

# Your first steps in Internet Marketing



**Sandeep Nath**

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## Why this book?

The internet has been growing at the rate of about one million new people everyday and many have been told stories of great monies to be made online. A larger number have burnt their fingers by associating with fraud operators and you might also be feeling that opportunities on the internet cause alarm.

I have been personally researching this space since Jan 2009 and have found many things that work and many that do not. Coming from a [management consulting](#) background I had both the money and the inclination to investigate. Thanks to [network marketing](#) I also had the time.

I therefore compile herein 7 key things to know, to start making your first \$100 online. Once you can do \$100, you can do \$100,000. You have cracked the code and got into the correct associations. After that it will only be your dream and work ethic that limits you. Here's to your success!

That said, let's get down to the meat and potatoes...

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In addition to the above 7 key things, you will learn a lot from the footnotes on every page which link to some great stuff on how to work and how to think. Be sure you click each one 😊

## What exactly is Internet Marketing

Let's say you are good at cooking Chinese food. You have someone set up a website for you and book parties and assignments for you. That is internet marketing.

Let's say you write a book on 72 ways to use soya sauce without a soya after-taste. You convert the book into this form (what you are reading now is called an ebook) and put it up online at a price (like this one). That's internet marketing.

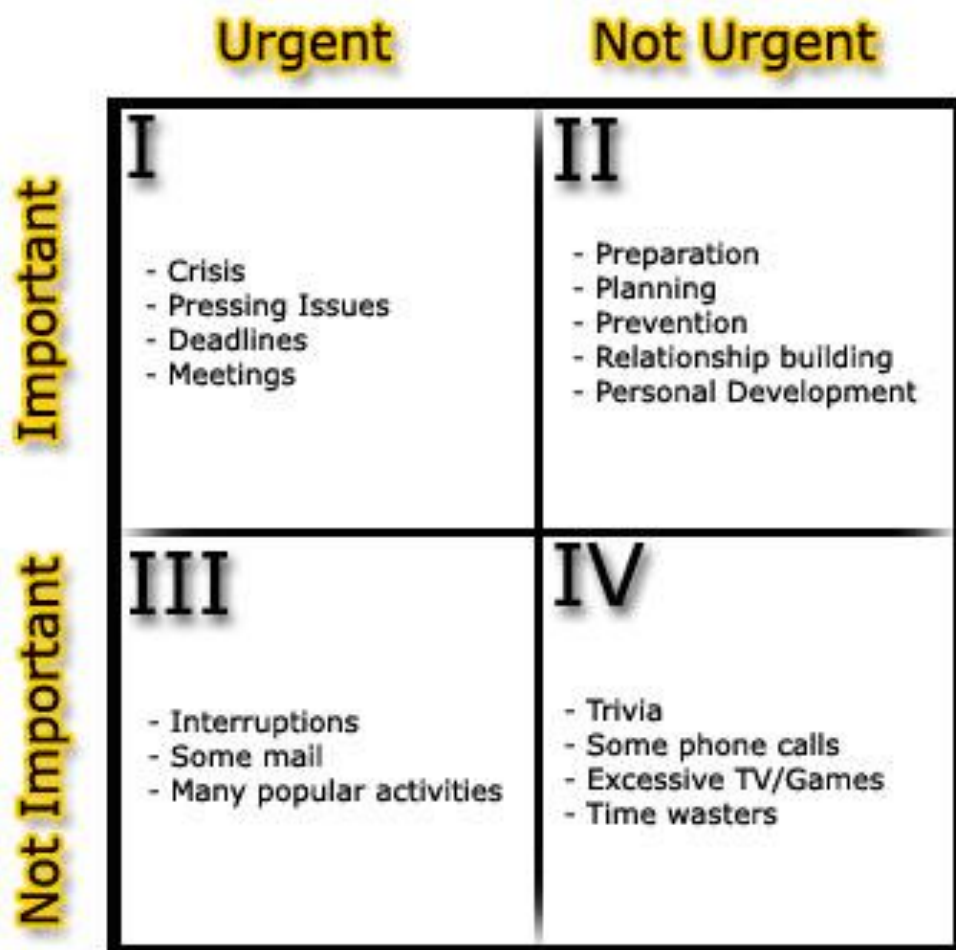
You form a group of Chinese food lovers on facebook and share a recipe with them every week, for which they send you a subscription fee. That's internet marketing.

You get specially designed chopsticks made and sell them on ebay with your signature on them. That's internet marketing.

In short, from products to intellectual services, anything can be bought and sold online. And it's safe and speedily turning into the norm. So its best you learn the right things to do...

## How do I pack IM into my busy schedule

Time is everyone's biggest concern. How to get things done? To my knowledge, no one has put the use of time as well as Steven Covey in the Urgent-Important matrix.



He says you should spend 70%+ of your time on things that are Important-but-Not-Urgent. That's life in Quadrant II (Q2). To avoid Crisis, Distractions, and Time-Waste, he says less than 10% of your time should be going into each of the other quadrants. That's the secret to successful living!

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[Have you met the 'Productivity Guru'?](#)

Here are the 5 things that are Important-but-Not-Urgent in Q2.

- Preparation
- Planning >> critical
- Prevention
- Relationship building
- Personal development

Shall we examine them one by one, relative to your new-found 'Internet Marketing life'?

### **Preparation: What is required of an internet marketer?**

The first thing we need is the right 'mentality'. Does business mean some kind of 'lottery' to you... or does it stand for a process of building up something from scratch, methodically, and with commitment. If it means the latter, please read on... else, you might want to be on some kind of lottery site (yes they're there but that's not my kind of Internet Marketing).

Let's first understand that we'd need to start planning for our business life and prioritize some budget to pick some product/s and plug into some system/s that will get our business/es into the internet-world.

Any F\*R\*E\*E kind of stuff is a waste of time. A free business is not getting money from anywhere, so what's it going to pay you? Obvious but often overlooked. Are you one of those people who love to 'feel busy' evaluating freebies? Now you know that's Quadrant IV stuff. Please stop!

## Planning: What types of online businesses are possible?

Essentially there are 5 slots into which any individual internet marketing business would fall:

### 1. Direct Sales

This is easy to relate to. The internet has cut too many 'middle-men' out of the equation. Any company has a product or service to sell. They have researched it, produced and packaged it and now need you to market it. Since you like commissions, you master the ways of selling it online and presto, get paid for it! Examples are many but some meaningful opps are [ebooks](#) , [google courses](#) , [wealth education](#) , [home business solutions](#) etc. If you are selling your own products or services - like Chinese recipes - that too would fall under this category.

### 2. Affiliate

Somewhat similar to direct sales, affiliate-ships help you to a readymade web page that could be customized with your name and some details. [Clickbank](#) is a good place to find affiliate products to promote and ebay is an age-old market place. You would need some or many of these as you go about your online business and we'll talk more about it in Chapter 3. You would start as an affiliate and eventually perhaps even become a vendor.

### 3. Network Marketing

The genius of distribution modeling, network marketing pays pretty well for people who stick with it. The biggest problem with it is, it's easy to get in and so it's easy to get out. But if you work a network marketing business professionally – like you might if you had your life-savings invested in it – nothing can pay better. If you are open to understand this, [nothing does it better than the videos here](#) .

### 4. Systemic

[What a system is needs to be understood and the article here will help](#) . Systems enhance the effectiveness of all home based businesses, whether they be network based, affiliate or direct sales. Many systemic online businesses are found in finance and day trading also. The opportunity in internet marketing of systems is – they are necessary ‘tools’ for everyone. During the ‘Gold Rush’ (I am told) the guys selling the shovels made as much money as many of the guys who even found gold! So systems (tools) are big.

### 5. Data-based

The opportunities here are related to data entry type work from companies. Surveys, transcriptions, translations, writing opportunities, form-filling works are the type of ventures that fall into this category of online business. It's less of internet marketing and more of clerical work actually, but a large number of people like to just earn this way - nothing to market.

## Prevention: ... is better than cure ... says it all

Instead of creating Quadrant I crises, preventing problems can give you more time for other Q2 stuff. I know this is difficult to imagine, but better planning avoids Q1 issues. And crises that are really killer will pass anyway! You can only assess what you focus upon / revel in... is it Q2 type stuff or Q1?

Online, Q2 would mean [better education](#) for instance. [Use of systems](#) . Belief in [your coach](#) . All of which serve to 'sharpen the axe' and prevent losses.

This 'axe' reference is to the story of the woodcutter who spent a full day cutting one tree. A wise man told him to sharpen his axe... "by doing so you will cut four trees in the same time." But our man did not do that. Why? He thought he had no time to sharpen his axe!

Are you thinking that way? Are you mostly fire-fighting for survival and therefore minimizing your productivity? Maybe you want to review and reprioritize your daily activity.

## Relationship building

This is where the rubber meets the road. MK Gandhi said, "A customer is the most important visitor on our premises. He is not an interruption in our work. He is the purpose of it."

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[Watch a video and take a spot check on what Success means to you](#)

You build relationships online and relationships build your business. Period. Of course you can advertise... all the classifieds, banners, pay-per-click (PPC) and stuff. But all that only leads to the start of the relationship. And that is the business owner's main focus.

On Web2.0 (the interactive web), there are many forums and chat places... there are also huge hang-outs like facebook and myspace. What do you do here? Build relationships! Imagine these as social parties. You get into the room, make some friends and invite them to your home (your blog) or to office (your business site). Simple. Just as you would behave off-line, behave online. And I really wonder why many people don't. Perhaps it is the Q1 addiction taking over. Which is what the last point is about.

## Personal development

Nobody trained most of us for business. Especially not for big business, which the internet is perfectly capable of. So I urge you to start this journey with Mike Dillard. His book, [Magnetic Sponsoring](#), is the most profound treatise on how to think for life – with or without a business. And if you are going to be with it, even more critical to know

Books will stretch your mind to the level of the author. Why compress it with inane negative newspaper input when you can blossom with books and make your business bloom alongside effortlessly?

So practically, where do you start? Here's a phenomenal [personal development system](#) if you'd like to dig in now.

## How do I make the most of the opportunities

Great you are here! Before we step into action-mode, let's just understand what our priorities as an internet marketer will be.

As you go down this pyramid, the money you earn keeps increasing... don't worry about the jargon; it will be explained.



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[Do you trust enough?](#)

## Stage 1

### *You decide to start a business*

Phenomenal! Keep an open mind and see which of the 5 possibilities of the last chapter resonate with you. If 'Data entry' does, you are beyond the scope of this book. If nothing does, you are right on track... you need exposure, which 'Systems' will provide.

### *You become a part of some system*

Now, here your options are determined by what you plan to achieve online. If you are a network marketer or plan to tap into the wealth of time and money there, first understand the basics with a [free video course you can study here](#).

If you would rather go the affiliate route or if you have a product to sell, your orientation will be set right by the [Clickbank system](#). They have excellent resources to learn from and a huge vendor base from where you can pick up products to represent without paying a penny!

Before you go any further, click and signup at both the links above. They are free and have no hidden agendas. I want you to save yourself information overload and set yourself on a proven guided path... therefore check out these sites. There are many other affiliate banks like Clickbank, so once you are familiar you'll see the pattern.

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[What was the importance of a System again?](#)

*You set up your site/s, lead capture pages, even a self-hosted blog*

Now this is action time. Your research is over and you have to set up something online from where interested people will buy and you will earn commissions. There are 5 steps involved:

1. *Buy yourself a domain name*
2. *Buy yourself entry into a system*
3. *Buy hosting space and autoresponders*
4. *Buy the mindset building toolkit*
5. *Latch onto some marketable product lines*

As I mentioned on the pyramid chart, your investment in all these would be less than \$100 and you will be good to roll. The details of the above 5 steps are in the next chapter. For now, let's absorb the bigger picture.

## Stage 2

*You set up presence on social media*

Start by setting up your free profiles on [facebook](#), [twitter](#), [youtube](#), [linkedin](#) and one [forum](#) in your industry of choice. Let's say you're into Chinese food, search google for "forum for chinese food" and you'll probably find <http://community.travelchinaguide.com/chinese-food/> where lots of people exchange topical ideas and resources.

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[Watch this video about putting it all together](#)

This is great as it will give you a sense of belonging and you can ask questions and grow. To get a sample of what to fill out on your other social profiles, click each one on the previous page and see mine. Copy the drift... it works. Do it. [Write to me](#) wherever in doubt.

*You learn how to get traffic to your site/s*

Now this is THE MAIN job. You will learn many techniques using [the system](#) and I recommend that to be the best way to go about it. I will give you 5 very important tips though:

1. Every traffic technique works. Take 2/3 and stick with them.
2. Spend 80% of your time on traffic techniques; 20% on other stuff... once you have set up things.
3. Traffic through blogs, search engines, articles and videos is of a permanent nature so it puts your income on auto-pilot after a little hard work initially.
4. If you have \$197, and want to get started fast, buy this [traffic product from Clickbank](#). It is the work of a prodigy!
5. Many people will sell many traffic strategies to you. Be careful what you pay for as mostly everything is recycled stuff. Only buy whatever digs deeper in your chosen technique.

Notice, I have not attempted to recycle anything here. Once you go through the step-by-step training in [the system](#) you will be able to choose the techniques you like and stick with them.

For sake of completeness, here is a list of various traffic techniques, each linked to a product that digs deep into specializing in that strategy. Feel free to explore:

- # [Email Marketing](#)
- # [Video Marketing](#)
- # [Content / Article Marketing](#)
- # [PayPerClick Marketing](#)
- # [Blogging & SEO](#)
- # [Keyword Research](#)
- # [Forum Marketing](#)
- # [Twitter Marketing](#)
- # [Viral ListBuilders](#)
- # [Traffic Exchanges](#)
- # [Ezine / Solo Ads](#)
- # [Free Classifieds](#)

Of course you will not need any of that specialized stuff right now... but come back to this page when you get past the basics. For now all you need will be covered in [the system](#).

How will following the system benefit you? You will follow the proven path of successful people and spend money only on the things that will help you at the right points in time. Did you read that [article on the system](#) mentioned in the last chapter?

Moreover a system will help you learn in a structured way, so your earnings will start faster. Do you value that? I hope you do because behind every freebie is a hidden agenda and getting people on a system is mine, with this ebook ;-)

Having cleared the air there, let's move on...

### Stage 3

*You develop some freebies or get hold of Private Label Rights (PLR) for some items you can give away to build relationships*

Now you'll recall from the last chapter, relationships form the key to online sales. But given the fact that you will need – and have – a ton of traffic, you can't possibly know them all by name. So here's where you let them know you! Pretty much like a celebrity.

You have a 'relationship' with Britney Spears because she gives you great sound. And you might buy what Britney recommends. Same with you. Give away free stuff that your market (Chinese food lovers, maybe) will find useful and like. That will build your credibility and make the cash register ring.

But you might not always have the ability to develop a product. So you can buy rights to it (PLR) and this is something you can search for and acquire. Be sure your PLR product fulfils some needs of your audience!

*You buy / develop a product to resell*

The next step is to have something concrete to move to people who are willing to buy. Again, here's where you can move your own product, or an affiliate product, or a product you are passionate about, or a network marketing opportunity.

I for one am passionate about wealth education for I feel it is every individual's responsibility to be better educated on their financial options – and stay in the company of people who can guide them right. So that's what I propose to people who want to know. I use a [video to help me here](#).

You could search up products up your lane or check with people at forums. Skype me at sandeep.nath if wealth education resonates with you too.

## **Stage 4**

*You start backlinking your websites so traffic starts coming through search engines*

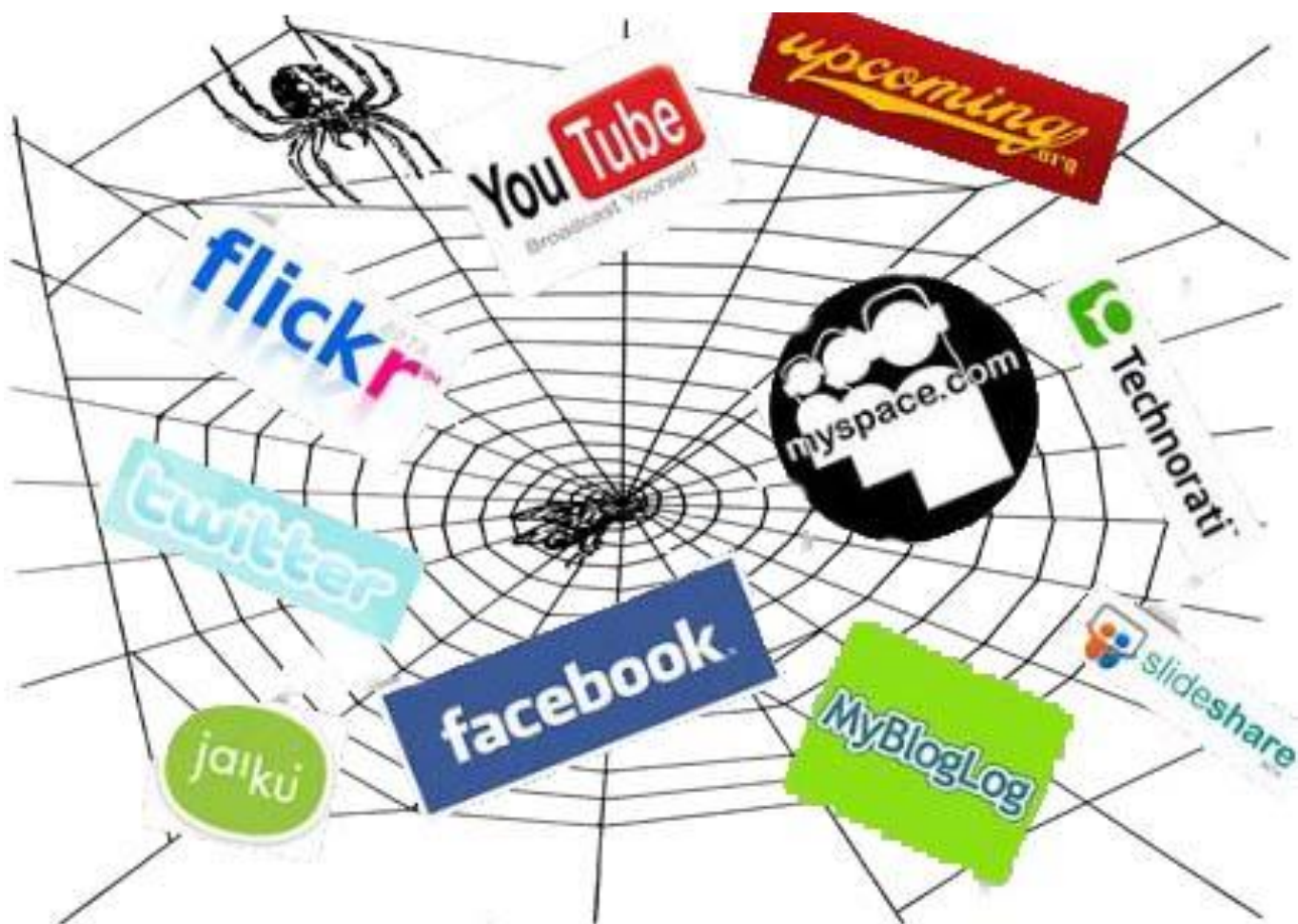
This is when you start automating your online machinery so it pulls in traffic while you sleep. It could take some investments and you would get details in the SEO and Keyword Research sections of page 16.

Basically backlinks 'create a web' around your various pages on your blog, youtube, facebook, articles etc.

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[Backlinking automation doesn't get better than this](#)

And so your money site is like the 'spider' which walks over to the prospect that has been captured by the intricately spun web of backlinks that connect all your web 2.0 properties...



I know this sounds evil (!) but hey, TV ads do exactly that to you too. Backed by billboards, press ads, promotional offers and whatever else. They bait you in and get you to relate with them. That's commerce. This is e-commerce. And frankly, this is a lot more transparent. And this is also why it calls for training and systems ;-)

## Stage 5

*You develop a network of associates or a mastermind group to sell your products*

As you start subscribing to other internet marketers lists (which is a good idea as they will send you many freebies to bait you... and you can learn from them) you will come across many stories of people who made \$100,000 and more in 24 hours. These are not necessarily lies.

What you must know is that they did not do that alone. Over a few years they have built a large enough following and circle of influence which started to work in their favor and boom, the incomes happened.

If you have your own products this becomes very critical for you to develop. If you're a network marketer that's your focus anyway. Details of this are obviously beyond a 'first steps' book but here is some jargon you would need to get familiar with to know if you're diverting time studying final-year stuff.

Joint Ventures (JV). Mastermind Sites. List Swaps. Webinar Hosting. Teleconferencing. Master Affiliates. These are some I can think of from the top of my head.

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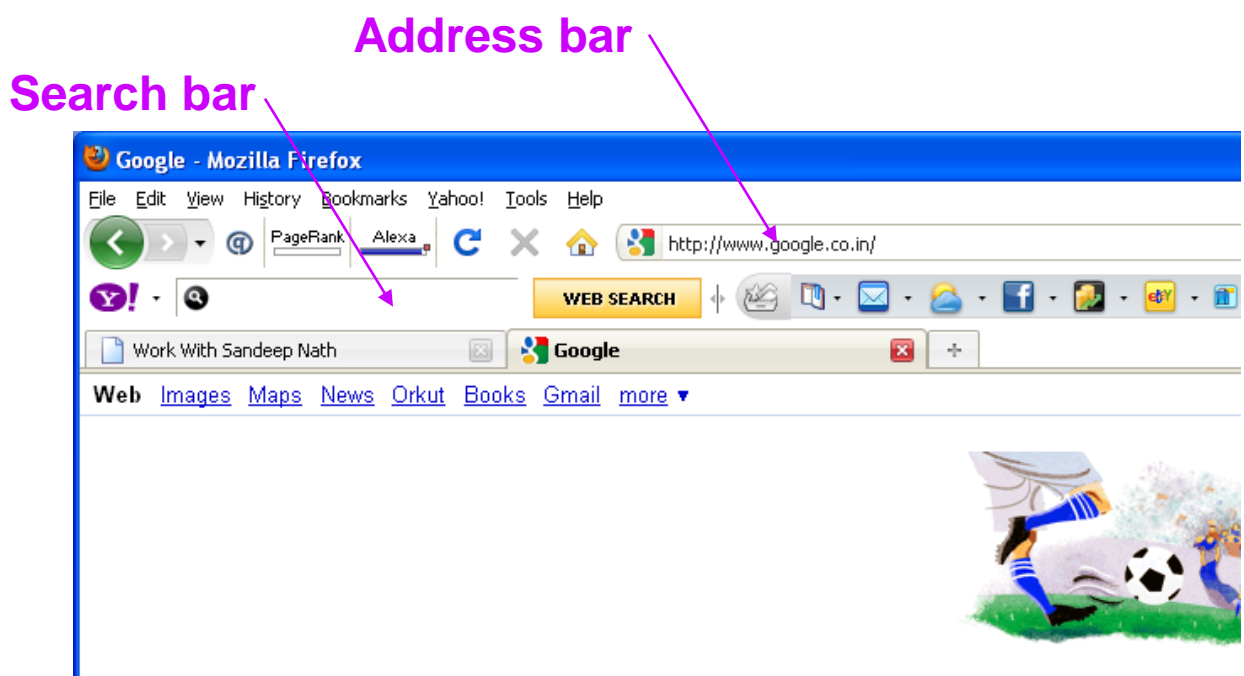
[Eben Pagan made \\$100 million online in 9 years. Get his secrets here](#)

## Which is the best place to start

The best place naturally is with the action-lines of Stage 1.

*Buy yourself a domain name*

A domain name is the address or URL that anyone wanting to see your site will type into the address bar.



You can buy this at sites like [Godaddy.com](http://Godaddy.com) or [Namecheap.com](http://Namecheap.com) and they cost about \$10 per year. Godaddy has a habit of trying to have you add-to-cart a lot of stuff. You don't need any of it generally. Just keep clicking 'No, thanks'.

Is it important to have an address?

Is it important to have a door number to your house? It's pretty much like that. You might want to book yourname.com as the first address you start out with. Where it goes can be changed.

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[Here's a cool, quick resource to check if your name is available](#)

Starting with yourname.com ensures you own your name and that's never a waste. Also, you can eventually host your blog at yourname.com so that people identify and start relating with you. If you have a company name that's fine too.

A really great idea is also to have the words people would find you by, in your name. For instance 'chinesefoodexpert.com' would be a good one for our running example. Search engines search these words and so your domain could rank better using this naming strategy.

### *Buy yourself entry into a system*

All right, I have rammed the need in pretty hard in the last chapter but here's what I must clarify.

In case you clicked on any of [the system](#) links earlier you would be taken to the MLSP system I use to coach networkers primarily. Since the internet is the mother of all networks, this is really the best system to plug yourself into.

However, if you have your own products or want to focus on affiliate marketing without managing a whole lot of scalability, you'll get some great training from [Clickbank Pirate](#) (CBP).

Both MLSP and CBP come with money back guarantees and I stand testimony to that.

MLSP starts with a \$30 DVD that gives great perspective and one month of system usage comes free. After that the running

costs are \$49 per month but it pays for itself (this is through in-built affiliate-ships - you'll learn about them as we go along).

CBP comes at \$67 for a fully built up and running system, with a recurring cost of \$37.

The [training at MLSP](#) is extraordinary and from 7-figure earners groomed by the system itself. CBP has stock training on traffic strategies, but it is really easy to get started with.

Are there other systems?

Of course. There would be a few dozen. But would you dig deeper into what's working and start earning... or would you window shop lots of websites only to return to this later?

There's lots to learn and apply in the back-offices of both MLSP and CBP and remember, your money is safe if dissatisfied.



[Meet another internet millionaire – my mentor](#)

## Buy hosting space and autoresponders

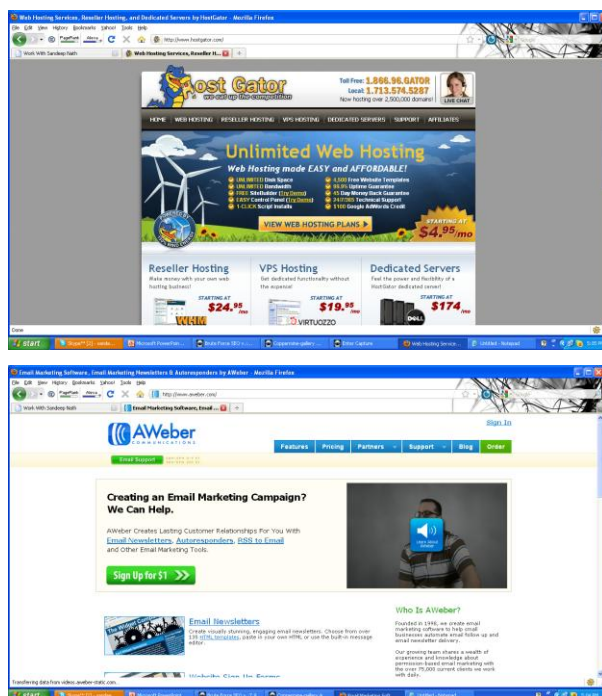
Now if your domain name was like your door number, hosting space is like your plot of land. It is always a good idea to own your own property. Free hosting sites can be evicted just as easily as a tenant can be... even without notice!

Once you have got your land you will be ready to build your house (blog / websites etc). Your autoresponder will be like the door. It will help your visitors (leads) enter the insides of your site (back-office), through a form that brings them on your list.

For example you might have entered your name and email in a form to get access to this book. That action of yours brought you into my autoresponder, which enables me to send you mails whenever I choose. I can even program a sequence of newsletters or mailers so you get the right info at the right times in the right doses!

[Robust hosting](#) (Hostgator) costs about \$10 a month and the world's most efficient [Autoresponder](#) (Aweber) about \$20 /month.

Just drop by at their sites by clicking the links above and fill out the forms that give you ownership.



Here's one thing you must know though... if you follow the MLSP system, a great set of 'getting started' videos will guide you to do all this in a methodical fashion... so everything fits in easily into your mind.

If you take up CBP, they will provide you with a hosted blog and you may not need your own hosting. Your own autoresponders are always an asset though, because that way you own the list.

If you don't own the list you might still get a lot of traffic (and make some sales too), but there's no scope for repeat purchases. Now think about it... do you usually go back to the same store for your purchases or to a new one every time? Same online. People on your list can buy other stuff from you!

*Buy the mindset building toolkit*

Remember the part about mindset way back in chapter 2? An entrepreneur thinks differently to a customer. And nobody instills you with the entrepreneurial mindset better than [Mike Dillard](#), with his book [Magnetic Sponsoring](#).

True, this book is a little skewed towards training network marketers, but that's only because they are generally the ones who are ordinary folks starting a business. Now you are too... and so it is a great read! Click the link above to pick your copy.

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[Hear a 60-minute interview of Mike Dillard](#)

### *Latch onto some marketable product lines*

When you buy anything from Mike Dillard you get to represent everything he sells – as an affiliate. So it's like getting access to the entire set of tools every gold-digger needs. And that's a great place to start making product-based money!

With MLSP, you will also have another 15 streams of affiliate based income... many of which are the deeper-digging tools under each of the traffic techniques listed on page 16. When you move in the orbit of seasoned marketers, you will find them receptive to these tools and since you know about them (most others do not) they will consider you a guru, which others are not ;-)

CBP also builds in new streams of affiliate income from various Clickbank products every month. Once you learn how to effectively get traffic to these, you can get traffic to anything you want to market online!

Start selling shovels and you can start selling gold ;-)

## How does the money-part work

27 pages into this book I am now sharing with you the part that kept me away for a long while. Insecurity.

Is the internet a safe place? Will I get paid for my effort? Can my credit card be misused? What if this... what if that...

This is what I call self-sabotage. It was then that I read the wise saying, “Our worst fear is not that we are inadequate, our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.”. And through meditation and mind control I began to lower the intensity of my fears... and abundance had no choice but to manifest.

So what’s sabotaging you? Why do you find yourself NOT gravitating towards the tools that could make you wildly productive? Why do you spend your days tapping away the same keyboard expecting different results? What are you doing different today – with a different guide or method – that could change things around for you?

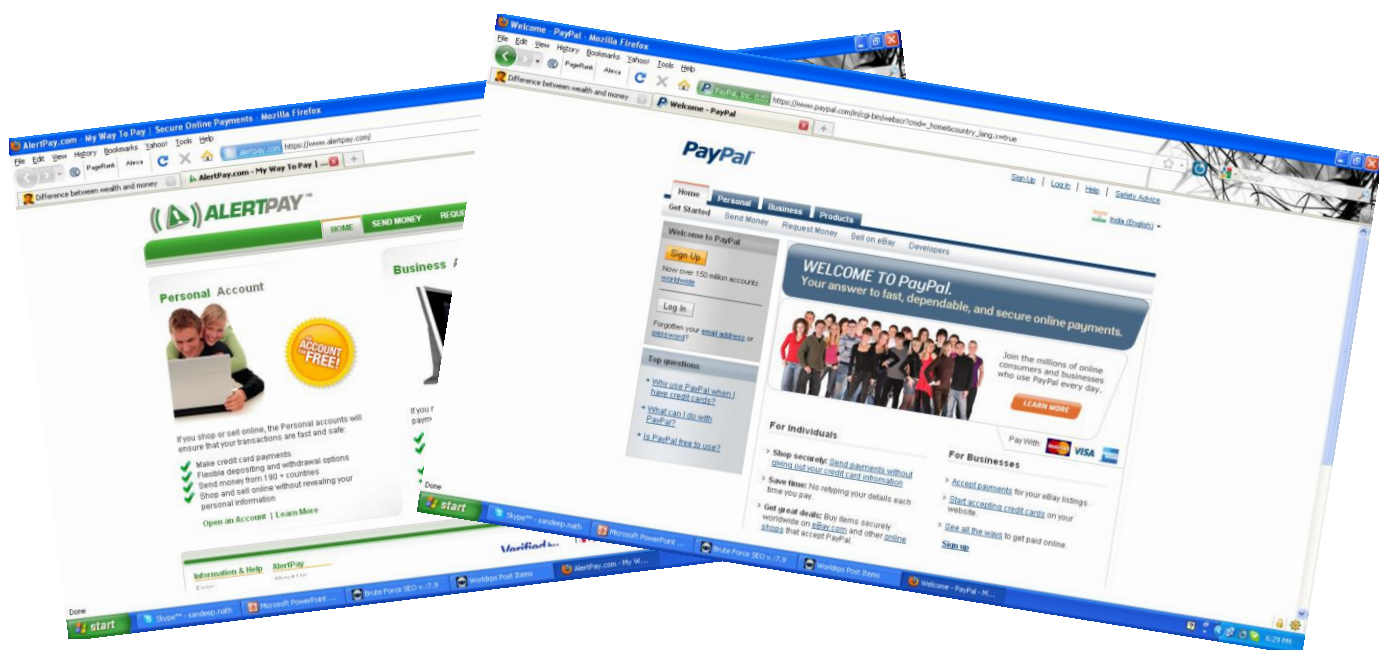
Are you afraid of being conned or losing money? Why are you afraid? Do you own the universe? My grandfather used to say, “if I lose something to someone, it was probably his before I took it away from him”. How about bearing that attitude for a few days or weeks and seeing the results? I did too.

Philosophy apart, the internet is here to stay and e-commerce is as real as you and me. Now that I am habituated to swiping my credit card online I think no more of it than I do at a petrol bunk. You will too.

It is however a good idea to open an account with [Paypal.com](https://www.paypal.com) or [Alertpay.com](https://www.alertpay.com). These serve as online banks, accepting your payments from others and allowing you to withdraw the monies into your bank account.

They also have the provision for you to pay anyone by credit card (which is attached to them) without revealing your credit card details.

Registration for both is free and they charge per withdrawal. When you are earning money it doesn't pinch to pay them. A small tip, use a new email address to set up these accounts.



[True wealth is when you don't know how much you earn](#)

## What will get me real results

The answer in 2 words? Your goal.

If you know why you are online and what you want to achieve from here you will get it. It's just like setting up shop in a mall. If your goal is to make \$50,000 a year you might invest in a photocopying machine and rent a corner where you do your thing. If however your goal is to earn \$5,000,000 from the same mall, you would probably set up a jewelry store.

Now obviously the investments and operational modalities for both will be different. And here's where you need a [coach](#).

But the starting steps (what you have been reading) are pretty much the same. And the attitude you need to build the business is also the same. And what's that? One word. Consistency.

You can't be hot and hungry one day and cold and damp the next. Sure, you will have your moods, but let your internet time be your internet time. Know what you have to finish every day. Start with the biggest jobs and then come to the smaller ones. This will save you time. Follow this advice for everything you do... and you will be more productive!

Results are a given from whatever initiative you take up online. E-commerce is just a baby right now and you're lucky to be alive today!

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[Success comes in small steps](#)

By the same token however, you must know that you too are like that little baby taking its first steps. DO NOT be disheartened if you see no results in a long time. It can take many months for backlinks and human relationships to develop online.

What you need to know is exactly what a baby knows... the fact that others can walk! Going by the 'social proof' available to the baby, it does not get disheartened even though it falls several times during the process. Likewise, with you.

You might feel you are draining away money every month but know this... when it comes, it comes big. If you're with MLSP or CBP, you will anyway keep getting some monies consistently if you just follow the steps.

So have a good time... and turn over to the last page...

## What is my next step

This may sound weird but your next step is to quickly read through this ebook again and make jottings about what you have to do. Be clear on what you want and what you can give in return for having it (money, time).

Maybe [write to me](#). I am always glad to help people who seek my advice. Skype sandeep.nath

Operationally, you know exactly what your next steps are (page 21). So all that remains to be said is... wish you a profitable journey!



- Sandeep Nath

**If you enjoyed this book and would like to thank me with \$9.95 of your hard-earned money, click on my photo and get to paypal.**

<<

If you don't have a paypal account go to the bottom-left of that page to use your card. Thanks!