

INTERNET MARKETING SECRETS

CHEAT SHEET



One of the very best things about internet marketing is how incredibly simple and straightforward it is. This is something that *anyone* can do from home and that doesn't require you to be a programmer, a graphic designer or even a particularly great writer (though some of those things help). Instead, all you need is a basic understanding of business and the right information on how to get started.

“Internet Marketing Secrets THEY Don't Want YOU to Know” is the ultimate guide to internet marketing that lays out every single last aspect of this online career for you to set up your own money making model.

This cheat sheet though will help to simplify matters even further, giving you all the key points, tips and advice in a single place for you to refer back to.

Creating a Website

Choose your niche: this should be something that doesn't have too much competition, that has a clear target market and that lets you solve a simple problem with a product.

To create a website all you need is:

1. A domain name
2. A hosting account
3. A CMS that lets you build websites – such as WordPress

From there, you should:

1. Choose a custom theme that features a responsive design and a modern aesthetic
2. Ensure maximum load times

You'll then want to add some features. Good things to include are:

- A mailing list (sign up to an autoresponder)
- Sharing buttons for your content (using Shareaholic)
- Links to your social media pages

What's also highly important here is to make sure that you have a very clear branding that remains consistent through the website.

Creating an Audience

To reach your audience, you now have numerous tools up your sleeve. These are:

SEO

Optimizing your website to thrive on Google. There are numerous ways to do this. Having a fast and responsive site (above) is the first step but you also need to ensure you have lots of highly relevant content on your site that you will update regularly. Keep adding more articles and blog posts to your site and ensure that they are consistently high quality.

The ideal length of a blog post is 1,800 words.

Use external links to resources, 1-2% keyword density and LSI optimized content.

Meanwhile, you should be building external links. You can do this through guest posting and through link bait. The best strategy is to aim for a few high quality links rather than to try and focus on quantity.

Social Media Marketing

Social media marketing means marketing your content through Facebook, Twitter and other social networks. It's important to ensure you are on as many different social media sites as possible – the rule is to try and 'be everywhere'. Likewise, you need to ensure your social media pages are providing value *in themselves* such that they can exist almost as separate products operating alongside your site.

Focus on the *value proposition* of your product or niche and try to inspire and inform the readers.

Content Marketing

The process of content marketing involves building the content as described above and then sharing it to social media and to forums.

Always have an ideal 'persona' in mind when you write your content who will be the target audience.

Always make your content unique and different, not derivative or common.

Use titles that emphasize the selling points of your content.

PPC

PPC is 'pay per click' advertising and the two main platforms are:

- Google AdWords
- Facebook Ads

You can use these to bring new visitors to your website and will only pay when an ad is successful and gets someone to click on it.

You should also look into CPA. CPA is 'Cost Per Action' and only charges you when someone actually carries out a specific action – such as buying a product or signing up to a mailing list.

PPC should be highly targeted to your specific audience by targeting keywords or the information available through Facebook.

You can reduce clicks that cost you money by doing things like including the price *in* the heading.

Email Marketing

One of the key objectives for any internet marketer is to build their mailing list.

You do this with your autoresponder and can get even further by adding an incentive – such as a free eBook. The best case scenario is that the emails themselves *are* the incentive.

Build trust over the course of several e-mails and eventually sell the product.

The average sale requires five interactions.

Sales Page

You will use a sales page or an eCommerce site to actually sell your products. You can build sales pages easily and quickly using Optimize Press. eCommerce sites meanwhile can be built with

- Volusion
- WooCommerce
- Magento
- Shopify

Your sales page should use persuasive writing to persuade people to buy the products which will be affiliate products, PLR products or products you created.

Affiliate products are ideal because they have a) zero overhead b) zero up front investment c) large profits (commission is up to 60%). Find affiliate products through:

- JVZoo
- ClickBank
- Commission Junction
- Warrior Special Offers

Choose a product that is *already selling very well*. Ideally, find one that provides the sales copy and other materials (like e-mails) with it.

To write persuasive sales copy:

- Keep a narrative structure
- Appeal to stats and authorities
- Build on facts
- Leverage pain points and the value proposition
- Add time pressure and scarcity – this can also be done through pricing

Bringing it All Together

Now just bring it all together!

Choose your niche → Build your website → Add social media accounts → Upload and share content → Build a mailing list → Choose a product → Sell via a landing page → Use PPC to drive more people to your funnel

Best of all, you can repeat all this. Once you have a model that works and that is bringing you a steady stream of income, you can repeat the same process in different niches and with different products. It is infinitely scalable.