

# Internet Marketing FOR NEWBIES

**THE DEFINITIVE GUIDE TO PROMOTING  
YOUR PRODUCT OR SERVICE ONLINE**



**SANDI HUNTER**

# Internet Marketing

**FOR NEWBIES**

THE DEFINITIVE GUIDE TO PROMOTING  
YOUR PRODUCT OR SERVICE ONLINE

What You Must Know and Do  
to Sell and Make Money Online

By **Sandi Hunter**



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## Brief Introduction

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I hope you will really read this ebook to the end. I mean REALLY read it. I am not writing this for me - I am writing this for you. I've been an online marketer for nearly 20 years now and successfully built a multi-million dollar IT company that started on a kitchen table. Maybe that's where you are now, at your kitchen table just getting started. I wish I had some practical advice or been handed this ebook when my company started .

It's my sincere hope that after reading this, you glean the benefit of learning from an experienced marketer before you make costly mistakes. I want YOU to be a successful marketer. You can make money online if you know how to make it happen. This information is about something of critical importance - your financial success - and how to get there with your own online business.

Trust me as I have been there, you will get frustrated as you build your successful business. Stick with me though, you'll get where you want to be by following these tried and true promotion strategies.



## What is Marketing?

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Don't you dare yawn. I will make this quick! For the purpose of this article, marketing means promotion. When it comes to online marketing, promotion is the action of advertising your product or service through any number of online methods which will be discussed here. Marketing can be complicated and multi-faceted but this article provides the basics of what you need to know and do to effectively market online. Stated simply, your goal as an online marketer is to take action to promote your product or service and make money.

### **The 5 absolute rules of online promotion are these:**

- 1.** You must try to capture lead information in EVERY promotion.
- 2.** You must try to convert readers of your ads into opt-in subscribers of your newsletter or e-mail marketing list.
- 3.** You must make an offer to generate an immediate response from readers. In other words, convince them to DO something, and do it NOW.

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4. You must have and be committed to a consistent promotion schedule.
5. You must never give up.

These five rules are critical. Commit them to memory or at least write them on a sticky note and post on your computer.

We will talk more about these rules a little later for now let's look at the types of promotion that you need to understand and execute on a consistent basis.

For the purpose of the topic at hand, there are TWO types of marketing important for online promotion. Direct Promotion and Indirect Promotion, let me explain both to you and why this is essential to making money online.



## Direct Promotion

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You are likely reading this because you have something to sell and you want to make money. Perhaps you are an affiliate marketer for one or a number of different companies. Chances are good that this means you want to sell something TODAY and make money TODAY. A hungry person wants food NOW, not a month from now. YOU are a hungry promoter. You must do now what you need to get sales. There is only one way to accomplish this online - by promoting NOW! To accomplish this you are going to want to FIRST focus on Direct Promotion, the kind that will generate IMMEDIATE results. For the newbie, this is really tough. Where do you start?

You start with lead generation and that comes from a website right? WRONG!

You start with a landing page, this is your KEY to making money. The landing page can be part of a website but it should be a single page entity that has only ONE purpose to generate leads and/ or ideally sales.



Landing pages are often called Squeeze pages or Capture Pages or Splash pages. The purpose is the same, get the contact information from the reader, get a subscriber for your list, and/or result in a sale.

### **A landing page does this:**

- ➔ It has an eye-grabbing headline that is filled with benefit for the reader.
- ➔ The copy on your landing page is usually point form and benefit-laden. It tells the reader exactly what they are going to get if they RESPOND NOW!
- ➔ Landing pages can include a brief video or testimonials.
- ➔ Landing pages must include a GREAT offer to motivate a response.
- ➔ Ideally you will want to have ONE landing page for EACH product or service you are selling, or affiliate program you are promoting.
- ➔ Include only copy or images or highlights on your landing page that contribute to generating either a lead or a sale. Trim anything off that does not work to achieve this goal.
- ➔ Landing pages can be long or they can be short. You may be surprised to know that generally speaking, longer pages are often more effective (depending on the product or service) in generating response. A long page should NOT be copy dense it should be formatted so certain sections stand out or are off-set. The brain likes to absorb information in little bits at a time, so organize the words and your offer to be easy to read.
- ➔ Written well, a good landing page has copy that entices the reader, keeps them reading, includes a pitch, makes an offer, and concludes in either a lead form, or an order form.

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- ➔ In the case of the lead form, you are working hard to entice the reader (your potential buyer) to provide you with their contact details so they can receive additional information or be opted-in to your email marketing newsletter. This allows the reader to get more information on what you offer, providing you with very important follow up information.
- ➔ If your landing page is designed to generate a sale and not just generate a lead then an offer to purchase should be included. The offer must be tantalizing, usually time limited, and offer some bonus or savings if the reader (your lead) makes their purchase NOW!
- ➔ Lead Capture forms on your landing pages should include only the most required information so you can keep it brief. This includes fields for NAME, EMAIL ADDRESS, PHONE followed by checkboxes to allow readers to OPT-IN to your newsletter and quickly select from the items you are offering as incentives.
- ➔ Once the person submits their contact info on your lead capture form, or submits their order, make sure a page comes up that thanks them and provides details on how they are to get their freebies, or the item(s) purchased.
- ➔ When you advertise and promote always include the URL (website address) of your landing page. When you are promoting, people will go to your landing page and you will generate leads and sales.

Landing pages allow you to accomplish your objective and abide by the first 3 rules I gave you earlier.

Did I just hear you ask “Where and how do I get landing pages?” I’ve good news for you. You don’t need to be a developer or a tech head to create response generating landing pages. There are LOTS and LOTS of software programs that provide templates you can edit simply to create all the landing pages you need for every product or service you have - and it won’t take you a lot of time either. See the Resource Section for helpful suggestions and recommended programs.



**Let's review, here again are the first 3 rules of online promotion.**

- 1.** You must try to capture lead information in EVERY promotion.
- 2.** You must try to convert a reader of your ads into an opt-in subscriber of your newsletter or e-mail marketing list.
- 3.** You must make an offer to generate an immediate response from the reader. In other words, convince them to DO something, and do it NOW.

Ok, so now you have your landing page and you are ready to get some leads and some sales. Where do you promote? Don't worry we are going to get to that a little later. First I want you to know the difference between Direct Promotion and Indirect Promotion. It is VERY important that you know the difference because newbies don't often understand the difference and they waste precious time and money doing the WRONG things. They don't get results, they get frustrated and they quit! I don't want this to happen to you so please keep reading so you know the difference and don't make costly mistakes.

Think of Direct Promotion like this. If you were selling your car, you would book an ad for a month in your local newspaper or in an online site. You would expect to start getting calls or emails about your car the same day the ad goes out. If you run the ad and don't get any calls there is something wrong with your ad! Is it poorly written? Did you leave out important details? Forget your phone number and contact info in the ad? Now wouldn't you CORRECT the ad right away if you weren't getting calls? In other words you wouldn't wait until the end of 30 days to then start over and run a new ad. If you have a dud ad. Fix it. Edit it. Do what you need to do to see IMMEDIATE results.



## Strategies for Direct Promotion that Produce IMMEDIATE Results

These are tasks you do to get IMMEDIATE results. Doing so today should generate response for you immediately, if not the same day in the next few days.

### **Solo Ads**

Sending out a SOLO Ad with proven responsive ad copy should get you results the same day the ad goes out! Solo ads are offered for purchase by lots of various advertisers and quite often Safelist websites. Posting a Solo Ad allows you to harness the power of someone else's large opt-in list to send your ad to new people. These types of ads are inexpensive and a well-written ad should produce response within hours of being posted depending on the size of the list and how they send out their mailings (instant or staggered).

### **Login Ads**

Login ads are the FIRST ad you see when you login to a membership site, usually a safelist or advertising type of site. These are very effective and come at a cost but is a great way to target your specific market. Login Ads should generate leads daily as long as your ad term runs.

### **Safelists**

Once thought by the negative-nellies to be ineffective, safelists have continued to prove their value as a low-cost marketing tool. Sign up is free and you usually get started off with some free ad credits, and you get to post your ad to people who have opted-in to the service. If you want to post more often then you can upgrade to a paid membership at a very low cost. Before you say, nobody reads those emails, think again, research study after research study shows that email marketing, despite all the problems with spam and filters is STILL the most effective online promotion tool. People DO read email ads and yes people DO agree to receive ads. We too were skeptics of Safelists many years ago. It was a clever customer who opened my own eyes about this type of marketing and now it's an integral part of our own corporate marketing campaigns.



## Traffic Exchanges

Traffic Exchanges are SUPER easy to use and a great place to advertise for anyone with a small or no budget for promotion. They are a little difficult to explain though so I am going to let Wikipedia do that for you.

*This is the definition and concept of a Traffic Exchange (source Wikipedia)*

*“A traffic exchange website receives website submissions from webmasters that join traffic exchange networks. The person who submitted the website then has to browse other member sites on the exchange program to earn credits, which enable their sites to be viewed by other members through the surf system. This increases the number of visitors to all the sites involved. Exchanges enforce a certain credit ratio, which illustrates the amount of websites the surfer must view in order to receive one hit through the program for their promoted website. Many sites offer the ability to upgrade one's membership level for a more equal credit ratio.”*

Almost all traffic exchange programs are free, although many of them offer special features to paid members and offer credits for purchase. Almost all traffic exchange programs encourage users to build their own referral networks, which in turn increases the referrers' amount of credits.

Now that you have an idea of the concept of Traffic Exchanges, give them a try. Membership is free with the option to get more with a paid upgrade. I have included my favourites in the Resource Section.



### Ad Swaps

New marketers often admit to me that they understand the value of having your own email marketing list but when you are first getting started you don't have a list. If this is you, let me introduce you to one of the most powerful and effective methods of marketing for both new and veteran marketers. It's called an Ad Swap. What you do is BORROW the e-mail list of another person. In other words, for a small fee other marketers will send your ad to their list of opt-in subscribers. This is good stuff! It allows you to market to a large list of people who have agreed to receive mailings, it's perfect for someone just getting started but also effective for anyone who wants to target a new market of fresh people. Smart marketers know you need to constantly reach new people, fresh people in your target market. You can't rely on just one source. Ad-Swaps let you try out different lists for a very small cost to see which ones work best for you. Most of the sites offering Ad Swaps include reviews from people who have engaged in ad Ad-Swap so you get important details like list size, response rate, posting schedule, demographics, and target market.

### Joint Ventures

This strategy involves finding the people in your market that can do something for you, and you can do something for them. If you find someone who has a large email marketing list that is your target market, or they have a high traffic website frequented by your type of prospect, contact them and say you are interested in a joint venture. Before you do though make sure you have something to offer in return of approximate equal value. Perhaps you don't have a large opt-in list but you have a high profile ad spot available on your high traffic blog. Or you can offer a combination of services example a login ad, or a banner ad, or a link, or an ad mailing to your smaller list. Or offer in exchange for posting to a larger list, to post more than once to your smaller list. Get the idea? Be creative. Other more experienced marketers understand well the concept of joint ventures and realize the importance of reaching new markets so are often open to what sounds like a reasonable joint venture. Give it a try. Do a search for the term "joint ventures" and you will see how many options are available.



### Signature Files

Be sure to include a signature file on ALL your email communications. Having a detailed signature file that includes your contact info and important links is not new but it is often overlooked by new marketers as not being effective. It is! Use everything at your disposal to generate clicks on your links and get your marketing message and brand out there. This is easy to do, takes you 3 minutes, it's free and it markets your offerings EVERY time you send an email. Look in the options setting of your email program to see how to customize your signature file. Create more than one if you like for different purposes then select the one you want to use before you send out your email.

### Newsletters/ Email Marketing Lists

The wealthiest online marketers are effective promoters but they have a secret weapon that you may not be aware. They know that making money online absolutely without doubt requires an in-house email marketing list, or a newsletter subscriber list. Call it whatever you want it is the same thing. It's a list of people who have either expressed an interest or have bought a product or service. This list is the most VALUABLE part of an online business.

Successful marketers, over time have done what I am telling you to do. They consistently promote at a variety of places, using lead capture pages to generate leads, make sales, and grow their email marketing list. They know that people who have expressed an interest may not buy today but they will in the future with the right offer. They understand that people who have bought from you in the past are likely do so again as they get to know you, trust you and then get rewarded with loyalty offers, special incentives and more.

The web as you know, is rich with Reseller, PLR and ClickBank products, digital products, e-books and so forth. You, as an online marketer have an unlimited number of things to sell. You can be an Affiliate Marketer for an unlimited number of companies. Are you starting to see why having access to your own growing email marketing list equals dollars in your pocket. This list is the key to making money. In our Home Business Training and Earn-at-Home Program at Worldprofit, we teach our Members how to promote to make money but also how to build an email marketing list. Then it becomes as simple as when you want to make money you send an offer for a product or service to your list. You can generate sales, literally within minutes and hours of pressing SEND.

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Now please note that I will never tell anyone that it is easy to make money online but I will tell you this. If you have access to a variety of in-demand digital products and you have access to large reputable email marketing lists - it IS incredibly easy to make money online.

Email marketing despite the problem of spam is still hugely effective. Know this, understand this. Send out a well written offer to your newsletter posting and instantly generate sales.

People who get your newsletter are just like you and me. They want to get a good deal. They want to save money! They want to get something that will relieve their pain, give them pleasure, or give them that sweet feeling of WOW I got a good deal! We are all consumers and familiar with offers. We know what makes us act in a traditional retail world. Offers like these always demand attention! “Going out of business sales,” “Door Crasher Specials,” “50% off!”, “Black Friday Offer” or “Special for first 100 customers” etc.. We can’t help ourselves. We are ALL conditioned since we shopped as a toddler with our moms, that these words are a good thing. So to borrow what we know works in retail, think about how you can use these known copy triggers to generate your own sales! The right words are powerful. The right offers are deal clinchers. Using the right words and offers WILL make you money.

### **Here are some suggestions for your newsletter copy that will get people’s attention and generates leads and sales.**

- ➡ Subject lines must be attention-grabbing! If you are offering 50% off put that in the subject line so people will open the email and read your offer. Be honest, don’t be misleading.
- ➡ Every newsletter should include an Offer. Make it a Doozie! One that people see the value in easily and then know that to do to get that offer. Stack your offer with incentives, if you act now you also get X - valued at X but you must act now! Offer ends in 24 hours.



- ➔ One Time Offers are HUGELY effective! You can send out a One Time Offer by email. Make an offer available for a limited time - then take it away. I really mean this. Make the offer and if the response doesn't come within the time frame required, the person does not get that offer - but wait you have another offer you can make them! You aren't going to lose a sale are you? No way. Offers come and go, they change, they expire. But when you have someone who has responded make sure you treat them right, make sure they get a good deal. Happy customers are often repeat customers, perhaps even customers for life, make that your goal. Think of the big picture, one of your business growing over time.
- ➔ When you can, include testimonials in your ad copy, doing so adds tremendous power to your marketing message.
- ➔ Finally, and I feel silly for even having to say this, but I have seen it happen and it makes me sick to see it. In fact, I must admit, I have done it myself. Make sure you include a CORRECT link in your newsletter for people to sign up, buy, respond, whatever it is you are asking them to do. The last thing to do before you press SEND, is to make sure you have included the order link and it is correct.

Worldprofit Silver and Platinum VIP Members, in your Member area we provide you with Newsletter copy, and subject lines, and Ad Swipes you can use for your own promotional purposes.

In the Resource Section, I have included my favorite newsletter services.

## YouTube

You don't have to look like a movie star to be featured in your own YouTube Video. Don't be shy! Create a video about your product or service, perhaps do a review then post your video to YouTube. Some of the best promotion videos I have seen are not perfect or polished. They are real people being themselves and pitching a product, giving a testimonial or doing a product review. If you are a perfectionist - get over it. Put a new hat on, it's called the PROMOTERS hat. Perfection wastes valuable time that could be spent promoting and making sales. Finally, with your video, be sure to include a link to your landing page or promotion site.

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### Facebook Ads

I don't have to tell you how popular Facebook is and what a VAST audience you can reach. Consider using Facebook ads to target your specific audience. Keep it targeted, so people who are interested in making money online, or in other internet marketing products see your ad.

### Slideshare

This site is new and growing in popularity. You can create a small presentation on how to make money online, or do a product review, or pitch your specific product or service. Of course you must make sure to include your affiliate link, landing page or website address in both the description and at the end of the presentation.



## Are You Prepared for Your Leads and Your Sales?

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Ok, so now you have been promoting like a good little marketer and you get a response! Are you ready for it? Do you know what to send this person, how to respond, do you email them, phone them, if there was a product or giveaway involved do you know how to deliver it? Do you put them in your Prospect Manager? Did they optin to your email newsletter? Better be prepared, if not your problem will not be getting leads it will be how to handle them so your action results in a sale or commission.

In the very early days of starting my business (2 weeks into it) I sold a website package (my first), the customer paid me up front for 5 web pages. I had easily been able to convince her that the website would benefit her business and she paid for the work. What she didn't know at the time was that I had very little idea how I was going to build that website. I was confident I could do it, I had a general idea, I had the software but I hadn't actually ever built a website. I was so keen on getting leads, and getting customers and generating sales that I really hadn't given too much thought to delivery of the service once I had a sale.



I am happy to report that the customer was thrilled with the resulting website and is a friend to this day. My reason for telling you is this. Sometimes newbies get too caught up in the details, they get weighed down in obstacles, problems, distractions, excuses that prevent them from getting to their goal. Sometimes you have to see the goal and work backwards to get there. One of the best things about affiliate marketing is you don't have to create a product, or provide a service, or buy inventory. You simply promote other people's products and services and earn a commission for doing so. Your only job is to promote. If that helps make it easier for you to get started then think of it that way. As an Affiliate Marketer your job is to promote. That's it.

## How Do You Know If You Can Trust an Advertising Source?

I hear stories every day from people who have paid for promotion that was from a shady source, or was a huge waste of money. It angers me and that is why we spend a lot of time and effort in our Home Business Bootcamp training program to help people understand:

- ➔ the best places to advertise (free and paid)
- ➔ the countries where you will get the most responsive leads for sales
- ➔ how to know if a lead is real or fake
- ➔ how to track your advertising so you know if it was a good campaign or not
- ➔ how to cloak your ads links
- ➔ the kinds of ads that will provide the best results
- ➔ ad swaps
- ➔ landing pages
- ➔ promo codes
- ➔ search engine promotion
- ➔ list build strategies
- ➔ what you need to do to promote for response
- ➔ direct promotion methods and indirect promotion methods

Ok, so now I have covered the topic of Direct Promotion, what it is and why it is critical to making money online. Let's compare to Indirect Promotion.



## Indirect Promotion

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We have Members from all over the world trying to make an honest buck selling something online. These are good people who are often not that experienced in online marketing. They are motivated and determined but they focus on promotion strategies that don't deliver immediate results. They don't know where to go, what or how to promote or where to start to get the results they want. So they dive in, they start promoting with a frenzied copy and paste attitude with no clear plan or understanding of what they are doing and why.

**Here is a question for you. Guess which type of promotion most newbies like to concentrate on to eat away at their time with nothing to show by way of income?**

You might THINK that most people would focus on the DIRECT style of marketing and promotion, after all they want to get IMMEDIATE results right? They want to make money right away right? The answer will surprise you. Most newbies prefer to do INDIRECT promotion tactics. For some reason they find it easier to post to a blog, or to post an article, or create an ebook, or post comments to forums then do the tasks that will generate more immediate results. I don't know if it is a fear of knowing what to do if they actually get a response, or if it is simply a case of not knowing where to best put their time and effort. Or maybe they lose site of the CONSTANT goal of a marketer - to promote to get LEADS and SALES. As humans we seem to like to take the easiest path when we can. Survival instinct seems to lead us toward the method that involves the least amount of effort. But if you want to make money online, if you want to make the most of the time you spend promoting, you will want to focus most of your time on DIRECT methods of promotion. As your business grows, as your profits grow, as you learn more about marketing, then you can look at the INDIRECT methods. There is absolute value in INDIRECT Promotion methods but for IMMEDIATE results you must use DIRECT Promotion methods. By results I mean, actual sales - money in your pocket, or PayPal account.

One final point I must make in this section, is about a mistake I see newbies often make. They will tell me they posted to 500,000 today and had not one response. My response is that this big number means nothing. What really matters is how MANY PLACES did you post your ads? I say this because I see people taking shortcuts and trying to buy their promotion. They will buy one ad mailing and pay someone \$100, \$300, \$500+ to send their ad out to 500,000 people or 1 million people etc. They see those big numbers and think that's what I have to do, send my ads



out to most people I can all at once. WRONG. I can tell you with great confidence that a list that big at such a small price, is most likely a list of harvested emails. Or worse yet, they will fool you by sending you “leads” that have been generated by a software program - all fake and all a complete waste of money.

These INDIRECT methods discussed below are the types of promotion strategies that work over the long term - yes they are effective but most often don't deliver immediate results. These are strategies that help you build your business over the long term by generating keyword content for search engines, and backlinks for site popularity. Effective marketing involves employing a number of different strategies to generate results.

### **Ebook Creation**

Ebooks are so easy to make! It blows my mind how much easier it is to make them then it was when I started in this business nearly two decades ago. There are lots of ebook creator software programs available for your own content, or you can purchase the rights to other author's content. Worldprofit Silver and Platinum VIP members get both reusable content with distribution rights and a software program to easily and quickly make your own customizable ebook. Why do you want to do this? E-books are very popular, you can use them as a giveaway incentive for leads or sales, and you can sell them if the work is your own.

Worldprofit members we include an Ebook creator in your Silver or Platinum VIP Membership. You also get over 2500 articles you can reprint as well or create your own custom ebook.

### **Article Marketing**

If you are an author you are at an advantage. You can write articles and publish them with your author resource information and backlinks to your site, or landing page. You can also write articles for other people for a fee. Article marketing is a good way to generate controlled content online for search engines to index and promote your site, product or services. Article can be in the form of a written review, a commentary, a video commentary/review, a journalist style report, a breaking news format, a press release format, or education or information based. Just make sure when you publish articles, if the work is your own, include your contact details, your author info and a link to your site/landing page, and social media links. If the article is not your own, make sure you have the author's permission to redistribute it and that their author information is included for credit to the correct source.



### **Backlink Generation**

Everytime you post ANYTHING online that includes a link to your site, or landing page, or your profile is like earning a POINT! The more backlinks to your site, the more exposure you get, the better indexed your site will be, the higher it's popularity rating, the more likely it is to be found by prospective buyers, and the more likely you are to generate leads and sales. This is best accomplished manually by posting to popular sites, not by using a blaster or automated posting software program. Rely exclusively on the automated approach and eventually Google will slap your hand and you risk losing your site indexing. See backlinking as a way to leave cookie crumbs all over the web so the mice (your prospects) can nibble on them all the way back to your site.

### **Social Media Profiles**

Do a search on Google or Bing for "Social Media" and you will see lots and lots of places for setting up a Social Media Profile. Ideally you want to target those sites that are related to your business, products and services. I have included some of my favourites in the Resource Section.

### **Blogging**

Blogs provide a way to sell products, to generate leads, and produce controlled keyword content that Google and other search engines love to gobble up. However they can be time consuming and can be hard to get popular in order to generate sufficient traffic for sales. Thus, although a valuable part of any online promotion strategy I consider blogs to be an indirect long term method of promotion; important but something that you work at over time to build upon. Blogging is one of those time-eaters that I see newbies engage in - if you blog don't forget to also do your DIRECT methods of promotion.

### **Guest Blogging**

If you are an expert, or a good writer, or you have access to reviews and information, find blogs that are in your niche or your target market. Contact the owner of the blog and ask them if they will let you write a guest blog article. Of course you should ask for author credit and a link to your landing page or promotion site.



## Before You Work Yourself Up Into a Tizzy. . . .

Now someone reading this section will likely disagree with me and start jumping up and down about the power of Twitter and blogging to increase your ranking. Calm down. Yes, of course, content from Twitter, FaceBook and blogging often gets indexed very fast as it is fresh content. This is important but remember, the focus of this ebook is to help you understand what kind of promotion will get you sales today! Social media over time helps build your online real estate and gets the search engines to visit your site but will not necessarily make you IMMEDIATE sales. I have myself, and seen others promote something to Twitter and get instant sales from the ad. BUT...I have also seen people new to online marketing, buy some type of automated posting software to MASS BLAST their ad in Twitter and promptly have their Twitter account shut down. The point to be taken is simply this. Be aware of the value and power of these sites in your promotional efforts but don't rely on automation, and use them WISELY as one tool in your marketing tool box. They should be a part of your overall marketing strategy. I have to be very careful when I talk to newbies. I recall one new Member who heard me talking about the power of Twitter as part of a marketing strategy. He completely misunderstood the message, purchased an automated Twitter software posting program, and Twitter shut down his account the very same day for abuse of their system. I have a similar story about Facebook. Take some time to learn about these kinds of promotion.

## What You Need to Consider When Promoting

Too many people waste time trying to find the ultimate best places to promote. Once you find a few places to promote if you like them and are getting results then promote there for now. The key is to promote consistently, start with just a few places and add to your list of promotion sites as your experience grows, and your sales grow. You will get better at it and faster over time with your promotion. I've included information on an excellent organizational tool called RoboForm in the Resource Section. This tool will keep you sane by helping manage your passwords/logins, as your promotion campaigns grow.

I get asked all the time, when is the best time to promote? My answer is always the same. NOW! Promote every day and if not every day then create a Promotion Schedule and be disciplined about sticking to it. Think of it this way. Every day you are NOT promoting you AREN'T making money. When you are hungry you eat so when you want to make money, PROMOTE.

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Understand that there is no magic formula for promotion that will work every time. Promotion involves trial and error, what works on one site may not work on another, one headline will produce results while another one falls flat. Some campaigns are more effective in certain markets than others. Having said that following these suggestions below should help improve your results.

- ➔ Use a variety of tested proven responsive ads at a variety of places.
- ➔ Be consistent in your promotion. Don't go hard for 3 days then take 5 days off. If you can, promote EVERY single day, and if not that often, then create a promotion schedule and stick to it. Most online marketers have another full time job, family commitments etc., but don't let that be an excuse for not promoting. Create a promotion schedule that works around your schedule but be disciplined. No slipping and no skipping.
- ➔ Always always check your ads/links! You would fall over dead in disbelief if you knew how many times we see Members promoting incorrect URL's. It is so sad and easily prevented by just taking a few minutes and test your links.
- ➔ Be prepared to tweak an ad, change the wording ever so slightly for a better response.
- ➔ For email marketing campaigns vary your subject lines with attention getting words.
- ➔ Try to avoid words in your subject lines that may trigger spam filters, words like FREE. Know this but don't let this water your copy down so much that you don't get any response and don't let this bog you down trying to pick the best words to use. Better to SEND than not send! You will never get 100% delivery rate no matter what you do, or who you pay to send. Sometimes no matter what you do, your email will end up in a spam box. It's a fact, deal with it, move on.
- ➔ Promote landing pages NOT your web site for reasons discussed earlier.
- ➔ Employ different types of ads including classifieds, forum posts, banners, login ads, solo ads, safe-swap exchanges, safelists, traffic exchanges.

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**\*\*Notice** I didn't suggest paid ads at Google or Bing? The reason is this it is simply too expensive and too involved for a new marketer. Don't do it at this stage. Use the other resources included in this ebook. I could fill an entire book about how people have burned through their hard-earned money by trying to BUY their success with promotion from one big source, or from "too good to be true" shady sources.

- ➡ Always include a list building strategy or opt-in on all your promotional materials if appropriate, especially landing pages. I have talked to people who have been marketing online for years who have failed to consider list building in their promotion strategies, this is money lost and an example of short sightedness. It's not just about making a sale today it's about making another sale tomorrow, next week, next month and yes often it will be to the same customer. Build a responsive list and you build your sales for months and YEARS to come.
- ➡ Avoid the tendency to buy some type of automated blaster program to fire off your ad to 10 million people. Over and over again we hear from people who are new to online marketing, they try this, they want INSTANT results, and aren't willing to learn and work at building their business resulting in disastrous consequences and lost revenue.
- ➡ Cloak your links as required. If you have no idea what this is, you better get your tush over to George Kosch's LIVE home business interactive weekly bootcamp. You will learn important concepts, strategies and proven effective promotion strategies in this live training program. We realize that online marketing is new to most people, we teach you what we have learned to be effective and that will produce results to help you make sales.
- ➡ Ad Tracking is a must! Many advertising programs provide you with some type of tracking system so you can see when your ads were posted, what the click rate was etc. You need this in order to effectively track if what you are doing is working. Whenever you promote, whatever you promote, wherever you promote you MUST know the ads responsiveness as revealed by the Ad Tracking intelligence. If an ad is not getting clicked on you can find out why. Is the link correct, is the ad a dud, it is a poor promotion source? You can only make smart decisions about your promotion based on factual data not guesswork.



- ➔ I know I already said this but I am going to repeat it again. This is very important! Test the ad copy, test the link! Check that all the required details are included and CORRECT.
- ➔ If you fail with your promotion attempt so what. Don't get discouraged. Hopefully you learned something and move on.
- ➔ Be vigilant. Are you keeping a watchful eye on yourself? Engage the Excuse-o-Meter. You, like so many people are likely GREAT at making excuses why you CAN'T do something. Be on constant alert for this trait creeping in to undermine your success. There is NO excuse for not doing your promotion. Come up with a system, or a schedule, or a reminder system, that will work for you for the long term.
- ➔ Understand that your job as an online marketer is never done. You can't get ahead of it, you can't forget about it, you will never be done with it. Making money online means you must always be promoting.

## What You Need to Do, Now, Right Now to Start Making Money Online - TODAY!

Find places to promote, use our Resource Section to get you started. Stop worrying so much about where to promote. Most sites offer free memberships, sign up for a free membership, if you are lucky they will start you off with some free ad credits, the post your ad! The key is to do the promotion! Then wait and see what results you get. If you get results post there again, consider upgrading to a paid membership so you can post more often in the case of a Safelist or in the case of an ad-swap use that source again. If you don't get the results you want move on - you have unlimited advertising resources so don't come to a dead stop if you don't get results, move on try another source. Most people worry so much about where to advertise they never get down to the business of actually doing the promotion. Do you have an ad tracking program to see where you are getting results from so you aren't posting ads blindly not knowing what is producing and what isn't.

Now that we have talked about types of promotion, I want to remind you of the 4th rule of online marketing.



## Rule 4: You Must Have and Be Committed to a Consistent Promotion Schedule

Perhaps you have heard that people who write down their goals, or say them out loud, or tell someone are more likely to achieve their goals.

So make it your goal is to create and commit to a consistent promotion schedule so you are going to want to set yourself up for success by doing some or all of these suggestions below.

### **A: Create a 30 Day Promotion Plan with the help of Google's Free Calendar Program**

Google's free calendar makes it easy for you to set up a promotion schedule for yourself. You don't have to use this, a wall calendar or desk calendar works just as well. Pick something that is comfortable and easy for you to access and update. Enter the dates you will do your promotion and where you will promote. The key is to write it down somewhere visible where you will see it and remember to do it.

### **B: What's Your Budget?**

I don't know where this idea came from but it's really annoying. It's the idea that you can somehow build a hugely successful profitable online business without ever spending a dime on advertising. I call it the FREE-SYNDROME. The people with this dreadful affliction think that they can rely 100% on free advertising and thousands and thousands of dollars in commission will arrive in their bank account. Don't get me wrong, I like free just like the next guy or gal, but I also know that building your online business means using a variety of advertising sources, this can and should be both free and paid. I also am fully aware that a lot of people trying to build an online business have a very limited budget for spending on ads so don't let my remarks discourage you. We all have to start somewhere, and if you have to start with free so be it. Most affiliate marketing programs are free to join - hurray! You can advertise free at lots of places, but plan to try and budget for some paid ads as you are able.



The beauty of the promotion strategies I suggest are both free and LOW cost. When I say low cost I mean, paid ads for \$15, subscriptions for \$25, solo ads for under \$75, lifetime membership at some sites for \$50 - \$100. This is just an average to give you an idea that paid ads are inexpensive and purchase from the right sources can generate some sales for you. But be prepared to allocate some money once you have generated sales to put back into your promotion. ALL businesses online and off have some costs to run. Online business owners involved in affiliate marketing, are often dealing with digital products and delivery electronically so really your only MAJOR cost of doing business is advertising.

### **C: What's Your Plan? Your Motivation? Your Commitment?**

Are you serious about making money online? Ask yourself this question and give yourself a serious answer. You owe it to yourself to assess your level of commitment. There is no right answer. The answer is uniquely your own based on your situation.

Some people want to make a few extra dollars so they devote a hours a week to their promotion and their online business. Others want to make serious full time income. If this is you, then be realistic and be prepared to put in the required time to learn, understand, promote and wait for results. Expect frustration, disappointment and mistakes. Ask yourself how much time you will commit? What are your earnings goals? What is your plan for earning that much? What is your promotion schedule going to be? Don't expect big earnings if you are not committing considerable time and effort - consistently. You can't expect to instantly earn in an online business what a highly trained skilled professional makes.

## Why People Fail

I am sure you have read or heard all of the various reasons why people fail in an online business. Some so-called experts say failure is caused because people are lazy, or they promote the wrong company, or they don't invest the time, or they don't have enough money, or they don't get the training and support they need.

I actually object to the word failure. I think the person who has the courage to TRY, to ATTEMPT, to work hard at learning a new skill is ALWAYS a winner. The one who never tries, the one who gives up before they even get up, now that person is the loser.



You know what I see day after day as the #1 cause of failure for a newbie trying to build their online business?

### **Lack of Patience**

I know it's not an earth-shattering revelation that will make the headline news tonight. Patience is not something that can be taught. Patience is not something you can study and perfect at a night class or buy on Amazon. It's something you have to have and if you don't that you need to work on. Many newbies to an online business, have to accept that there will be a learning curve. Online marketing is complex and something many people have never seen or done before. It takes time and focus to learn new skills. As your grade school teacher may have said to you once, "You need to apply yourself to improve your performance."

If you BELIEVE you want to build a successful online business than you have to BELIEVE that you can do so. You have to have patience in yourself, commit to doing the work and make it happen. You may have to wait a while but surely you have some time for yourself? Surely you have time to improve your financial situation and that of your family. Surely you owe it to yourself to work hard, commit to making it happen, then having the patience to allow it to happen.

We are a society now that wants instant everything. We want the TV crime drama wrapped up in an hour. We endure road rage from impatient drivers. We want constant facebook updates. We can't NOT check our email, or NOT check our phone without experiencing anxiety and feeling of loss. If your attitude is the same for your online business, and you don't have the patience, it's going to be really tough for you. You've got to put in the time and effort in to see results.

I'm a believer in people. I believe people can change their own lives. We can help and guide people to the resources but they must accept responsibility for themselves and their destiny.

Now having said that everyone can use a helping hand up once in awhile. What I have included here are strategies and resources that I KNOW work because I have been doing this for years. I love it! It's fun! Having control and the ability to make money online is liberating! You will get the hang of it. You'll make mistakes just like I have, and every other person who has tried something new has done.

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But what I have provided here will save you time and money and help you avoid costly mistakes. It's this kind of solid down-to-earth training that we provide in our Home Business Training Program at Worldprofit. We teach what we know works, what we ourselves everyday to generate leads and sales and create a thriving business.

It's easy to get overwhelmed when starting something new. I remember my first day of university, I thought what have I done? Who do I think I am? I can't do this! Guess what? I did and I graduated with honours. Today, I am the President of a multi-million dollar company, helping others every day to build their own profitable business and having the time of my life. I could never have foreseen this. You can't see the specifics of your future either but you can work on getting where you want to be by aligning yourself with the right people who will help you get there.

### **When things get complicated just go back to basics and remember the 5 absolute rules of online promotion.**

- 1.** You must try to capture lead information in EVERY promotion.
- 2.** You must try to convert a reader of your ads into an opt-in subscriber of your newsletter or email marketing list.
- 3.** You must make an offer to generate an immediate response from the reader. In other words, convince them to DO something, and do it NOW.
- 4.** You must have and be committed to a consistent promotion schedule.
- 5.** You must never give up.



**After helping people all over the world to build their own online business, here are the most common reasons people do not get the results they want from their promotion.**

- A.** They are not using lead capture pages (landing pages) to generate leads and build an email marketing list.
- B.** They are promoting to only ONE place instead of a variety of places.
- C.** They are not promoting consistently.
- D.** They try to BUY results from questionable advertising sources rather than relying on reputable recommended sources.
- E.** They do not use an Ad Tracking Program to evaluate the effective of their ads and their sources.
- F.** They don't have access to reputable, in-demand products and services to sell.
- G.** They have no one with experience guiding and supporting them in achieving their goals.

Worldprofit's Home Business Training and Earn-At-Home Program provides all of these tools and resources - for one reason only. We know these elements are critical in building your successful online business.



## Checklist for the Newbie to Make Sure You Are on the Right Promotion Track

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What do you do when you think you are doing all the right things but still not getting the results you want? Sometimes you need to go to basics. This Checklist is to help you make sure you are on track.

- 1. What exactly are you promoting?** One product? 10 Products. 100 Products. Focus on a few as you are getting started don't spread yourself too thin.
- 2. Where are you promoting?** Are you using just free sources or a combination of free and paid? Worldprofit Members we provide you with a list of places you can advertise free, or at very low cost, it's all in your Member area.
- 3. How often are you promoting?** Do you have a promotion schedule? Are you committed to it and sticking to it? Consistency is the key to getting results.
- 4. Have you checked that your links are correct** and your contact details are accurate?
- 5. Have you included an offer in your promotion?** Is it a compelling, timed offer filled to the brim with incentives to generate a response? If you are a Worldprofit Member you can use the incentives we provide and the sales tools we provide - they are all ready to go now.
- 6. Have you included an opt-in to your newsletter** so that every time you promote you are working to build your email marketing list? If you are a Worldprofit member we have already integrated lots of ways for you to build your own email marketing list.
- 7. Are you checking your advertising results with some type of statistical program,** hit tracking or traffic analysis software? Worldprofit Members, you can access your free Ad Tracker in your Member area in the Advertising and Traffic section.

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**8. Have you created your own landing pages?** Or if you are a Worldprofit Member, are you using the ones included in your Membership, or the software offered to build your own?

**9. Are you keeping an eye on yourself?** Don't let your own bad habits sabotage your own success. There is NO excuse for negativity and for not doing your promotion. Just press SEND!

**10. Goal setting.** Set realistic goals for your promotion and for your sales. Be realistic, work within your budget. Start with a goal of earning \$50 today, then craft your plan for what you will promote and where, then do it. Don't fall into the trap that many do, they plan, they think, they analyze, but the never actually get to the DOING part.



## Resource Section

These are advertising sources we recommend. Please do not limit yourself to these sites, we have provided these to get you started. The web is filled with resources, you will find some you like, some you don't, some will be more effective than others. The point is don't get stalled by looking and looking for the perfect place - the point is to START promoting right now!

## Safelists and Exchanges (Ad Exchanges)

<http://www.ListJoe.com>

<http://ShoutMyBusiness.com>

<http://state-of-the-art-mailer.com>

<http://SafelisteXtreme.com>

<http://ViralAdLand.com>

<http://bweeble.com>

<http://DragonSafelist.com>

<http://QuantumSafelist.com>

<http://viral-plr.com>

<http://www.moneymakersafelist.com>

<http://www.supremelist.com>

<http://yoursafelist.net>

<http://www.businessworldlist.com>

<http://herculist.com>

<http://www.GotSafeList.com>

<http://schnaap.com/>

<http://adtactics.com>

<http://downlinebuilderdirect.com>

<http://2tiertraffic.com>

<http://www.listjumper.com>

<http://ViralURL.biz>

<http://listvolta.com>

<http://HomeBusinessShowroom.com>

<http://UltimateSafelistExchange.com>

<http://goldenopsafelist.com>

<http://www.InstantTrafficGeneration.com>

<http://TrafficAdLinks.com>

<http://webtrafficextreme.com>

<http://Snnap.com>

<http://CashQuest.com>

<http://www.DragonSurfer.com>

<http://www.SafelistKing.com>

<http://www.worldbannerexchange.com>

## Solo Ads

Worldprofit Silver and Platinum Vlp Members we have listed in your Member area dozens of people we recommend for Solo Ads. Again, you are not limited to these, do a web search for "SOLO AD Sellers" or something similar and get started. Most Solo Ad Sellers provide you with details of their list size and will offer up reviews from happy swappers who've used their service.



## Safe-Swaps

We can't say enough about this site. It's brilliant! Safe-Swaps helps you manage your ads, your ad swaps, buy solo mailings or even sell your own solos. Swap ads with other list owners. Sign up is free at <http://www.Safe-swaps.com>

## Classified Ad Sites That Are FREE

<http://www.classifiedsgiant.com>

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

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

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

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

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

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

<http://classified4u.biz/>

<http://freebizadsweb.com/>

<http://www.purchase.com/listings/>

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

<http://www.the-classified-connection.com/>

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

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

[http://www.global-free-classified-ads.com/business\\_opportunities/](http://www.global-free-classified-ads.com/business_opportunities/)

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

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

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

<http://www.webclassifieds.us/>

<http://www.epage.com>

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

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

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

<http://wantedwants.com/>

<http://www.50statesclassifieds.com/>

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

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

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

<http://www.citynews.com>

<http://www.theadnet.com>

<http://www.isell.com>

<http://www.giveawayoftheday.com>

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<http://www.totallyfreebies.com/addfreebie.cfm>

<http://totallyfreestuff.com>

<http://thunderfap.com>

<http://www.heyitsfree.net/contact/>

<http://www.freeadboards.com>

<http://www.domesticsale.com>

<http://www.freeadscity.com>

<http://www.adoos.com>

<http://classified-ads-4-free.net>

Free classifieds with Twitter and Facebook integration

<http://www.1second.com/>

Account required, \$10 deposit, pay per click campaigns.

<http://www.Ad4Free.net>

Account required, and premium ad required for business opportunities. \$5.00 for 30 days.

<http://www.beatyourprice.com>

Free classifieds with images. No account required, ads have a 7 day life span

<http://www.recycler.com>

Free classifieds with one image, and video. Paid classifieds options as well

<http://www.olx.com>

Free classifieds with images, and videos.

<http://www.saleSpider.com>

Paid Classifieds starting at \$5.00 a day

<http://www.zamzata.com>

Free classifieds with images

<http://www.ebayclassifieds.com>

Free classifieds with images, ads are served by city

<http://www.ablewise.com>

Free classifieds with images, and premium upgrades. Account required



## Forums That Permit You to Run Ads (Free and Paid)

[FatWallet.Com](http://FatWallet.Com)

[Start Sampling Forums](#)

[Slick Deal Forums](#)

[YDF Freebies Forum Your Daily Freebies.](#)

[Free Stuff Times Forums.](#)

[Free Stuff Forum.](#)

[Spoofee Freebies and Giveaways Forum.](#)

[BigBigForums Big Deals Board.](#)

[CheapStingyBargains Hot Deals Freebies Forum](#)

[RetailMeNot Freebies Forum](#)

[YesAll4Free Forums](#)

Warrior Forum: [www.WarriorForum.com](http://www.WarriorForum.com) - one of my long-time favourites!

## Social Media

Twitter

FaceBook

LinkedIn

Pinterest

## Newsletter/Email Marketing Services

AWeber.com

ConstantContact.com

GetResponse.com

MailChimp.com



## Products and Services We Recommend and Provide to Silver and Platinum VIP Members

Worldprofit Members you can access these services in your Member area.

Squeeze Ninja (discounted price for Worldprofit Silver and Platinum VIP Members)

Instant Squeeze Page Builder (free plugin for Worldprofit's Pre-Built Blog owners)

Magic List Builder (free for Worldprofit Silver and Platinum VIP Members)

Traffic Injectors and Solo Email Services

Lead Funnel

LIVE interactive weekly bootcamp training with marketing expert, George Kosch.

Promo Manager

Link Manager

PLR Store (free for Platinum VIP Members only)

FastCash program

Magic List Builder

Article Directory (2500+ articles with reprint rights)

FastTrack Ad Co-op (We buy the ads and distribute to those in the co-op)

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Promo Code Center

Traffic Control Center

Classified Ad System

Money Maker Promotion Kit

Video Training Library

Autoresponder

Newsletter

Banner Promotion Kit

SEO Tool Kit

Landing Pages (Ad examples)

Add Pop-Ups

List Builders

Webcast Services (Video, Audio, LIVE Meeting center, LIVE Seminar System)

Online Bootcamp Training Program (60+ Self-paced lesson plans devoted to teaching you how to build an online business and maximize your Silver or Platinum VIP Membership)

Prospect Manager



Video emailers

Ebook Creator

ClickBank Maximizer

Safelist Exchange System (own your own Safelist)

Pre-Built Blogs

Cloaking Tool

## Organizational Tools

Google's Calendar - free at <http://www.google.com/calendar>

Roboform.com (Password Manager) - this program will save your sanity when you are doing your promotions and trying to remember logins and passwords.

Virus and Maware Protection: <http://www.kaspersky.com>

SlideShare.com

Google Alerts, [www.Google.com/alerts](http://www.Google.com/alerts)

Graphic Design Services ([www.Fiverr.com](http://www.Fiverr.com)) -ultra cheap, basic design services, perfect for anyone getting started in an online business with a very small budget for the creation of promotional materials. Services start at an incredible \$5.



## About the Author

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Sandi Hunter is the President of Worldprofit Inc. Sandi and her two co-founders George Kosch, and Dr. Jeffrey Lant started Worldprofit on a kitchen table in 1994. The three of them set out to build a successful online business, they built their own and along the way realized that other people all over the world wanted to learn how to use the web to build their own profitable online business. So the original path changed from doing for oneself into doing for others. Now nearly 20 years later, Worldprofit has grown to become the most popular online home business training program. As a complete home base for all things related to home business, Worldprofit Members enjoy online training modules, video tutorials and live weekly training via webcast. The online Home Business Bootcamp training provides members with not just training on how to sell online, but also offers a huge variety of products and services to sell with commission earnings possible from 20 - 100%.

Want to start your online online business, or grow the one you have now?

Get a free Associate membership today.

To get a free Associate Member, contact the person who gave you this ebook.