

Online Business Guide for Newbies



By

Bob Gill

<http://www.homebusinesslink.com>

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On Starting an Internet Business

On visiting various forums you can often meet new Internet marketers who are aspiring to earn big money like some of the well-known entrepreneurs, like Yanik Silver or Bryan Kumar. Most of these new marketers, however, have limited ideas on where to start and sometimes are unwilling to invest money into their online business. Some money, however, needs to be spent to get started on the basic stuff, such as website hosting, domain names and so on.

To keep costs to a minimum when starting an Internet business, you need to first list all your skills. You may have particular skills that you have gained just through daily living: a flair for languages, for example; hands-on knowledge on a specific niche through your job; skills through a hobby. Your skills need to be listed as they could be in demand elsewhere. You will realize that you won't have to spend money in the listed areas – you already have acquired the knowledge.

If you have very little money to start off your online business, then, your existing skills can be used to earn some capital to get you started. For example, teaching college students on your subject of expertise or explaining to people your hobby of interest. You could even publish guides based on your skills that cannot be found in theoretical books.

If you feel that your skills are limited, then it's important that you find a workable business model and focus on that alone. Your needs then could be obtained through bartering for the likes of website hosting, domain purchase, copywriting, etc. People who don't want to do mundane jobs will be only too willing to exchange these for the things you want.

Creating a Product that will Sell

Many people online create or acquire products that they think will sell easily. They enthusiastically set up their websites and sales pages and endeavour to get traffic to their sites. Unfortunately they forget to do their research first and don't establish if their product is actually in demand. You could end up wasting a lot of time if you don't check out your market first. Use the likes of forums or surveys to determine if your niche product is in demand.

Let's say you have an idea to create a step-by-step booklet on how to cook Indonesian food. To find out if anyone is interested, visit a food-related forum and ask if anyone would be interested in learning about Indonesian cuisine. Avoid blatantly asking if anyone wants to purchase an ebook with step-by-step instructions on how to cook Indonesian food – spamming will not be tolerated.

You can, of course, offer some recipe samples to gauge interest. If the response is promising, then you will know there is a demand for your product. If there is a lack of response, this will establish the need for you to research a new idea.

If your survey is welcomed by forum members, this will be encouragement for you to compile your ebook on cooking Indonesian food. With the interested acknowledged, you can easily build up desire for your ebook and the purchases will be forthcoming.

Using Private Label Right Products

Private label right products (PLR) are a popular choice for product creation. With PLR you are given total rights to change the likes of software, articles and ebooks in any way you like and claim them as your own. Modifying PLR content allows you to include links to your products or affiliate products and to claim authorship of the modified PLR product.

Modification of the original PLR product is essential as many other people will have access to the original and there is a need to avoid duplication. There is work to be done, then, in trying to brand yourself, but it is certainly a lot easier with PLR than having to start a new product creation from scratch.

There are multi-choices with using PLR. With articles, ebooks or reports, for example, you can split the material into sections and create Ecourses, or you can take a few articles and create an ebook. As your modified PLR is branded with your name, you have unlimited ways to add to your business.

A word of caution. Always review all original PLR terms and conditions by reading carefully the "Rights" section of the agreement. Some PLR products don't allow selling the products on auction sites or as free giveaways.

Free PLR: There's a new membership site called 'Resell Rights Weekly' and it's totally free. You get:

- ✓ Instant access to over 153 hot selling PLR/RR digital products worth hundreds of dollars!
- ✓ ☐ Two hot new products each and every week with either Private Label Rights or Resale Rights!
- ✓ Instant access to over 10,740+ Private Label Rights articles!
- ✓ Instant access to 330+ free tools that will help your web business be more profitable!
- ✓ ☐ Instant access to the Resell Rights Weekly Members Forum!

Best of all, you keep 100% of the money when you sell these products, and you can sell them over and over again!



<http://www.homebusinesslink.com/FreePLR.html>

Finding Your Niche

Deciding on a particular niche that you wish to target can be difficult at times. A way round this is to consider **free** entry into a program by www.nicheaday.com. Each day you will receive an email exposing an already tested and profitable niche market that you can build a website around.

Included with the recommended niche will be the estimated Overture monthly traffic, the high PPC bid price, and a zip file of the top 1000 keywords from Keyword Discovery from a database of 32 billion keywords.

The "keyword" and "count" will be sorted from highest to lowest demand, all compliments of and powered by NicheBot 2 at www.nichebot.com.

In an attached list you will be able to spot sub-niches that are more specific than the general topic you receive and may have less competition.

Alternatively, there is a powerful software tool available that you can use that uncovers untapped niche markets that have been overlooked by the masses called:

[MicroNicheFinder](#)

Over Delivering is Important

As an online marketer, your face is hidden from your customers. They cannot hear you recommending your products and they cannot see the expression on your face when you are trying to explain the benefits of using your products. The Internet means you are not restricted to a particular geographic region and anyone can be your customer throughout the world. This playing field is the same for everyone online.

To be different from your online competitors, then, you will need to over deliver. By over delivering you will be putting out a message that you have the customer's interests at heart. You will be looked upon as a trusted friend, not some greedy marketer concentrating only on getting hold of their money. This practice of over delivering needs to be an ongoing habit.

You can start to over deliver by responding to customers promptly and courteously when they seek help from Support. It's surprising how often people experience rude answers when asking product-related questions. By responding favourably to your clients you will gain customers that will be loyal to you simply because they know you have their interests at heart.

By providing excellent customer support, you gain a distinct advantage over most of your competitors. After that, consider what other ways can you over deliver to your customers.

One way of over delivering is to surprise your customers when they make a purchase from you. After they purchase, throw in a bonus. Don't use the bonus to make them buy a product – your products should be good enough to make them buy anyway - just ensure the bonus is a surprise element.

Recognize relationships with your customers. If they buy regularly from you, send them greeting cards at Christmas and New Year. Your customers will then remember you as their friend, not just as a business associate, and will likely do business with you before approaching other businesses.

Getting the Message Out

You have proven that your product creation is in great demand and have a sales letter deemed to have a high conversion rate, but all that would be futile unless you have visitors to your website. You may be an Internet newbie without a huge mailing list to sell to and your website search engine position could be way down in the listings, so there will be a need to change that with traffic generation techniques.

It's essential to use the most appropriate and targeted keywords associated with your website so that they can be worked with to get your website ranked in the search engines. By doing this successfully, searches for those particular keywords will result in your website being returned at the top of the search engine results page. Of course, SEO basics for your site will include fine tuning of site content, HTML and meta tags.

The search engines are an important tool for success with an online home based business. They can supply you with unlimited free traffic and visitors. When shoppers online search for particular products, for example, the search engine will sort through millions of pages before providing pages that match their search. Those pages that are the most relevant to a search are displayed first.

Many online searchers examine the listings on the first page only of the search engine results, so it's essential that your website is listed there as you want prospective buyers to find you easily. As some 90% of online users use the search engines, you can see, then, how the search engines can determine the success of your business website.

Keyword research is important and the need to choose frequently searched for, high-demand keywords. There is a fine balance, though, in selecting keywords that are appropriate for your site, but those used by too many other competitors should be avoided.

In actual keyword research, a list of keywords and keyword phrases is made that link to the topic of your website. Brain-storming methods are next applied so that you can eventually end up with a substantial list. The task can be made easier by using available keyword tools - some free. Goodkeywords.com, Google AdWords Tool, SEO Book Keyword Suggestion Tool, for example, are free tools that can help you generate hundreds of keywords.

Certain aspects need to be considered before submitting your website to the search engines. Your website design needs to look professional; the site should be using the right keywords and it should have relevant content. Be sure to provide pertinent information, including the name and contact information of your business.

The design of a developed website can be judged by the Hubspot Website Grader, which is a free SEO tool used to measure the marketing effectiveness of a website. This tool provides a score that incorporates information such as website traffic, SEO, social popularity and other technical factors. Some basic advice is also suggested on how the website can be improved.

The expertise of a company called Compliments Connection is such that they can confidently check out the website performance of their clients sites using the Hubspot Website Grader on an ongoing basis. Many of these sites are making MAJOR progress through effective website development. Here are the updated website performance numbers for some of their clients launched in 2009!

www.ultimatecheerleaders.com - jumped to 88/100 in 1 week online - Traffic Rank:Top 6.66%.

www.ledtherapycenter.com - jumped from 17 to 77/100 in 1 month - Traffic Rank:Top 7.59%.

www.dougjumper.com - jumped from 23 to 91/100 in 3 months - Traffic Rank:Top 2.13%.

www.alumni cheerleaders.com - jumped from 20 to 71/100 in 1 week -Traffic Rank:Top 20.45%.

www.joes collision and detailing.com - jumped from 13 to 67/100 in 5 days - Traffic Rank: Top 66.12%.

www.kathyjmarshall.com - jumped from 0 to 73/100 in 3 weeks -Traffic Rank:Top 15.17%.

www.danstoll.net - jumped from 20 to 53/100 -Traffic Rank: Top 42.78 % - New.

www.susankdavis.com - jumped from 0 to 46/100 in 3 days -Traffic Rank: Top 0 %-New.

www.goodsamaritandallas.org - jumped from 3 to 68/100 in 1 month -Traffic Rank:Top 19.09%.

www.lcinspect.com - jumped from 13 to 67/100 in 1 week -Traffic Rank: Top 8.48 %.

www.placerpropertysearch.com - jumped from 0 to 68/100 in 1 week -Traffic Rank:Top 12.6%.

www.bbth.com - jumped from 22 to 80/100 in 3 weeks -Traffic Rank: Top 9.87 %.

www.livelifenoww.com - jumped from 2 to 66/100 in 1 week -Traffic Rank: Top 15.61%.

www.newfriendsnewlife.org - jumped from 0 to 76/100 in 3 weeks -Traffic Rank:Top 37.46%.

www.waverlyplacecorinth.com - jumped from 2 to 53/100 in 1 month -Traffic Rank:Top 9.14%

www.rds365.com - jumped from 18 to 61/100 in 2 days -Traffic Rank: Top 0 %.

www.lakeunionliving.com - 48/100 in 1 week -Traffic Rank: Top 25.95 % - New.

www.youthathleticimprovement.com - jumped from 20 to 55/100 in 1 week Traffic Rank: Top 67.07%.

For more information visit:

[Compliments](#)

XSitePro – Total Site Management

The XsitePro package offers a website design solution to both the Internet newbie and the experienced online entrepreneur. With its in-built search

engine optimization features, web pages produced will be ready-made for the search engines as soon as they are uploaded. These features will, of course, enable you to get quickly ranked by the search engines and you will be in a good position to attract traffic to your site.

As well as receiving a comprehensive software package, you will receive a tutorial workbook that will teach you how to progressively build a website from scratch. No knowledge of html is necessary as you can stick to the WYSIWG (what-you-see-is-what you-get) facility to build your pages. If you do know html, however, you will have the option to alter or add your own code as needed.

You can start from scratch building your website, or choose from a selection of website templates. All of the templates were designed by professional designers.

Unlike the normal time-consuming, technical task associated with inserting streaming video on your site, with XSitePro it's just a three step process:

1. Get ready the audio or video file to insert on a page.
2. Decide on the size of the required video, or the required audio file quality.
3. Click insert.

For more information:

xsitepro.com



There are other ways to gain traffic to your site besides search engine optimization. You could link to a high traffic website that's related to your niche through reciprocal linking, and this is a popular technique. Before asking for a link, though, you will need to ensure that your site is providing useful information to warrant others linking to you.

Backlinks: Sometimes called inbound links, backlinks are the lifeblood of Search Engine Positioning. In order for a website to be on the top of search engines like Google without the webmaster having to pay big money for advertising, the website has to have a large number of backlinks. Backlinks are links on one website that lead back to another website. The more established, high quality, and high Page Rank the website that contains the

link has, the more power it has to help the linked website with its search engine position. If the website that is getting backlinks gets many High Quality and High Page Rank backlinks, the better the chance it has of being in a high position on the Search Engines.

A reputable online entrepreneur, Angela Edwards, will furnish you with 30 high page rank backlinks every 30 days on which you can place your link for just \$5 per month. That's just a fraction of what it would cost you to pay other webmasters or linking services for such links.

For more information:

[angelasdiscountmarket](http://angelasdiscountmarket.com)

!

Traffic Through Using Traffic Exchanges

A traffic exchange is a method used to exchange traffic with other website owners. By viewing the websites of other people you can earn advertising credits, which can then be used to get visitors to your site.

You need to understand that people who use traffic exchanges are NOT surfing to view YOUR opportunity, but simply surfing to build up credits for their site. Also, because only 20 seconds or so are available to actually view each site that is shown, there is no point you displaying a long sales letter on your web page – it will not be read.

An effective way to ensure your opportunity is looked at is to create a short splash page and to offer a free report or free ebook. As people are interested in getting traffic to their site by using traffic exchanges, you could offer a free report containing quality information that will help them in their search for traffic. By getting them to opt in before they receive the report, they will be added to your mailing list.

If you continue to give free quality content, they may eventually purchase one of your products.

Earning credits by viewing other people's websites can become tedious, particularly if you have to view one site in return for one visitor to your site. There is a way, however, to use leverage and make it possible for every one site you view you get 10 visitors, 100 visitors, etc. to your site. This is termed a viral effect.

A company called VitalViral has a training resource that explains how you can receive hundreds of visitors to your site for just browsing a few other sites. The key to using VitalViral is that instead of getting people to join your business, you show them a way to get more traffic to their business. By introducing other people to VitalViral they will become part of your downline in various traffic exchanges. Then you can earn advertising credits from their efforts.

For more information:



<http://www.homebusinesslink.com/recommends/Vital-Viral>

The Ethics of Marketing

Powerful selling words are needed to convey to your prospective buyers a convincing argument to coax them into buying your product. Words like "unbelievable" and "phenomenal" are not uncommon to use in sales letters. As long as your descriptions are genuine and you don't exaggerate the benefits associated with the product, you should maintain credibility.

Some marketers, however, use hyped-up product descriptions with the intention of deliberately misleading customers, offering benefits that don't actually exist. The following episode occurred to an online colleague and is an example of unethical marketing.

My colleague received a friend's message asking him to check out a sales letter for a product he was selling. On logging onto his friend's website he immediately spotted the sales letter. He was amazed at his friend's boast of owning fleets of cars and luxurious mansions, with my colleague actually knowing that this boast was completely untrue.

There are many scam artists online and it's easy to see how naïve newbies can be fooled with deceptive advertising. If something sounds too good to be true, it usually is too good to be true. It is wise to remember this advice.

Before purchasing on the Internet, do a check on the merchant website. If any of the proposed features seem suspect, contact the merchant and observe his reaction. Customer support response will reveal a lot about the integrity of the business.

Creating a Customer Base

It is easier to sell a product to someone you know than to a complete stranger. This is why you should build up a customer based, group of people you have built a relationship with. These people will trust you and will likely buy a product from you. Whenever you release a new product or make an endorsement, you will have a group of people ready to hear what you have to say.

Several sources are available for you to start building a customer base. For example, participate in online forum discussions and be ready to offer free advice. Soon people will begin to recognize your name and listen each time you have something to say. By becoming a valuable friend and instructor,

you will gain the trust of forum members.

Building a mailing list through giving away free information is one of the most popular methods online. By creating the splash page mentioned earlier and providing information relevant to your particular niche, you can give away useful reports in exchange for people opting in to your mailing list.

Free Double-Optin Leads

Some time ago we at Home Business Link signed up for a program called 'Triple Your List', taking the free member option. Imagine our surprise when we started to get double-optin leads in lots of 3 at a time.

We have now signed up for the paid option to increase the number of leads cycled. You don't have to do that, though, simply stay with the free option if you wish.

Here is the link, if you wish to join:

[TripleYourList](#)

Article Writing

Article writing has become the marketing choice for many online entrepreneurs in their endeavor to get visitors to their website. It is free advertising for your website, brings you free traffic and creates back links that will improve your website ranking in the search engines.

Articles should be easy to read and understand and be addressed to a large audience of an everyday mix of people. They don't have to be literary masterpieces, just effective, well written pieces that will give value to the readers.

Webmasters are hungry for information to place on their sites and articles will help place a site high in the rankings of search results for keywords and keyword phrases that are contained in your articles.

As you continue to write articles, you will provide an increase of confidence and trust with your visitors that will help to establish you as an authority on the subject of your niche. The more unique content you have within your articles, the more pages you will get indexed in the search engines and the more traffic you will attract to your site.

Writing is considered by many to be the most cost-effective way to drive tons of traffic to your web site.

Article writing has had a tremendous boost over the last few years through

Travis Sago and his 'Bum Marketing'. He offers a free ecourse where he will teach you how to earn money and attract website traffic with your article writing. Here is the link:

[bummarketingmethod](#)

Joint Venture Giveaways (JV Giveaways)

A JV Giveaway involves many online entrepreneurs joining forces to give away free products with the aim of growing their mailing lists exponentially. The gifts may consist of ebooks, software, videos, free memberships, which are given away in exchange for the email address of visiting participants.

If you can imagine a situation with two Internet marketers: one having a great selling product but he has no mailing list, the other having no product but he has thousands of subscribers. The obvious solution would be to let the marketer with lots of contacts sell the product, then the two marketers would split the profits. This is the essence of Joint Ventures.

More and more people are starting a home based business online and as the market gets more and more saturated the competition will get fiercer. A fast and effective way to build your online business is through Joint Ventures, or joining forces with other marketers to sell your product.

To qualify as a contributor to a JV event you have to submit a gift, which can be something you have created or an item you have the rights to give away.

In the JV Event each contributor's gift is assigned a unique identifier. The higher your gift rank is, the higher your chance of getting the maximum number of subscribers.

Joining a JV Giveaway as a member gives you access to a multitude of free quality products, which can mean many marketing tools to add to your business.

The reasoning behind JV events, though, is the list building potential through either hosting your own event or participating as a contributor.

List of Updated On-Going JV Giveaways

Where you can be notified by email each time a new JV event is starting.

<http://marketersmantras.com/giveaways>

Create Your Own Video Products

Internet marketers in many instances are turning to video as a marketing tool for their business. People respond better to what they see and hear rather than what they just read and are more stimulated when they watch something that they enjoy.

Video is a great way to convey information clearly and can demonstrate a product more effectively than the written word as the information can be presented in a more often than not clearer and concise manner. Video can also increase traffic and sales to your website.

To most marketers, though, video creation seems to be complicated and is something beyond their capability. Once they learn, however, that all that is needed is some basic equipment to get started, then they are only too eager to learn the ropes.

A good quality digital camera is required to provide the best output for your product or service. As sound is likely to be needed, you will want a microphone to record voice over to the video. In addition, you will need suitable video editing software.

Windows Movie Maker is included in the Windows XP pack on your computer. You only have to plug in 'Windows Movie Maker' into your Web browser and you will be presented with a large number of links showing you how to get started, what you can accomplish with Movie Maker, what equipment is needed to make digital movies, how to get footage from your camera to your computer, tutorials, etc.

Other links online to help you get started with video:

[desktop-video-guide](#)

[onlinevideotoolkit](#)

[videomaker](#)

Creating Ebooks

Most ebooks these days are created in PDF format. You can compose the pages of your text using Microsoft Word, then easily and quickly convert those pages to PDF format using freely available PDF converters.

[fastpdf](#)

[doc2pdf](#)

[primopdf](#)

for example, offer free Word to PDF converters.

These converters are great if you are creating just a few pages of PDF, but I find the loading times are quite high when uploading your completed ebook. The purchased item I have reduces the uploading time considerably without any appreciable reduction in graphics quality. The purchased item was actually used to convert these pages to PDF.

'PDF Factory' is an easy to use converter that ensures that the original fonts used in a document are displayed even if the reader of the PDF does not have the fonts installed on his or her computer. For more information:

[avalanche.com](#)

Ebook Covers: Although ebook cover creator software is readily available online, I have always found it very difficult to create high quality professional covers using these items. On searching online to get covers made professionally, I have been put off by the price ticket. On searching the Warrior Forum (one of the most popular forums online that is frequented by most of the top internet marketers) for professional ebook cover creators, however, I have found a reasonably priced professional at:

[crystalprocovers](http://crystalprocovers.com)

This company gives you a professional ebook Cover design with flexible format and 3 kinds of ecover types for as little as US\$19. I have used the company's services on two occasions and each time I have had a very satisfactory-looking ecover delivered within 24 hours. The company actually did the cover for this ebook.

Microsoft PDF to Word Converter

There will be occasions when you need to modify pages within your PDF ebook by converting them back from PDF to the original Word format. There are a number of free facilities online for doing this, but several fail to convert exactly to the original format. There is one free program I have found, however, that maintains originality when converting and this can be found at:

pdftoword.com

Autoresponders

An autoresponder is a piece of software that enables you to send emails to people automatically. You set up a sequence of prewritten emails that are sent out to prospects on your database at regular intervals. It is an essential marketer's tool.

You can use an autoresponder to essentially send emails out to your prospect list, even when you're not at a computer. You can set up a series of emails, for example, that will be sent out at predetermined intervals. The emails will be sent out automatically and people will also be added to your list automatically. The system also takes care of list members wishing to unsubscribe – automatically.

This system allows you to build a relationship with your list as they will grow to trust you over time as you continue to send them information. The longer your relationship with them, the more likely they will actually buy from you.

The Aweber autoresponder is considered possibly the best. Link:

[Aweber](http://aweber.com)

Outsourcing Your Business

Your online business involves many essential components: website design, product creation, payment processing, affiliate programs, etc. In the beginning you would have found it easy to control these factors, not realizing the possibility of you losing some control when your business grows. This is when outsourcing proves handy.

The tasks to outsource are those mundane and repetitive jobs like answering emails, keeping track of stocks and sales figures and so on. You delegate only the easy and straightforward jobs to other people to ensure less chance of things being screwed up. You never let others make decisions that will greatly affect your business, if you don't want to risk losing your business overnight.

Certain jobs can only be done by freelancers. For example, ghostwriters can be used to write good content for your website, or freelance designers can be used to spruce up your merchant site.

Recognized good resources for freelancers where transactions are done on a per job basis are:

elance.com

rentacoder.com

You may lose a little money to hire other people to do some of your daily tasks, but you will likely earn more money from the increased productivity.

Free Resources

Word Processing & Text Editors

<http://www.openoffice.org>
<http://www.textpad.com>

FTP

<http://www.smartftp.com>

SEO Tools

<http://www.alexa.com>
<http://tools.seobook.com>
<http://www.googspy.com>
<http://www.linkpopularity.com>
<http://www.googlerankings.com>

Keyword Tools

<http://tools.seobook.com/keyword-tools/seobook/>
<http://www.nichebotclassic.com>
<http://www.freekeywords.wordtracker.com>
<http://www.goodkeywords.com>

Html Editors

<http://www.nvu.com>
<http://www.wysiwygwebbuilder.com>
<http://www.arachnoid.com/arachnophilia/>

Pdf Tools

<http://www.avalanche.com.au/>
<http://www.primopdf.com>
<http://www.pdf995.com/>

Internet Marketing Forums

<http://www.warriorforum.com/forum>
<http://forums.digitalpoint.com/>
<http://www.im4newbies.com/forum>
<http://www.entrepreneur.com>