



# NEWBIE'S UNIVERSITY



Online Business  
That They Didn't  
Teach You At School!

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## Introduction

Venturing into the world of Internet Marketing can be a confusing and frustrating challenge, especially if you are brand new to online business, and aren't quite sure where to begin putting the pieces of the puzzle together.

For many, they spend countless hours in front of their computers, doing everything possible to successfully crack the code, only to end up back at square one, no further ahead, and no profit to show for their hard work.

This is why Newbies University was written. To provide newcomers with a clear-cut strategy for making money online by dissecting the most important aspects of Internet Marketing and breaking it down so that it is easy to understand, and more importantly, put into action.

I've done my absolute best to present the information in the more comprehensive format I could, and by the end of this guide, you will know exactly what you need to do in order to set up your money making system and see your efforts pay off, again and again.

Whether you have been discouraged in the past because

you simply believed that Internet Marketing was just too difficult to break into, or too saturated to make room for your own ideas, you really can make a full time income in this industry.

Each month, dozens of newcomers find their niche and begin to construct a system that will allow them to take control of their own financial destiny, by catering to hungry markets, in creating killer products that sell out in the first week, and by learning to keep a pulse on what people are interested in, and willing to pay for.

From niche research to generating traffic, the Newbies University guide covers the fundamental basics of getting started in Internet Marketing. I leave nothing to guesswork, or trial & error. It's all right here.

Are you ready to start your journey in the right direction?

Let's get started!

## Creating Your Online Business

When it comes to making money online, you need a solid strategy in place that will guide you through the critical elements to ensuring that your business is a success.

### You need:

- ✓ A product that people will buy, and are currently buying within the market.
- ✓ A focused, hungry crowd of buyers within your target niche.
- ✓ A strategy for driving targeted traffic to your website and landing pages.
- ✓ Additional products to offer as backend products or upsell offers.
- ✓ Replication and Automation, so you can quickly venture into multiple markets, setting up your business on auto pilot, leaving you time to focus on growing your business.

When it comes to choosing your niche market, you will need to spend some time conducting keyword research as well as overall niche profitability.

**Don't skimp out on this!**

It's a very important part of the process, and if you overlook it, you may end up building a website around a niche that simply isn't profitable.

This exact situation happened to me when I first started working online. I created a website around my personal interests rather than evaluate whether there were enough people out there who also shared the same interests as me, but more importantly, were looking for information on the topic and willing to actually buy it.

Failing to thoroughly research my niche prior to investing time and money into building my website, I learned a very hard lesson.

If you do things in reverse, and you fail to examine every niche before you even consider creating products for it, you are putting yourself at risk of building an online business without an existing customer base.

While researching a niche market isn't difficult, it will take a bit of time, as you'll have to go through the steps manually.

Unfortunately there isn't an automation tool that will dig into niche markets and tell you everything you need to know about it in order to make an informed decision, however by following my step by step guideline, you will be able to **dissect your niche markets** and determine which one is likely to yield the best results.

## Choosing Your Niche Market

If you aren't sure what a niche market is, here is a summary offered by Wikipedia:

"A niche market is a focused, targeted portion of a market. By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers. A niche market may be thought of as a narrowly defined group of potential customers".

All this really means, is that a niche market is a sub market, or a smaller market. Where a mainstream market is usually broad, a niche market is smaller, but still profitable.

Before you can even begin to explore how lucrative niche markets are, you need to jot down some ideas that you have for potential products.

Even if you don't intend on creating these products yourself, and instead purchase private label rights or resell rights to existing products, you still need to go through this process, and ensure that the demand is there.

Think of potential niche markets that you would be interested in exploring.

While it isn't always the best choice to focus on markets that you are personally involved in, from a profit based standpoint, as you become more experienced in marketing you will be able to expand your outreach and begin to cater to markets in a variety of categories and industries.

It's always best, when starting out, to focus on a topic that you believe you could personally create content for, and be actively involved in.

Are you interested in the "money making" industry, such as affiliate marketing? What "niche" within that market could you get involved with?

Are you interested in personal development, parenting, crafts, weight loss, pets, music?

Take notes of as many topics as possible that you are personally interested in or experienced with so that you can evaluate each topic closely.

In truth, there are an endless number of opportunities and niche markets that you can penetrate and begin to make money in, that include everything from hobbies to self-improvement.

Within those markets are even smaller markets, called "micro niches", that cater to an even smaller group of people, but if this niche is untapped and competition is limited, you can still make enough money to justify your time and effort.

Part of choosing a profitable niche market, involves evaluating the target audience itself. What do these people currently purchase? What are they interested in? What problems do they have that you could solve?

Understanding your market is as important as evaluating the profitability of it, because once you have a solid understanding of what your niche wants, you will be able to create products that are sure sellers, or choose third party products that you can promote as an affiliate marketer.

Think of yourself as the middleman in a niche where on one side you have an active consumer base looking for specific products, and on the other side, you have the ability to choose those exact products and hand them over to your audience.


As an affiliate marketer, or even a product developer, that is exactly what you will do. Analyzing what people want makes it exceptionally easy to make money by simply giving it to them.

If you have a difficult time coming up with niche market ideas, here is a method that a seasoned marketer shared with me a few years back that **literally changed the way I did niche market research**, and opened up the doors to an unlimited number of profitable ideas.

Best of all? **It takes less than 5 minutes of your time** to generate a list of 10 potential niches to get involved in, based on existing demand.

**Here is what you need to do:**

Visit <http://www.dmoz.org> and review their existing categories. You will find everything from Business categories to Computers, Recreation and even Science.

 open directory project

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AOL  search

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

[advanced](#)

## [Arts](#)

[Movies](#), [Television](#), [Music](#)...

## [Business](#)

[Jobs](#), [Real Estate](#), [Investing](#)...

## [Computers](#)

[Internet](#), [Software](#), [Hardware](#)...

## [Games](#)

[Video Games](#), [RPGs](#), [Gambling](#)...

## [Health](#)

[Fitness](#), [Medicine](#), [Alternative](#)...

## [Home](#)

[Family](#), [Consumers](#), [Cooking](#)...

## [Kids and Teens](#)

[Arts](#), [School Time](#), [Teen Life](#)...

## [News](#)

[Media](#), [Newspapers](#), [Weather](#)...

## [Recreation](#)

[Travel](#), [Food](#), [Outdoors](#), [Humor](#)...

## [Reference](#)

[Maps](#), [Education](#), [Libraries](#)...

## [Regional](#)

[US](#), [Canada](#), [UK](#), [Europe](#)...

## [Science](#)

[Biology](#), [Psychology](#), [Physics](#)...

## [Shopping](#)

[Clothing](#), [Food](#), [Gifts](#)...

## [Society](#)

[People](#), [Religion](#), [Issues](#)...

## [Sports](#)

[Baseball](#), [Soccer](#), [Basketball](#)...

## [World](#)

[Català](#), [Dansk](#), [Deutsch](#), [Español](#), [Français](#), [Italiano](#), [日本語](#), [Nederlands](#), [Polski](#), [Русский](#), [Svenska](#)...

Within these categories are sub categories and even smaller categories within those.

To show you how it works, click on one of the main categories as shown below:

## [Health](#)

[Fitness](#), [Medicine](#), [Alternative](#)...

After clicking on the Health topic, I find sub categories that include: Alternative, Fitness, Mental Health and Medicine.



- 
- [Addictions](#) (2,457)
  - [Aging](#) (82)
  - [Beauty](#) (510)
  - [Child Health](#) (451)
  - [Conferences](#) (0)
  - [Dentistry](#) (569)
  - [Directories](#) (6)
  - [Disabilities@](#) (942)
  - [Education](#) (146)
  - [Employment@](#) (438)
  - [Environmental Health@](#) (290)
  - [Fitness](#) (325)
  - [Occupational Health and Safety](#) (515)
  - [Organizations](#) (92)
  - [Pharmacy](#) (2,724)
  - [Products and Shopping](#) (0)
  - [Professions](#) (1,433)
  - [Public Health and Safety](#) (3,379)
  - [Publications@](#) (142)
  - [Reproductive Health](#) (2,050)
  - [Resources](#) (120)
  - [Search Engines](#) (14)
  - [Senior Health](#) (719)
  - [Senses](#) (236)

Clicking on "Alternative" brings up yet even more results including "Chinese Medicine".

- 
- [Acupuncture and Chinese Medicine](#) (790)
  - [Acutouch](#) (6)
  - [Alexander Technique](#) (104)
  - [Apitherapy](#) (4)
  - [Aromatherapy](#) (82)
  - [Ayurveda](#) (80)
  - [Biofeedback](#) (40)
  - [Iridology](#) (15)
  - [Magnetic Therapy](#) (14)
  - [Massage Therapy and Bodywork](#) (416)
  - [Meditation](#) (96)
  - [Naturopathy](#) (240)
  - [Neuro Linguistic Programming@](#) (190)
  - [Non-Toxic Living](#) (58)

What you want to pay attention to, is the number of listings contained within each category. The higher number of listings, the more popular the niche is.

Clicking on "Acupuncture and Chinese Medicine" brings up some interesting results:

- [Acupuncture](#) (15)
- [Bodywork](#) (57)
- [Books@](#) (2)
- [Chinese Herbal Medicine@](#) (17)
- [Professional Supplies@](#) (35)
- [Qigong](#) (139)
- [Shopping@](#) (60)

Starting off with the generic, broad category of "Fitness", we have narrowed down a handful of niche markets (and micro niche markets), in a matter of minutes!

Our niche **"Fitness - Alternative - Acupuncture - Chinese Herbal Medicine"**.

By writing an ebook or offering a report on this topic, we could easily build a list and grow a following.

Spend some time going through the categories yourself, and in matter of minutes you will have a highly targeted list of potential markets.

Better yet, you can then browse through the actual website listings featured at dmoz, to explore potential affiliate programs, joint ventures and to simply get a feel for what people are already selling successfully.

Once you have a good idea of what your niche will be, the next step is to explore potential keyword phrases that you can use in your content.

The reason why this is so important is that search engines like Google will determine your niche and ranking based on the keywords that its spiders find when exploring your website pages.

Furthermore, by using the same keyword phrases that people enter into the search engines manually, you are able to generate highly targeted traffic, as these people are looking for the same information that is featured on your site.

Even before you set up a website or register a domain name, you should choose your niche market and create a keyword swipe file of popular keyword phrases that people are using when searching for relevant information in the search engines.

## **Keyword Research 101**

Keyword research doesn't have to be a difficult task, nor does it have to be time consuming.

Using a handful of free tools, you will be able to create a highly targeted listing of relevant keywords for your niche.

### **Here is how to do it:**

In the same manner that you began to generate ideas for your niche, you need to start by writing down keywords and keyword phrases that you believe sum up the niche market you are going to tackle, as well as phrases that people are likely to enter into the search engines when searching for information in that niche.

For example, if I had a website showcasing products on scrapbooking, my keyword list might look something like this:

**Scrapbook Layout Ideas**

**Scrapbooking Templates**

**Scrapbooking Tutorials**

I would also include question based keyword phrases that people might enter into the search engines like:

## **How do I create scrapbook pages?**

Then, when creating my article content on my website, I would feature these keyword phrases throughout my pages.

You also want to consider possible synonyms for your niche topic. For example, if you were catering to the "freelance" marketplace, you could also use words like:

**Ghostwriter**

**Writer**

**Telecommuter**

**Work At Home**

Write down everything that you can think of that relates to your niche market.

Then, once you have a listing of potential keywords, run them through Google Adwords Keyword tool to verify popularity, and break down your list so that all you are left with, are active keyword terms.

### **Here is how to do this:**

Visit:

<https://adwords.google.com/select/KeywordToolExternal>

to begin.

**How would you like to generate keyword ideas?**


Descriptive words or phrases  
 (e.g. green tea)

Website content  
 (e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

Type the characters you see in the picture below. [?](#)



Letters are not case-sensitive

[Filter my results](#)

Start by entering in one of your keyword phrases or primary keywords into the search box. Then, click "Get keyword ideas" to generate a listing of results.

Let's start by entering in "**Scrapbook Layout Ideas**" per my earlier example.

You should see a page that looks similar to this:

Keywords	Advertiser Competition <a href="#">?</a>	Approx Search Volume: February <a href="#">?</a>	Approx Avg Search Volume <a href="#">?</a>
<b>Keywords related to term(s) entered - sorted by relevance <a href="#">?</a></b>			
scrapbook layout ideas	<div style="width: 100%; height: 10px; background-color: #76b82a;"></div>	6,600	5,400
scrapbooking layout ideas	<div style="width: 100%; height: 10px; background-color: #76b82a;"></div>	3,600	2,900
scrapbook page layout ideas	<div style="width: 80%; height: 10px; background-color: #76b82a;"></div>	880	720
scrapbook layouts ideas	<div style="width: 80%; height: 10px; background-color: #76b82a;"></div>	880	880
baby scrapbook layout ideas	<div style="width: 80%; height: 10px; background-color: #76b82a;"></div>	480	320
halloween scrapbook layout ideas	<div style="width: 20%; height: 10px; background-color: #76b82a;"></div>	Not enough data	260
scrapbooking layout idea	<div style="width: 80%; height: 10px; background-color: #76b82a;"></div>	1,600	880
simple scrapbook layout ideas	<div style="width: 50%; height: 10px; background-color: #76b82a;"></div>	Not enough data	140
christmas scrapbook layout ideas	<div style="width: 30%; height: 10px; background-color: #76b82a;"></div>	Not enough data	260
wedding scrapbook layout ideas	<div style="width: 50%; height: 10px; background-color: #76b82a;"></div>	Not enough data	390



Using this tool, you will be able to verify your existing keyword phrases, to determine profitability, but you will also be able to generate a quick listing of other keyword phrases relating to your market.

In this example, keyword phrases including:

"Scrapbooking Layout Ideas"

"Scrapbook Page Layout Ideas"

and "baby scrapbook layout ideas" are other keyword phrases that I hadn't thought of, but are being entered into the search engine consistently.

Scroll through the listing of keyword phrases and click "Add" with each keyword phrase that you believe you could create content for and download the list to use when you create your website pages.

When you are evaluating keyword phrases that are generated by Google's Keyword tool, note that the approximate search volume shown above the search results is not an exact number of searches conducted for each keyword phrase, but rather provides you with a general idea of how popular each of your keywords are.

Another great way to come up with ideas for content and products is by visiting Yahoo! Answers, and exploring the different questions that are being asked within your niche.

<http://answers.yahoo.com>

You begin by searching for questions in your niche using the search bar on the main page:



Search for questions:

This will generate a listing of recently asked questions from people interested in this topic (you can also use the advanced search tool to review archived questions as well, to determine any patterns).



## Where can I find **scrapbook ideas**?

... for a site with journaling **ideas** for a christian **scrapbook**. Am making a **scrapbook**... creative memories one is the **scrapbooking** website, and the other is for art and...

Asked by [stephenbenham2000](#) - 3 years ago - [Do It Yourself \(DIY\)](#) - 5 Answers - Resolved Questions

## Photo board layout **ideas** or simple **scrapbook** layouts that could be done on giant poster boards?

... so some of these **scrapbook ideas** I see online won't work for... Y!A "Hobbies & Crafts" **ideas**, I bet you would get a lot more...

Asked by [Sarah](#) - 1 month ago - [Photography](#) - 2 Answers - Resolved Questions

## What should I do with all the wedding cards I received? Any **ideas** on alternative uses/**scrapbook ideas**?

...just want to stick them in a box or on a **scrapbook** page...**ideas**???? ... Get a shadow box to display them in. Decoupage them onto a frame or a box. Lie them flat on a table...

Asked by [growingtoknow](#) - 2 years ago - [Hobbies & Crafts](#) - 7 Answers - Resolved Questions

## Can someone help me think of unique fashion **scrapbook ideas**?

...unique **ideas** on fashion **scrapbook** ...fashion **scrapbook**. Thank... Well for category's you could try different Fashion styles and give them cool names like...

Asked by [\(v\)♥♂♀♂♀♂♀♂♀♂♀\(v\)](#) - 1 month ago - [Drawing & Illustration](#) - 1 Answer - Resolved Questions

By reviewing the listing of questions above, I see that people are looking for scrapbook ideas on 'fashion', as well as alternative uses and wedding card scrapbook layouts.

You can also join Yahoo! Answers as a contributor and answer questions that are being asked in your market. By doing this, once you have your website created and ready to go, you can include a link back to your website in the "Source" box of every question you answer. A great, free way of generating highly targeted traffic to your website!



So far, you have chosen a niche market and have a keyword swipe file of popular keyword phrases. You are over half way through the initial research process, and will be able to create your website and start to make money very shortly.

Before you do that however, there is yet another step that you should complete, and it only takes a few minutes.

If you are planning to offer your own products on your website, this is STILL an important part of niche research because it will give you an idea of how many competing products are available, in the event you wish to promote relevant products and generate a profit from affiliate commissions.

To begin, visit <http://www.Clickbank.com> and click on the Marketplace tab in the navigation bar.

I start by entering in my primary keyword (if you enter in a keyword phrase, make sure to wrap quotations around it so that the ClickBank search engine will pull up relevant results, instead of every listing that includes one of your keywords).

**Search the ClickBank Marketplace**

Category:	<input type="text" value="All Categories"/>	Subcat:	<input type="text" value="All Sub-Categories"/>
Keywords:	<input type="text" value="scrapbook"/>	Sort by:	<input type="text" value="Popularity"/>
Product Type:	<input type="text" value="All Products"/>	Language:	<input type="text" value="All"/>
Show:	<input type="text" value="10"/> results per page	<input type="button" value="Go"/>	<input type="button" value="Reset"/>

Since "Scrapbook" is my target niche, I enter in the keyword and press the "go" button to bring up listings from merchants selling information in that niche.

- 4) Scrapbooking Titles, Phrases, Captions, Quotes, Sayings, And Ideas.** Thousands Of Fun Scrapbooking Titles, Phrases, Captions, Quotes, Sayings & Ideas! Many Free Sample Downloads!  
\$/sale: \$7.35 | Future \$: - | Total \$/sale: \$7.35 | %/sale: 50.0% | %refd: 91.0% | grav: 5.64  
[view pitch page](#) | [create hoplink](#)
- 5) Scrapbooking Layouts.** The Greatest Gold-Mine Of Scrapbooking Goodies Ever Crammed Into One Amazing Package!  
\$/sale: \$14.80 | Future \$: - | Total \$/sale: \$14.80 | %/sale: 60.0% | %refd: 91.0% | grav: 2.72  
[view pitch page](#) | [create hoplink](#)
- 6) Self-Healing Expressions ~ Holistic Healing.** Holistic Self-help, E-learning Courses On Reiki, Shamanism, Dream Interpretation, Miracles, Nutrition, Angels, Spirit Guides, Feng Shui, Grief Healing, Pet Loss, Laughter Therapy, Life Purpose, Journaling, Scrapbooking, Meditation, Goddess, Soul Mates.  
\$/sale: \$7.83 | Future \$: - | Total \$/sale: \$7.83 | %/sale: 25.0% | %refd: 12.0% | grav: 2.38  
[view pitch page](#) | [create hoplink](#)
- 7) How To Make Money With Scrapbooking.** Quickly Start Your Own Scrapbooking Business From Home. At Least \$500 A Week. Instant Start-up Secrets ... Written For Beginners ... Easy To Understand.  
\$/sale: \$12.35 | Future \$: - | Total \$/sale: \$12.35 | %/sale: 50.0% | %refd: 37.0% | grav: 1.50  
[view pitch page](#) | [create hoplink](#)
- 8) Secrets Of The Scrapbooking Pros!** A Step-by-step Guide To Make Dazzling Scrapbooking Pages Your Friends Will Envy.  
\$/sale: \$4.10 | Future \$: - | Total \$/sale: \$4.10 | %/sale: 75.0% | %refd: 17.0% | grav: 1.20  
[view pitch page](#) | [create hoplink](#)

Within the search results, you will be able to explore merchant websites that are already catering to the same niche that you are going to get involved in.

This is an important aspect of niche research because it allows you to see the types of products that are already successfully selling, as well as provides you



with ideas and information on the types of products YOU can create as well.

For your reference, here is what the different symbols and date below each ClickBank product listing means:

**\$/sale:** - This represents how much you will earn if someone buys the product from your referral link.

**%/sale** - This represents the percentage that we would earn from the products price. Some merchants offer a percentage rather than a flat fee.

**Grav** - This represents what is known as "Gravity", and simply depicts how popular a product is. You should focus on promoting products that feature a high gravity, so you know that they are currently hot sellers.

If you look at the ads above, you will see two links below the statistics. One is titled "View Pitch Page" and "Create Hoplink". View Pitch Page will lead you to the merchants website, while Create Hoplink will create an affiliate link that you can use when promoting the product and earning commissions for each sale.

There are other ways that you can quickly use to evaluate the profitability of a niche market that you are considering including entering in your keywords

into the [www.Google.com](http://www.Google.com) search engine itself and evaluating how many Adwords advertisers appear under the sponsored ads columns as well as how many websites appear in the overall listings.

You can also quickly explore marketplaces like [www.Amazon.com](http://www.Amazon.com) to determine how many products are available in your niche, and you can take it a step further by visiting article directories such as [www.EzineArticles.com](http://www.EzineArticles.com) and entering in your keyword phrase to determine how many people are writing article content on your topic.

Niche marketing research is quick and easy, and by this time, you should have a good idea of the market that you are going to focus on.

It's time to set up your website!

## Setting Up Shop

In order to create your online presence, you will also need a domain name and a hosting account.

While there are hundreds of domain registrars and hosting providers to choose from, from a cost effective angle, I suggest going with [www.NameCheap.com](http://www.NameCheap.com) for your domain name and [www.HostGator.com](http://www.HostGator.com) for your hosting account.

One way of getting your domain name and hosting account at an even more affordable rate, is by browsing through the online coupon database found at [www.RetailMeNot.com](http://www.RetailMeNot.com) which offers discount codes from various merchants.

Using a coupon, you will be able to register your domain name for less than \$9.00 and set up your hosting account with Host Gator for a penny (yes, you read that correctly, one cent for your first month).

When it comes to choosing your domain name, you will want to make sure that it is memorable and easy to spell.

**Here are a few things to consider:**

- ✓ Choose a top-level domain name (.com) whenever possible.
- ✓ Make sure your domain has less than three words, so that it is easier to remember for direct type-in's.
- ✓ Includes your primary keywords, based on your niche and website topic.
- ✓ Contains no numbers or hyphens, for easier spelling.

Once you have registered your domain name and set up your hosting account, there are a few other tools that you will need in order to maximize your income and grow your business successfully.

The first is an autoresponder account. As an online marketer, you need to focus on building a targeted list of subscribers, and buyers, that you can broadcast promotional messages to on a regular basis.

By spending time building a list, you will have a built-in customer base that is interested in your products (and the products you promote as an affiliate marketer), making it even easier for you to jump-start your launches, and drive traffic to your websites.

There are many different autoresponder services available.

Personally, I use [Aweber](#) simply because it's very easy to set up and customize. All of these autoresponder services are affordable, so spend time evaluating each one and determine which provider you'd prefer.

### **Here is how an autoresponder works:**

You can set up what is called "campaigns", where you can write a series of email messages that are delivered to your subscribers after they confirm their request to join your email list.

Each email can be assigned a specific date that it is released, meaning that you can have your welcome email message delivered instantly, with follow up emails sent out, in sequence, throughout the upcoming weeks.

As an email marketer, you will want to work hard to establish a reputation with your list, and build a relationship that shows them that you are someone they can trust. You can do this by offering valuable, free content, as well as in recommending only solid products that you have personally evaluated.

Building a targeted mailing list is CRITICAL if you want to be successful online, so don't overlook the

power of having a responsive customer base at your fingertips.

When it comes to finding your subscribers and building your list, it's a very straight forward process. To begin, you need to create a product of some kind that you can give away, in exchange for their subscription.

Many marketers create a short report covering tips associated to their market with an advertisement located within the report that links to a sales page for the full product. Others use e-courses or email training, which offers your subscribers with the opportunity to subscribe to your list and receive weekly tutorials or guides focusing on your topic.

Whatever you decide to create, you want to make sure that it represents you and your brand in the best possible light. Don't just throw something together and assume that because you are giving it away for free, the quality isn't as important. It is. This is your introduction, your message, that can either reflect your focus on providing high quality, or can give people the impression that if the report or product you are offering free is of low quality, perhaps all of your other products are of the same grade, so keep this in mind.

One problem that many new marketers encounter is that

they simply don't know what to write about, or they don't believe their writing skills are up to par.

A quick solution is to simply hire a freelancer who is experienced with your topic. You can find them on freelance marketplaces as well as niche specific forums.

Here are a few freelance marketplaces to help you get started:

<http://www.Elance.com>

<http://www.Guru.com>

<http://www.Scriptlance.com>

<http://www.GetAFreelancer.com>

If you are interested in hiring someone from a community forum, you should check out:

<http://www.Warriorforum.com>

<http://www.ConquerYourNiche.com>

Remember, the report doesn't have to be long, it just needs to be of high quality, and provide solid information on your niche.

If you are planning to create an ebook product to sell on your website, the report should serve as a primer, an introduction to your ebook, offering your

subscribers with a 'taste test' of your quality and your focus.

Once you have your giveaway product created and ready to add to your autoresponder, you simply need to create a squeeze page.

Squeeze Pages are designed to showcase the benefits of your mailing list (what people are going to receive in exchange for subscribing) as well as the actual opt-in box that asks for their name and email address. This code is generated from within your autoresponder account, after you create your new campaign.

If you aren't a proficient designer, you can purchase existing squeeze page templates that can be easily customized to fit your niche. Search for "squeeze page templates" in Google.com to find designers who are selling pre-created templates.

Here are a couple of resources offering both affordable squeeze page templates and even free download packages:

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

<http://www.squeezepages.com>

You can edit your squeeze page using any HTML editor. Here are a couple of free ones you can download:

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

<http://www.coffeecup.com/free-editor/>

All you have to do is view your page from the "Source" window, so that you can copy and paste your autoresponder code within the opt-in table.

If you need help with this, here are a couple of free HTML tutorials to help you out.

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

<http://www.2createawebsite.com/build/html.html>

You can also hire a designer to create your customized squeeze page as well as integrate your code for you, if you wish to save time and make things easier.

Here are a few designers that I have personal experience dealing with, and who are always interested in going the extra mile for their clients:

<http://www.GraphicsGenie.com>

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

<http://www.eCoverNinja.com>

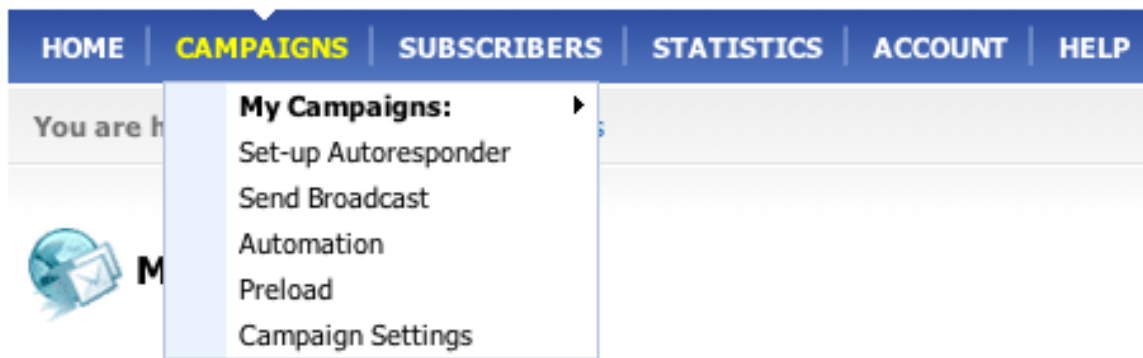
You can also use a squeeze page template generator script, such as the one available at:

<http://freesqueezepagenow.com/>

When it comes to setting up your autoresponder account, here is exactly how I create my campaigns (using Get Response in my example below):

First, log into your [www.GetResponse.com](http://www.GetResponse.com) account.

Click on the "Campaigns" tab and then Create Campaign.



You will start by entering in your campaign details, including your Campaign Name (which becomes part of your public autoresponder email address, so be careful to choose this carefully), and your Name and Email Address.

The email address that you enter here will be the email address that will be shown when people receive your email, so I suggest using an email address associated



with your domain name (eg; support@yourdomain.com).

In the "Reply To" field, you enter in the email address that you would prefer people respond to, if they have any questions about your newsletter.

And finally, enter in the Campaign Title and Description, also visible by those subscribing to your mailing list. Click "Create a new Campaign" when you are finished.

Now, before you set up your email messages and your sequence, you will want to personalize your overall campaign. With GetResponse.com, you are asked to do this immediately following the creation of a new campaign.

The personalization includes adding a message into the initial email that is automatically sent out by GetResponse whenever a new subscriber joins your list, and also features an area where you can add in your business address, which is also included in every email broadcast that you send out (required by Can-Spam)

Once you have your campaign set up, it's time to enter in a series of emails. The first one should consist of a brief thank you or welcome email, that is sent out automatically after a new subscriber confirms their request to join your list.

You could include information on what your subscriber can expect to receive from you, and should also include a download link to the free report or giveaway that you are offering on your squeeze page.

In order to create the follow up emails that are sent out each week, you will need to determine your objective:

- ✓ **Are you promoting your own product?**
- ✓ **Are you planning to promote affiliate products?**
- ✓ **Do you wish to promote both?**

I highly recommend both if you are in the position to create your own info product (or outsource it to an experienced freelancer), but when just getting started it is often easier to cut your teeth on email marketing by promoting third party products.

To do this, you simply go back to the ClickBank marketplace and explore categories relevant to your topic.

You can create a ClickBank account at no cost, and generate customized affiliate links instantly.

Simply include these within your email broadcasts and each time someone purchases the product using your

affiliate link, you will earn a commission.

One thing to keep in mind however, is that you should balance both free content that feature absolutely no advertisements, with promotional based material, so that your list is able to receive useful information, without feeling as if they are being spammed with continuous offers.

Remember, you want to build a relationship with your list so that each time you recommend a product, they trust your judgment and purchase from your affiliate links. You also want to develop a reputation as someone who is honest, straightforward and interested in helping your subscribers.

That means that each time you promote a product, you need to make sure that you have personally evaluated it, and feel it is beneficial to your list.

Do NOT abuse your list by spamming them with offers that you have never even looked at yourself. If you do this, you will lose all trust with your subscriber base, and end up starting back at square one, all over again.

One way of being able to evaluate potential products to promote without having to purchase a copy of every one, is by joining the JV Notify Pro community, which is set

up to introduce future product launches, and offer joint venture opportunities to marketers.

You can sign up at <http://www.jvnotifypro.com>

Another thing to keep in mind is that you should have 8 weeks of content set up within your autoresponder account, which goes out on autopilot each week. You want to make sure that you don't allow your list to run cold, and that you are in constant communication with your list.

Hire a writer to craft a package of articles that you can send to your list, and consider writing product reviews yourself.

You can also offer high quality private label rights products to your list as well, which are simply products created by merchants who are offering you the option to brand the information as your own, often being able to edit it as you wish.

Here are a couple of high quality PLR sources to consider:

<http://www.ContentGrab.com>

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

<http://www.nakedcontent.net/>

## Affiliate Marketing Profits

Now that you have your domain name, website, squeeze page, have chosen your niche market and have your keyword swipe files ready to use in all of your content and autoresponders, it's time to take a closer look at the tactics used by the top affiliate marketers to generate insane amounts of money every single week.

Whether or not you intend to become a full time affiliate marketer or you are interested in using affiliate marketing as a 'doorway' into the world of online business, it's a very profitable industry to be a part of, in fact, many of the Internet Marketing's top gurus got their start by first becoming a skilled affiliate and then going on to create their own products.

Affiliate marketing is by far, one of the easiest industry's to get involved in as well, and you can use these strategies to not only make money without having to create your own products, but as a way of learning the ropes to online business, including traffic generation, pre-selling, exploring markets, and of course, building your email marketing list.

In order to become a successful affiliate marketer, you need to find a hungry crowd of buyers and connect them with relevant products available by established

merchants. You want to focus on promoting products from those who have already developed a brand, because it will be easier to pre-sell the product, and convince potential prospects that the product is of high quality and contains valuable information.

Consider earning \$50.00 for every product you sell, without ever having to deal with customer support, create your own products or build websites.

All you have to do is find customers, pre-sell customers and guide them to the merchants website. It's no wonder affiliate marketing is such a popular market for both newcomers and seasoned professionals alike.

Here is a quick start method to helping you find hot products, and begin promoting these offers.

ClickBank - <http://www.ClickBank.com>

We've already discussed how Clickbank works, and as an affiliate marketer, you will quickly become very familiar with the marketplace, and categories featured within it. ClickBank is the largest network of affiliate marketers and products, containing over 200,000 products spanning over a dozen categories.

Once you create an account at ClickBank as an affiliate, you will be given a unique referral ID that will look something like this:

<http://affiliate.publisher.hop.clickbank.net>

Affiliate will be replaced with your ClickBank username, while Publisher is the username of the merchant who owns the product that you are promoting.

Whenever you preview products from within the marketplace itself, you can simply click on "generate hoplink" to have the ClickBank marketplace script create a custom affiliate link attached to your account.

ClickBank isn't the only network that you will be focused on as an affiliate marketer, however it is the largest and easiest to get involved with.

Another marketplace worth considering is <http://www.CJ.com>, which stands for "Commission Junction".

Commission Junction is the second largest affiliate network online and contains both digital products as well as physical products, that typically sell at a higher value, than the products featured at ClickBank.

Here are some other networks that you should bookmark and spend time evaluating:

<http://www.ShareASale.com>

<http://www.PayDotCom.com>

When you begin to select the products that you intend to promote, you want to make sure that you choose ones that are likely to convert well.

After all, you will be spending your time generating traffic and pre-selling customers, and you need the merchant to take care of things on their end, both with the structure of their website and sales copy, and in the actual product itself.

As an affiliate marketer, whenever a customer receives a refund, websites like ClickBank.com will remove your commission from your account, so you want to do your best to focus on products that are solid, and less likely to generate a lot of refund requests (another reason why you should personally evaluate products that you intend to promote).

To start, you should choose between 8-12 products to promote to your list, and on your website. These products should be highly focused on your niche market and recent releases (anything that has been on the

market too is difficult to sell because it's likely that your subscribers may have already seen it).

You can use tools such as [www.CBEngine.com](http://www.CBEngine.com) to evaluate products as well as stay on top of new releases across the ClickBank marketplace.

Another useful site is featured at [www.CBTrends.com](http://www.CBTrends.com) that provides information on product performance, overall statistics as well as what other products specific merchants are promoting.

When selecting products, keep the price point in mind as well. You should include both products on the higher spectrum as well as lower priced products, to ensure that you cater to your entire list.

You also want to make sure that you will earn a decent profit from your promotions, so pay attention to the percentage that is being offered per sale and focus on products offering at least 40% commissions or higher.

## Quick Traffic Generation Tactics

Regardless whether you are focused on affiliate marketing campaigns or in promoting your own products, your website needs traffic, preferably highly targeted traffic.

Thankfully, this doesn't have to be cost you a lot of time and money, in fact, you can use a handful of free resources to set up an automated traffic generation system that will send traffic to your landing pages, websites and blogs within days.

Here are my top traffic generation strategies:

### **Social Networking**

With websites like [www.Twitter.com](http://www.Twitter.com) and [www.Facebook.com](http://www.Facebook.com) it's very easy to quickly establish an online presence and attract new visitors and subscribers.

With social marketing, the more active you are, the more your brand will be seen, creating an opportunity to consistently generate traffic to your website.

I suggest spending an hour a day, going through the various social communities, posting updates and communicating with other users in your niche.

Here are a few social communities to help you get started:

<http://www.StumbleUpon.com>

<http://www.Digg.com>

<http://www.MySpace.com>

You can review a complete resource file containing all of the top 100 social networks at:

<http://traffikd.com/social-media-websites/>

## **Blogging**

Blogging is a great way to not only generate traffic but become an authority in your market, by posting relevant, high quality content and communicating with your website visitors who will leave comments and messages on your website.

You can choose to install blog software on your own server and run a self managed blog on your own domain, or create a remotely hosted blog on websites like [www.blogger.com](http://www.blogger.com) and [www.wordpress.com](http://www.wordpress.com)

I suggest doing both if you want to maximize the traffic to your website. Search engines absolutely love blogs, and it only takes a few minutes to create both a Blogger and Wordpress account. Then, you can register a domain name and install a copy of [www.Wordpress.org](http://www.Wordpress.org)



on your hosting account, and using the built in installation options with Fantastico, you can have a full featured blog set up and running within minutes.

Apart from using your own blogs to generate traffic, you can also build a list using blogs, and since they are so quick and easy to set up, you can create blogs covering multiple niche markets.

This is, by far, the easiest way to create a large network of websites without ever having to hire a designer, mess around with code, or learn HTML.

**Tip:** Download a free copy of Craig Lawrence's Wordpress Autoresponder plugin available at <http://www.CodeBanter.com>

This plugin will instantly add an opt-in box to your Wordpress blog, and connect it with your GetResponse or aweber account. Very easy to use and absolutely free!

You should also take your blog marketing one step further by joining blog networks, which are social communities designed for bloggers.

The ones that have produced the best results for me, have been:

<http://www.MyBlogLog.com>

By far, the easiest way of generating quick traffic to your website.

<http://www.FeedBurner.com>

Creates and broadcasts RSS feeds.

<http://www.Technorati.com>

A blog based search engine (has been responsible for generating a TON of traffic to my websites).

<http://www.BlogCatalog.com>

Blog Catalog is essentially, a blog directory that offers the option to join relevant groups, create lists of contacts, and interact with other bloggers in your niche market. Very worthwhile community to be a part of.

Other Resources:

<http://www.BlogCarnival.com>

<http://www.Blogarama.com>

<http://www.BlogPulse.com>

## **Interactive Communities**

Apart from social media and blogging, you should also consider the following resources:

<http://www.Squidoo.com>

You can create one page websites (called "lens") at Squidoo which can feature useful content, links back to your websites and even modules featuring Amazon links and other affiliate media.

<http://www.HubPages.com>

By becoming a Hub Page member, you are able to create pages similar to that of Squidoo, and can brand yourself as an authority in your market by answering questions from other Hub users, as well as build pages around common questions in your market.

<http://www.knol.google.com>

You can create a knoll that offers credible web content, publishes information about your company or products and continues to develop your online brand.

<http://www.FriendFeed.com>

With Friend Feed, you are able to meet and collaborate on projects with others in your niche, as well as build a following of people who are interested and active in your market.

## Conclusion

The Newbies University guide is a comprehensive primer into the world of Internet Marketing.

While you now have the knowledge you need to begin to create your websites, generate profit from affiliate campaigns, and create a traffic funnel that will draw in targeted prospects to your websites, you should dedicate yourself to continuously expanding your library of knowledge, and exploring other markets and methods of making a living online.

Even after ten years of doing business online, I am still constantly learning new things that help maximize my outreach and my bottom line.

It's truly an industry where you should never stop growing and evolving, so that you are able to effectively cover more ground, and in turn, **make more money.**

I wish you the very best with all of your future endeavors!