. They come all this way and something else either gets their attention or they just get all frustrated and give up.

The way to get around this issue is to decide before you do anything that no matter what – you are going to see your new offer to the end.

*Don't give up on it.*

Granted, sometimes we come up with something that just doesn't work (that's called 'testing') – but it takes time to figure that out. Before you give up on something, though, first give it 110%.

Once you decide what type of business you are going to have, and once you have a marketing plan in place, you must stay focused. I am the world's worst when it comes to staying focused.

*Like it or not, we all have our weaknesses in business – and staying focused is my weakness.*

Day by day, I get better at it, though.

I know that if I don't stay focused, I will not get what I need done ...

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... which in turn will make me less money.

Staying focused is very hard to do. I help myself stay focused by creating a to-do list. Each night before I go to bed, I create a list of the things I need to do the next day.

The items on my list ordered by importance. If I don't get everything done that is on my list, I just put the things that I didn't get done at the top of tomorrow's list. This has helped me considerably. For those of you with bad memories, this will help you, too.

The only thing that gets work done is focus, and the only way you'll get better with your business is with practice.

## **Plan >> Focus >> Practice >> Succeed**

Well, we've come to the end of our "*Internet Marketing Baby Steps*."

**Yes – that's really all there is to making money online.**

Once you master the four steps above, you are on your way to the income and lifestyle you see so many talking about.

We're not all going to make \$100,000 a week, but anyone can make a very nice living with their own home business.

My only goal in writing this guide for you is so that you will succeed.

***It can be done. Just ask me. I did it.***

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