

Special Report

3 Sure-Fire Ways To Start An Internet Business and Strategies To Promote It!

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Thank you for choosing to download this report. If you have an interest to start an Internet business but don't know how, consider this report as a guide.

Start of Report

Nowadays, the Internet provides a huge opportunity for anyone to start an online business. With just a computer and an Internet connection, you have the potential to reach thousands of customers. The advantage with a web business is that the start-up costs are low compared to a brick and mortar one. Some of the important things you'll probably need are web hosting, your own domain name, an autoresponder service but you can still have an Internet business without any of these things also. I'll tell you how later on.

One of the most fundamental things you need to consider before launching an Internet business is to define and target your market first.

Ask yourself these 2 fundamental questions:-

- (1) What are you planning to sell on the Internet?
- (2) Is there a demand for the product or service you are selling?

If you already have 2 positive answers, then you have a good reason to start profiting from the multiple benefits e-commerce provides you.

Below are 3 Sure-fire ways you can start an Internet business:

(1) Affiliate Programs

Have you heard about affiliate programs before? If not, it's time that you know about them for they are one of the most easiest and fastest ways to make money online for you don't need to have your own product. Affiliate programs are also known as associate programs or referral programs and basically, you promote other people's products and you receive a commission when a sale is made.

This is called affiliate marketing. These people are called merchants and you are the affiliate. The best way in general is to presell the affiliate product you're trying to sell to your visitor say on your website instead of directing the visitor directly to the merchant's site. It's like you're warming up your visitor and he can become more responsive to buy from your merchant. Of course, just mentioning a product on your site via a text link or product cover with a text link can also result in sales.

You can make a nice extra income with affiliate programs and without doubt, make a living from them if you know how to generate lots of commissions on a regular basis. Hence you can become a Super Affiliate. I would describe a super affiliate like that: If you can make any sale on the Internet, you are a Super Affiliate for you are way ahead of the rest. This means you know how to make money. Did you know about 95% of affiliates don't make any money at all?

Only 5% make the sales. Some can earn as high as \$10,000 per month whereas others can earn as low as \$100 per month. In general if you can earn \$100 - \$500 per month in affiliate commissions, you know how to make money online. And you can always progress. And with time you can earn between \$500 - \$1,000. And why not between \$1,000 - \$2,000 or more. If you want to learn how to become a top performing affiliate marketer, check out the Super Affiliate Handbook at <http://www.zineguru.com/superaffiliate>

A good place where you can find products to sell as an affiliate is the popular clickbank marketplace at

<http://www.zineguru.com/clickbankmarketplace/>

(2) Resale Rights / Reprint Rights / Master Resale Rights / Master Reprint Rights

Another way you can start an internet business is to acquire the Resale Rights or Reprint Rights of other people's products. Both terms mean the same thing. Depending on what newsletters you read, this may come by way of upsells or back-end email offers. Upsell means that you're selling more items in addition to your own product for instance. This occurs usually when someone is on the point of buying your product, clicks on the order link and is taken to a page and on that page, you tell the visitor that there is another product which is related that he can

order too and why. You can also give a discount on this additional product to make an attractive upselling. Back-end products are products which you promote to your customers some days after he has bought your initial product or on your thank you page for example.

To acquire Resale or Reprint rights of someone else's product, you need to purchase a licence first. There are several ways you can do that. You can buy the licence separately or you can buy a particular product which gives you resale rights privileges for instance or you might be part of membership site which gives you such privileges.

Resale Rights products are profitable ways you can start an internet business without your own product and you can keep 100% of the profits.

By acquiring the licence of someone else's product, this product becomes yours although you have not created it.

When you purchase a Resale Rights product, you receive the product itself, the marketing materials like sales letter, graphics and some promotional tools eg classified ads, solo ads.

There is also what is known as Master Resale Rights or Master Reprint Rights. Both terms mean the same thing. It means that when you buy the licence separately or a product which gives you these rights, you will now be able to sell the product, keep 100% of the profits PLUS sell the Resale Rights or Reprint Rights of that product too. The benefit of this is that in addition to keeping all the profits, you are making your offer more valuable and attractive ie giving the customer the rights to sell the product after he bought it which is not the case with Resale or Reprint Rights products.

Hence, you need to give your customer all the marketing materials after the purchase. Usually you put them in a zipped file or if they are included in a link in the product itself, you just need to give the product and state that the marketing materials are linked inside the product itself.

(3) Your Own Products

Creating your own products is what I will call the ultimate quest for any Internet marketer. It's an advancement from being just an affiliate to owning your own products which you can control 100%. Creating your own products can be done quite easily if you have knowledge in a specific area. If you are a guru in Internet marketing, you can easily write an ebook covering the entire subject.

If you are a chef and you know lots of recipes plus tips about cooking, you can write an ebook about this subject.

Just turn an idea into a product and then, you can literally have your own best-selling product making you money 24/7 online. What's the value of that?

Basically you can create ebooks in two different formats ie .exe and .pdf. PDF formats are more popular for they can be read by Macintosh users also whereas .exe can't be read by MAC computers. To read PDF files or documents, your customers will need to have Adobe Acrobat Reader which they can download for free at

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and to create .pdf ebooks, I use this cool PDF convertor at

<http://www.pdf995.com>

A great place where you can learn how to make money from your own ebooks is eBook Secrets Exposed at <http://www.zineguru.com/ebooksecrets>

Then, you need to be able to accept payments for your product from your website. Here you have two choices. Either you have your own merchant account and accept credit cards yourself or you use a 3rd party credit card processor. Below are a few trusted companies which provide this service:

(1) Clickbank - <http://www.zineguru.com/clickbank>

(Ideal for selling digital products like ebooks and software)

(2) ibill - <http://www.ibill.com>

(3) 2checkout - <http://www.2checkout.com>

Internet Marketing Strategies

To become successful in your Internet business whether you're promoting your own products, resale rights products or affiliate programs, you absolutely need to attract targeted traffic and promote. Or else, it's of no use setting everything up without anyone seeing it. Testing should also be one your goals. Among the popular website marketing strategies, you have search engine optimization, pay per click, list building, email marketing, article marketing, affiliate program. Keyword research is also fundamental in your business.

A great resource to learn about tons of different traffic generating techniques is Michael Traffic Videos at <http://www.zineguru.com/michaeltrafficvideos>

Here is a list of tools for your specific website promotion needs:

Search Engine Optimization

[Top Search Engine Ranking Secrets In Google Revealed](#)

[SEO Elite 4.0 Search Engine Optimization Software](#)

Pay Per Click

[Google Cash](#)

[Google AdWords 123](#)

List Building/Email Marketing

[The Insider Secrets To Email Marketing](#)

[GetResponse Autoresponder](#)

Article Marketing

[Turn Words Into Traffic](#)

Keyword Research

[Keyword Elite](#)

Affiliate Program

If you have your own products, you can set up an affiliate program and recruit joint venture partners to market it for you and in return they receive a commission. One of the easiest ways to start an affiliate program is to open a publisher account with Clickbank <http://www.zineguru.com/clickbank>. Note that Clickbank allows you to sell only digital products like eBooks and software. You can't sell physical goods. Clickbank handles the affiliate management system, track your sales and your affiliates in real time, send you sale notifications and issues cheques every two weeks provided you've met your minimum amount that you have specified in your account initially for cheques to be issued.

One major benefit is that Clickbank allows you to leverage the power of 100,000 affiliates to promote your product. But you need a decent ranking in the Clickbank marketplace to have more chances in getting more affiliates but nevertheless thanks to the Clickbank product search, your product can be found even if you're ranked say on the 10th page. For your product to be listed in the marketplace, you need to make at least one sale initially.

Clickbank is among one of the most popular third party affiliate management systems since it's easy to get started and free you from hassles from having your own affiliate program system. Get more information at <http://www.zineguru.com/clickbank>

If you want to sell physical products, 2CheckOut is a good option at <http://www.2checkout.com>



If you want a step-by-step guide to starting and promoting your own profitable Internet business, I highly recommend IMC Internet Marketing Course "[The Insider Secrets To Marketing Your Business On The Internet](#)"

This is the course you need to get started right away.

"Discover the EXACT formula we use to attract 1,000,000+ visitors to our websites each year!"

Learn how you can get other website owners to send traffic to your site, score a top ranking in the search engines, and get **1,000s of dollars in free advertising...**

And attract an avalanche of eager customers to your website with the exact same system we've used to turn just **\$25 into over \$60,000,000** in online sales!

(You heard us right... that's \$60 MILLION!)

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End of Report