

Getting **Started** in Internet Marketing

The Practical guide to getting Started on the Internet and Making an Income Online.

Get the In-Depth Guide to Making your First Income Online with Profit From Affiliate Marketing

<http://profitfromaffiliatemarketing.com/>

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BONUSES

Your Simple How to Videos:

These are Located through the book in order that you need them.

- 1) Buying your Domain Name
- 2) Getting your Hosting Account Set up
- 3) Using an Autoresponder Service
- 4) Blogging with Wordpress – How to set it all up
- 5) How to work with one of the Largest Online “Virtual Marketplaces, ClickBank”.

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About the Author

Martin Salter is the Managing Director of UK Company IYC Limited and the owner of over 50 web sites. His company had a six figure turnover in its first year of business and has products in niches from Affiliate Marketing to Property Investment.

IYC Limited sells products and services on the Internet and works with private clients and companies in Web Media Consulting and Web Design.

Martin tried and failed many times over before discovering a successful approach to working in a home based business environment. With the aim of helping others to avoid the high potential losses and get started the RIGHT Way, he now writes most days on the business blog at AnyoneCanWorkatHome.com

You can access training, videos, articles, private label content and more PLUS connect to other sites in the IYC Ltd Network.

About this Short eBook:

The aim of this simple eBook is to introduce you to the basics you will need in your own home based business. We cover the basics that you can use to begin making a part time income from the Internet.

This eBook also includes **FREE** video guides, showing you how to set up the very basic requirements of your business.

Further reading is suggested once you complete this book, in particular the "Profit from Series" of eBooks by IYC Ltd, depending on the market that most interests you.

The easiest way to get started with a profitable online income is through Affiliate Marketing. You can purchase a copy of the "Profit from Affiliate Marketing" eBook below.

<http://profitfromaffiliatemarketing.com/>

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Owning a Domain Name

If you want to create a business model that will assist you in reaching your goals, build over time and “brand” yourself, your company or your products or services, then owning your own domain is essential.

Think carefully about each domain you register, don’t get into the bad habit day one of buying domains that ‘sound cool’.

Think about why you need the domain and even plan out your whole business strategy BEFORE you start buying up domains.

Plan your market sector, your business niche, what the end result is you want from your business and then you can choose domains that fit your needs, rather than wasting money on whims that come and go :)

Registering a domain is very simple and straight forward and will cost you around \$6-\$10 at the time of writing.

We recommend [Namecheap](#) as they have a simple to use account management system, allow domain privacy for free at the moment and cost only \$8.88 per domain to register.

All you will need is a credit card or our personal favourite a PayPal account, and you are good to go.

Paypal = [Paypal.com](#)

Watch video one – Registering a Domain Account
[Video Guides for Free at EasyInternetGuides.com](#)

Web Hosting

Now that you have a domain name for your business, you will need somewhere to host your web site. A hosting account is like having a PC that is accessible to the world.

In other words, rather than have information on a PC like you would have at home, where only you and the people with access to your machine can see the content. A hosted site is somewhere that anyone can view your information and content.

There are ways to restrict who can see the content, and we explore this in later advanced books, but for now, all you need to be familiar with is the concept that it's a place for all the world to view what you would like to show.

Hosting is a monthly cost that you need to budget for in your business. You can wait until you are ready to upload your content before making the payment step if you like, but at around \$5-\$20 per month to start, it's a necessary and relative low cost investment in your business.

We personally recommend & use ourselves the following domain hosting providers for your business.

Hostgator: [Hosting with HostGator.com](https://www.hostgator.com)

Kiosk: [Hosting with Kiosk.ws](https://www.kiosk.ws)

Before you watch the video on purchasing your first hosting account and setting up your domain, we will explain the variance in the difference hosting options.

You can get different methods of hosting, from Shared hosting to shared dedicated and onto your own dedicated.

There are other terms and options, but these are essentially the ones you need to consider at this time.

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The basic and cheapest hosting is Shared. This means that you share your hosting with many other people all on the same servers.

Whilst this can have some negative implications on your business, it is usually the best and most cost effective way to get started.

Typically this will cost you around \$5-\$20 per month and will give you all you need to get going. Some hosting companies will include extras for free and others will charge you more for add on services.

As a rule of thumb, always look for hosting that includes FTP access. cPanel access and also often includes Fantastico! We explain this one a little later, but it's a neat add on that allows you to add more to your site in minutes with relative ease, such as blogs, forums and more.

The shared dedicated servers will usually mean a lot less people sharing your server load, typically 5-10 (sometimes less). If you go for the dedicated server for your own use only, this will mean you don't share your server with anyone else, you can add many sites of your own with ease.

You would usually get WHM panel as well as cPanel (don't worry about these now, just putting them here for you to start absorbing some of the terms you may here).

This means you can add many domains with their own cPanel accounts for each. If you use add on domains on shared accounts, you access them all via one cPanel account.

For example, if you have an account with a limited number of MySQL databases, then you would be limited to the number of scripts, or software that your domains could run. So its always worth looking for unlimited

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MySQL database allowance if you are going with shared hosting.

A dedicated server will usually set you back from \$99 minimum to \$200+ per month for a simple initial set up. So this is one to consider once you know you will have thousands of visitors and users per day at your site(s).

To get started, we would recommend going with the shared accounts.

To see our Video guide on setting up a domain with Hostgator and using your Domain Name, watch video 2 below.

[Guides for Free at EasyInternetGuides.com](http://EasyInternetGuides.com)

HINT: Don't use Hostgator domain registration when choosing a hosting account. Use Namecheap from our first chapter as this will save you money :)

Newsletters are Essential to your Business

Now that you have your domain name and your hosting sorted, you will want to set up your first promotional service and a way for you to begin building a list from day one and for keeping in touch with your visitors and customers.

Most people FAIL to do this day one, so the fact you are reading and following this simple course will put you ahead of your competition early on.

Having an Autoresponder account is a business MUST HAVE. There is no excuse for not running one, and it will make you hundreds if not thousands of times over the small monthly cost for running one.

Again you have choices here. You can elect for a FREE autoresponder service (Definitely NOT the way we suggest you go). You could purchase software to allow you to set up and run your own unlimited autoresponder accounts from your own domains (also not recommended).

Or you can opt for the most effective and simple form of autoresponders, and use a monthly service that's hosted for you.

This is the winner for a few reasons.

With most of these services, you will get an included allowance of 10,000 names from day one to add to your account.

More than enough to start making a reasonable monthly income from your business.

Secondly, they do all the background hassle stuff for you, like filtering, following up with the main ISP (Internet Service Providers) who blacklist domains at will.

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This means you can focus on running your business and not worry about all the red tape hassles that are associated with running your own autoresponder on your domains.

So what exactly is an autoresponder?

It's like having your own secretary that replies to every single customer you have on your behalf. It's the person who follows up with your prospects, your visitors, your basic enquiries and more.

Already you should see the value in this and realise that a lousy \$20 per month is well worth the investment.

We Personally use Aweber: [Aweber Autoresponse](#)

The Autoresponder does what it sounds like. It responds to emails, signups to your site and more.

You prepare content in advance (or pay someone else to do it for you for a low fee). Then you set up the service and each time anyone new joins your service, they begin to receive your information in order you have specified.

You can include your autoresponder in all your emails you send out, as a subscribe form on your web site, you can have as many newsletters or autoreponse lists as you like.

You can cross manage accounts, let people unsubscribe from more than one at once and so much more.

Watch Video 3 Here for FREE- Setting up your Aweber Account
[Video Guides for Free at EasyInternetGuides.com](#)

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Promoting other Peoples work for Profit

Now you have your domain registered and hosted, what is the next step?

At this point you should have some basic content already in mind, and maybe even ready to go onto your site already.

You could use a simple way of showing content to start with by using a weblog or BLOG as they are more familiarly known. The one we recommend to get started is WordPress as its simple to install from cPanel with Fantastico.

Video 4 – How to install and set up WordPress
[Video Guides for Free at EasyInternetGuides.com](http://www.EasyInternetGuides.com)

Once you have your Blog set up. You may want to think about other ways to show content on your site(s).

Now you know how to set up a Blog or a basic web site of your own, what are you going to sell?

If you want to learn how you can start to build your business and list, and even profit from other peoples work, then read on :)

www.ClickBank.com

If you are familiar with eBooks, then you may already know of Clickbank. It's an online marketplace where you can buy or sell electronic books, software and tools etc to people all over the internet.

You will want to make use of this cool resource and would be well advised to open an account right away. Click here to go to Clickbank.

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You don't have to pay to be an affiliate (someone who sells other peoples products and services) but you will be charged an account activation fee, the first time you set up your own product, which we discuss in later books in this series.

For the time being, we are going to focus on how ClickBank can make you PROFIT without your own products or services at this stage.

Video 5 click here to watch our introduction to Clickbank.
[Video Guides for Free – EasyInternetGuides.com](http://www.EasyInternetGuides.com)

With products in all sorts of niche markets, you should find something right away that will suit your business. If you are struggling to find products, 2 other resources we recommend you try out for now are PayDotCom and Commission Junction.

These are similar to clickbank, except they also accept real physical products, not just electronic ones.

With Commission Junction the commission you earn is typically lower as its mostly real world actual products and services, but you can still earn healthy incomes from this site.

One example is Baby Strollers that sell for over £150, with you earning a nice 15% commission.

If you think about that for one moment and you created a site with reviews and information all about baby strollers, then had links to the top brands from your site and sold only 1 per day, you would be looking at an additional annual income over £8,210 or over \$16,000 US dollars from one site and one product type!!

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Now imagine taking just 2 hours per day initially part time to build a new site every 2 months with good content.. Within one year, and 6 sites later, you could be earning close to a Six Figure Income Part Time :)

(this is based on a 15% commission at the above example price).

The Power of Affiliate Marketing is HUGE and we explore this in much more depth in our FULL book about Affiliate Marketing called Profit from Affiliate Marketing. The book walks you through the whole Affiliate Process and includes bonus calls, guides and case studies to help you make your income grow FAST. Grab your copy at:

<http://profitfromaffiliatemarketing.com>

Building Traffic & Content at the same time

So now you have your site, your initial content and even your product selection to promote.

How are you going to now build your content, your list, your income and your business all at the same time?

Welcome to our next phase:

Building your business and your content at the same time!

There are MANY ways to drive traffic or visitors to your web site.

You can pay to get this traffic, or you can get it for FREE. For this part of your training, we will look at the most productive, FREE resource for traffic there is to get started, Article Writing.

For the purpose of this section of the book, we recommend the following 3 Article Directories to submit your work to. There are many others, but these are the ones we personally use and recommend to get started.

www.PrintMyArticle.com

www.EzineArticles.com

www.ArticleDashboard.com

Why is writing Articles such a good way to go?

Article writing accomplishes a few things.

- 1) Gets you used to writing content for your business, a great skill to learn and use.
- 2) It is a PROVEN method for getting traffic. First of all, when people visit these article sites above, they may

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well see your content and then click the resource box (explanation coming up shortly) and come to your site. This may well lead to a sale for you, or a new visitor who joins your newsletter.

- 3) People are allowed to take your article content and print it on their own sites. Many people do this because they want fresh content of their own, but cannot be bothered to write or have written the content themselves, so they 'borrow yours' The cool part here, is they too MUST show your resource box and link.
- 4) You are not only creating content for the article sites, but you can post the articles you write on your blog at the same time (with some slight variations). So you accomplish traffic generation, learning to write better for your business and create content for your sites.

So get in the habit of writing articles everyday. If you write just one per day, you will have 365 on your site in one year, which equates to a lot of content and good search engine food for your web sites.

You can of course cheat a little and pay someone else to write the content for you. Nowadays, you can find cheap content writers for around \$5-\$10 per article and still get reasonable content.

Expect to pay closer to \$15 per article for well researched material as these content writers will actually spend more time getting to know your niche before they write, which often results in better content for you and your web site.

If you then take these articles and spin them, or rewrite them to your style, you quickly get 2 articles on the same subject.

Use one to post to your Blog, and the other for article directories. This will boost your traffic and content more quickly.

Why you need to be an Expert

This is the part the MOST people skip and then leave \$\$\$ on the table and lose the whole point in building your own online business.

To make more sales, to build bigger more profitable lists, you need to be seen as the Go to Guy or Girl!

Becoming the Master of your Niche is paramount to your success. It puts you in the top 3% of your speciality and people will trust you much more if you know your stuff.

If you keep leaping from one project to the next, you will never truly learn the little nuggets of information that set up apart from your competition.

Study hard, use what you know, but don't give away the kingdom. By this I mean, share with your market what will assist them and truly be of benefit. But if you find something really special, keep it to yourself.

I learned this the HARD WAY. Sharing the things that work really well kills your market. So share the good stuff with your general audience.

The people who you have built trust and longevity with whom are loyal to your list and products, reward them with the great stuff. As far as the awesome stuff goes, well I would recommend keeping that to yourself and some of your very close friends:)

Being the Pro in your niche will leave others looking dull by comparison and your success will keep on climbing.

This is NOT something to brag about, or be cocky about. Its simply setting yourself in the frame as the person or small group of experts in your field.

If you want to diversify and be in many niches, think about relationship to your current niche. If it has a fit, then fine, if not, maybe brand under a new business or personal name.

I often get reminded of a story told to me when I was starting in business for myself. It was about a Soap company that had the top of the range market washing powder.

Now many people would settle for this, after all it makes millions and puts them as the 'Soap to aim for'.

But one clever marketing consultant for this firm noticed that the budget powder for their market was making a killing. Students, people on low incomes, and those simply looking for a bargain were not purchasing the high quality top brand, but instead opting for the low price one.

This prompted a new level of thinking, but the marketing guy created a whole new brand and put it under a different company label. This new 'budget brand' became the number one best seller of low cost brands, making the company even more profit.

The thing here though is that MOST people did not even realise that the 2 washing powders were made by the same firm. Because each had different company branding and names, people assumed that they were from different companies. Meanwhile the one company "cleaned up", no pun intended.

So this clearly shows that you can dominate various areas of your market, but sometimes it is better to place your brands apart, but still be a competitor to your own product range.

I have seen this done MANY times, and have even done it myself. Releasing a product, then simply re-branding it

with another name and domain and becoming my own competition.

This way my site(s) appear twice (sometimes more ☺) in the search engine rankings, increasing my chances of getting the sales.

The most I have known someone do was to have 8 products in one niche that they owned all competing for business. This meant that in the majority of cases, they got the sale from one of their sites.

You obviously do not need to go this far in your creativity, but think out of the box when building your campaigns.

Where do you go from here?

This book has been designed to be a short introduction to getting started online. From here you have a great journey ahead, but if you combined the reading with the videos included, you will now know how to set up your first site(s), place a newsletter on them, and begin building your traffic, your list and your sales.

The #1 Way of Making your initial Income Online is without doubt Affiliate Marketing. You do not have to worry about creating your own products and services, you can simply borrow from the best and let them do all the hard work.

All you need to do is learn how to use this Awesome Opportunity to Your Advantage.

You can get started Right Away Today by going to our Full 135+ Page eBook called "Profit from Affiliate Marketing". Part of a Profit from Series by IYC Media, you will learn many areas of Affiliate Marketing and get to list to some awesome audio content on how you get started today:

<http://profitfromaffiliatemarketing.com>

Contents of the book Include:

Opening the Door of Opportunity-Welcome!

WHAT'S IN THIS E-BOOK FOR YOU?

THE FIRST STEP

Selecting a Focus for Your Business

What Are You Interested In ?

Research The Market

Give The People What They Want

THE CONCEPT OF AFFILIATE MARKETING

Your Key to Financial Independence

WHAT'S IN A CLICK?

The Dynamics of Getting Paid

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THE REWARDS OF AFFILIATE REFERRALS

- * Direct Referrals
- * Freedom to Express Yourself
- * Affordable Operating Expenses
- * Peace of Mind
- * Automated Management
- * Unlimited Prospects

DO YOU WANT TO BE IN BUSINESS
Or Do You Want to Play the Lottery?

How Many Affiliate Marketers are Too Many?

Find YOUR Niche

TEN REASONS TO BECOME AN AFFILIATE

The Affiliate Marketing Program Checklist

1. Minimum 25% Commission
2. Excellent Company Presentation
3. Accurate Tracking Methods
4. Marketing Tools
5. Payment Schedule
6. Affiliate News
7. Affiliate Strategies
8. Company Updates
9. Communication
10. Customer Support

SETTING YOUR SIGHTS ON PROFITS

Selecting Your Affiliate Marketing Programs

GETTING STARTED

Creating Your Visitor Action Plan

COMMISSION CATEGORIES

Pay Per Sale

Pay Per Lead

Pay Per Action

Pay Per Click

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YOUR AFFILIATE MARKETING BUSINESS

Your Action Plan Checklist

Laying the Foundation for Building Success

WWW.YOURNAME.COM

A Domain Name of Your Own

Website Content Management

Marketing Method Flexibility

Administration Freedom

Choosing Your Domain Name

Registering Your Domain Name

Making the Most of Your Website Visits

Giveaways and Subscriptions

FINE TUNING YOUR BENEFIT PACKAGE

TARGETED NICHE MARKETING

Keys to Unlock Your Customers Wallet

Market Research Information in Action

Keep Your Linking Strategies Legal

Innovations in Affiliate Marketing Strategies

MAXIMIZING CUSTOMER CONFIDENCE

Communicating Benefits and Solutions

BUILDING TRUST IN YOUR BUSINESS

Using Information as a Sales Tool

The eBook includes a Course, audios, teleseminar material and videos to help you online.. Grab your copy NOW:

<http://profitfromaffiliatemarketing.com/>

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Resources used in this book

Domain Regsitation

Namecheap

<http://www.namecheap.com>

Hosting Companies

Hostgator: [Hosting with HostGator.com](#)

Kiosk: [Hosting with Kiosk.ws](#)

Autoresponder Accounts

(our recommendation)

Aweber: [Aweber Autoresponse](#)

Payment Processor

Paypal

www.Paypal.com

Promoting Other People Products

www.ClickBank.com

Commission Junction

www.CJ.com

PayDotCom

www.PayDotCom.com

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Article Content – Directories to Use

PrintMyArticle.com www.PrintMyArticle.com

We recommend all the directories on this page, but especially the one above! WHY? Because you can earn 75% of all the AdSense revenue on your content posted at the site.. Now thats another income stream for you with NO MORE WORK.. Worth considering to cycle your articles with.

EzineArticles www.ezinearticles.com

GoArticles www.goarticles.com

ArticleDashboard www.articledashboard.com

Thank you for reading our short report and getting started guide, I hope it was of some benefit to you.

For the FREE Videos, go to www.EasyInternetGuides.com/Video for more information.

Remember to take your earnings and learning to the next level with the great eBook and course content at:

<http://profitfromaffiliatemarketing.com/>

All the best with your Income Growth Online



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