

My First Internet Business

THE BEGINNER'S GUIDE
TO STARTING AN INTERNET BUSINESS



By

Investment Assets and Property Management Consulting

www.iaapmchina.org

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Introduction

With the need to generate a steady and sufficient income, many people have turned to starting their own businesses. Some prefer to rent a space and establish a store to sell their own products. Others choose to start a home-based business that they can operate from the comfort of their own home. When looking for a convenient way to become an entrepreneur, home-based businesses are considered the best option to pursue.

Perhaps you are a home-based baker who wants to sell your pastries and other treats without leasing a physical store. Perhaps you are tech-savvy and want to utilize your online skills. A home-based business is an ideal way to secure a sustainable income without the challenges of investing a significant amount of money to establish a physical store, hiring numerous employees to manage it, and dealing with the various permits and administrative requirements needed for legal operation.

Internet businesses are currently in high demand. The ability of these businesses to enable individuals to work and earn a living from home is what makes them highly appealing to many. However, what exactly is an Internet business and what are the advantages it offers?

Internet businesses require a consistent internet connection, a highly creative and tactical mind, above-average negotiating skills, and enough

free time to monitor your business. Internet businesses are mostly home-based which means that someone can manage and develop their virtual business from the safety and comfort of their own home. Their employees can also stay home and work full-time or part-time. But if you still want an office setting, you can start an Internet business and rent out an office space where you and your employees can work if you really want to do it that way. Many businesses started from home, eventually grew too big, and had to expand operations into larger premises.

There are a few types of internet-based businesses that can give you an opportunity to earn reasonable money if you build them properly. They include: affiliate marketing, article marketing, membership websites, email marketing, video marketing, and offering services and products, just to name a few. What kind of Internet business model should you go for? Well, it depends on your interests and skills.

Top 7 Benefits of Starting an Internet Business



Like any other type of business, starting one that's Internet based has its own benefits. If you read on, you'll understand why this is the best business for you.

1. You can spend more time with your family. It's a great way to have time to focus on your work and still have enough time to spend with the family. This is a luxury you can afford to have on a daily basis. Wouldn't it be nice to see your kids and attend to their needs while earning big bucks on the side?
2. Your working hours are extremely flexible. With your very own Internet business, you no longer have to worry about waking up really early in the morning to cook breakfast, drive your kids to school, and then spend

the entire day under constant pressure in an office environment. Now, you will have all the time in the world to manage your business. Choose the most productive time that suits you, and you're all set!

3. The possibility of earning a lot of money is not too difficult to grasp. This means that you can choose to handle lots of clients at once and potentially earn big money, or you can be fussy and pick and choose who you work with. In fact, compared to working a typical job where you work from 9am to 5pm and earn a fixed salary, an Internet business gives you an opportunity to earn a lot without slaving away for countless hours at your desk.
4. The start-up cost can be minimal. If you compare the costs of starting your own bricks-and-mortar business, setting up an Internet-based business is easier and more affordable. Instead of renting out an office space and hiring lots of employees, why not start an Internet business where you don't need a lot of people to work for you, and you're not required to find an office to run? Believe it or not, you can set this type of business up in your own bedroom or attic. As long as you have a fast, stable Internet connection, you're good to go.
5. Your business doesn't need a 24 hour go-to guy to make it work. This means you don't need to stay up late to constantly watch your website. Once your site is up and running, you decide when to check it. You can do so after you have had a good night's sleep, regardless of the time.
6. You don't need to leave home to go to work. Online or Internet businesses don't require you to commute or drive to and from an office

just to get some work done. You can now remove gas, carpool, and bus allowances from your budget list because you can work at home and start earning an income.



7. You can easily measure your personal growth and that of your business. Since you can personally monitor every deal you close and every client you lose, you'll know how well your internet business is doing. Create a chart where you can calculate your profits, losses, and overall income.

An internet business can turn your entrepreneurial dreams into reality. With determination, creativity, and patience, you will be able to reap all these business benefits and more!

Did this catch your attention? Well, if you're now convinced you would like to take on the challenge of starting and running your very own Internet business, what you need to do is to find out how you can do it in the most stress-free manner.

Starting Your Own Internet Business

Starting your own home-based Internet business is not just about having a steady Internet connection or the most high-tech and sophisticated laptop or desktop. There are actually a lot of steps to take to make sure you set up your business properly.

Having a plan to earn more money is one thing, but doing something about it is another. In order to start your Internet based home business, you must meticulously assess the situation and decide whether you are in this for the long haul or if it's just a phase you're going through.

7 Things to Consider When Starting Your Own Internet Business

1. It's essential that you have short, medium, and long-term goals to achieve success. This means thinking about exactly what you need to achieve within a week, a month, six months, a year, five years, and so on. If you don't have goals, once you achieve your current goals, you'll start to flounder because you have nothing to focus on. You can even set goals for the next 10 to 20 years.
2. Identify all the things you are good at. This means you have to know the things that you can do on the Internet. List them down and analyze which ones you would like to do in the long term. Your list should also include your web-related hobbies, such as photo editing, blogging, and photo-blogging.
3. Make sure that you have a strategy when it comes to starting your own business. Every detail included in your business plan should be studied and reviewed on a regular basis to see if you are on track or if you need to do some tweaking (which is normal as a business grows).
4. Identify what types of services and/or products you'll be selling to potential clients. It's advisable to focus on a small number of things to begin with, and you can always expand if you achieve early successes. You can't afford to jeopardize the quality and efficiency of your work by trying to do too much.

5. You must know what you want your website to look like. This means that you need to make sure the layout is properly arranged, your products and services have good descriptions, your contact details, payment options, and a myriad of other factors go into creating a successful website.
6. Customer service is also something you need to focus on. Now, this doesn't necessarily mean you need to hire more people to manage your customer support section of your website. You can do that yourself, but it's vital that you always check to see if there's anything that needs a response. Set it to send you automatic emails.
7. Look for a mentor; someone who can give you answers to all your business-related questions. Of course, you can find some of the information you need online. But nothing beats the information and best practices that you'll learn from someone who has been in your shoes and has successfully established their own Internet-based business.

Remember that there will be a time when all you have to do is to connect to the Internet and start reeling in the cash, but that's possibly a long way down the track. Please be patient and follow the steps below to start your business.

Starting an Internet Business in Three Steps

You might find starting your own business scary and a little bit intimidating. But if you follow these three steps, you can set up your business with solid foundations and slowly develop a successful business.

1. **Decide on a business model.** There are several business models you can pursue. You might even feel overwhelmed, but don't worry. In this eBook, we will share some of the more popular models that have proven to work. You'll then be able to decide which model to pursue. To name a couple of popular choices, there's affiliate marketing that involves promoting a product or service for a share of the sale. Typically, most affiliate programs are commission-based. Another business model is product creation that involves creating a digital product such as an eBook, like this eBook you're reading now.
2. **Decide what you want to sell.** After choosing a business model that you prefer, it's time to decide what you want to sell. Let's use affiliate marketing as an example. What product or service do you want to promote? Clickbank.com (<http://www.clickbank.com>) has tens of thousands of digital products that you can promote as an affiliate. You can promote e-business products, health & fitness, spiritual products, and more. The best way to decide on what to sell is to start with your passion. What are you passionate about? What is it that really drives you to get up in the morning? You'll find out that doing something you actually love makes it a lot more fun and interesting.

If you are going to go for the "services" route, you need to decide on

what you want to offer as a service. Are you good at writing? How about designing? These services can be offered to potential clients.

3. **Create or prepare your offering.** Let's say you go the product creation route. The next step is to create the product. If it's an eBook you're creating, either write it or outsource your writing (more on this topic will be explained in the product creation section). As a general rule, if you have the time, create the product yourself. On the contrary, if you don't have time, outsource it. Both paths have their own pros and cons, which will be further explained in this eBook.

Obviously, without exposure you won't make any sales, so you need traffic. Follow the next three steps to make sure you make sales and keep your Internet business growing.

Three Important Points To Keep Your Internet Business Growing

Running an Internet business is not just about maintaining your website, it's also about growing your business so that you can profit in the long run. Here are three essential points to making sure your business stays strong.

1. **Attract More Traffic.** No, this doesn't involve driving around town avoiding city traffic. The term means increasing the number of times people come to your website through searches and links on other sites because they're looking for the goods and/or services you have to offer. This requires you to find as many ways of attracting traffic as you can because there are never any guarantees that one method for getting more traffic will even work, let alone work well enough to bring in plenty of extra business. You can use article marketing, email marketing, pay-per-click advertising, solo ads, and other methods to help get more people to check out your website and hopefully spend some money while there.
2. **Make Sales.** Once you have people visiting your site, you should start seeing sales happening because it means people are finding you through your advertising methods. The amount of money you earn will depend on how many people visit your site and how much they're prepared to spend each time they visit. Repeat customers are the best, so always look after every client you attract. Eventually you should start to make regular sales and, if you're lucky, you can earn a decent income, but it won't happen overnight.

3. **Keep your clients coming back for more.** Making the right first impression on your clients will get you that first sale. But you always need to be thinking about how to get more business from every customer that you have as well as attracting new customers. It's critical to care for the customers you have because it's far easier to keep a customer than to find a new one. Strive to surpass your competitors in every aspect to ensure your customers have no reason to look elsewhere.

Internet Business Models

Of course, Internet businesses are not just about one model. This means there are numerous types for you to choose from. Surely, there would be one that would suit your interests and complement your skills.

In reality, the Internet can give you countless possibilities in terms of starting a business and earning money. This book will focus on the **eight** most popular ones. These are known to have launched thousands of Internet businesses all over the world.

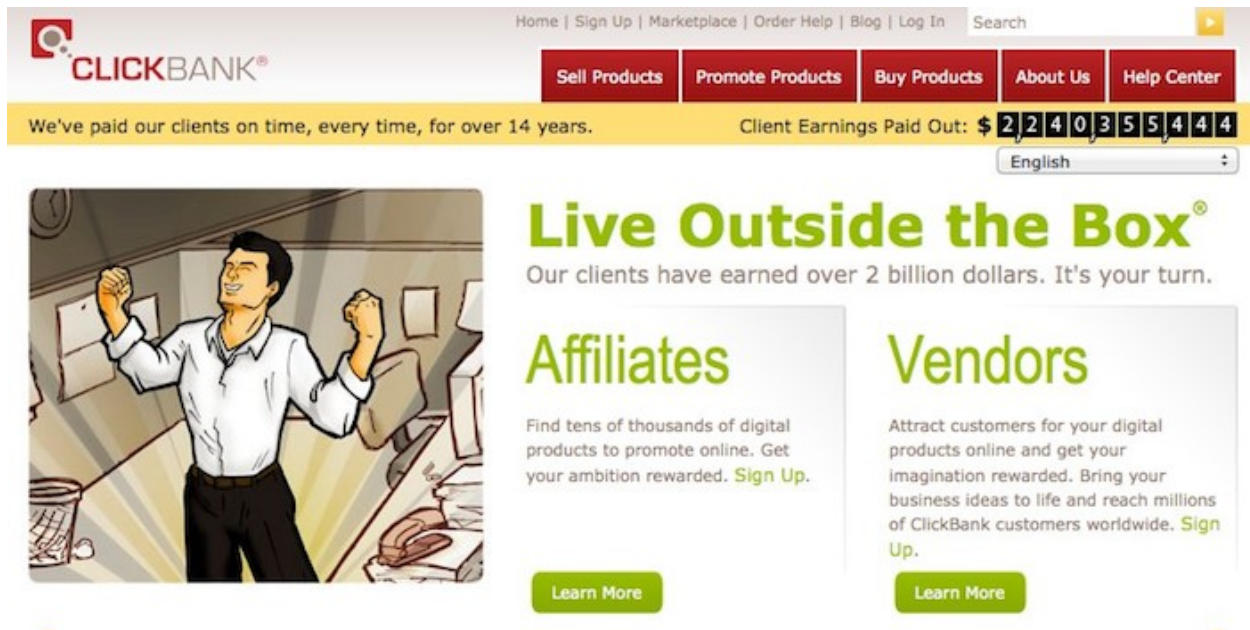
Affiliate Marketing

This model is all about the teamwork between a website owner and online sellers and retailers. The income will be shared by the two affiliates through web advertisements posted by merchants on the owner's website. How will you earn through this model? Well, income is usually generated through visitors clicking the web ad or through purchases from clients who have visited the owner's website.

Three Types of Affiliate Marketing

- **Pay per Sale Affiliate Marketing** – this will allow the affiliate or the website owner (you) to earn big money from sales completed through the advertisements on your website. The merchants will monitor the activity on your website through their sales. Every time they close deals

done through the ad on your site, you'll receive a percentage of the income or a fixed commission, depending on the number of sales that they close. One example is Clickbank.com



- **Pay Per Click Affiliate Marketing** – this model is all about linking the merchant's website to your own website. Say the merchant pays to have their ad posted on your page. Every time a visitor clicks the link that leads to your affiliate merchant's page, you'll earn a fixed amount.
- **Pay per Lead Affiliate Marketing** – known as the highest revenue-generating form of affiliate marketing in the world of Internet business. Since you'll be accepting advertisements posted on your website for extra income, you also open yourself to better chances of earning more money. Leads coming from the ads or links on your websites will be paid good money.

How are payments made?

Payments may arrive instantly or on a weekly, fortnightly, or monthly basis. The payments will be based on the amount that you and your affiliate merchant have agreed upon for each deal. There are several ways to receive your payments. One way is through electronic banking via payment or financial websites. Money can also be wired to your personal bank account – this can be done online or through direct bank deposits. A regular check can be sent to you. Another popular method to receive payments is through PayPal.



What Skills do you need to Start an Affiliate Marketing Business?

You really do not need a lot of skills when it comes to starting this business model. Although you need knowledge about pay-per-click marketing, backlinking, and copywriting, as long as you have the determination to excel in web marketing, you have a good chance of succeeding.

Advantages of the Affiliate Marketing Model

Affiliate marketing is quite beneficial to anyone who wants to start an Internet based business. These benefits can attract more clients and revenue to help keep your business profitable.

You don't need to be highly skilled and creative when developing your own products. In fact, owning your website, maintaining it regularly, and allowing advertisements to be displayed on your page are all ways to generate income. This also implies that you don't have to invest a significant amount of time in the initial planning of your business. Once your website is live and operational, you can begin seeking clients and advertisers to increase your earnings!

1. You don't have to invest a large sum of money to launch the business. There are usually no significant financial risks associated with acquiring new clients. Affiliates will not be required to pay fees for advertising and acquisition.
2. You can generate income even while you sleep. Who doesn't want to earn more cash in the middle of the night? No one! So if you want to make money without the need to stay on the computer 24 hours a day, 7 days a week, affiliate marketing is definitely the right Internet business model for you. Imagine this – you'll continue to earn money even if you're not online, through visitors clicking on the links and ads posted on your website. How cool is that?
3. It's one of the simplest ways to make substantial profits. Whether you are in this as a part time source of income or as a long term business, affiliate marketing is still one of the best ways to make money by running your very own business. Given the multitude of merchants offering products and services online, you can capitalize on this market to thrive.

4. You will always stay up-to-date with the latest in the world of Internet marketing. This presents a great opportunity for you to discover or develop various products and services to showcase on your website. You will have the opportunity to invest in improved techniques to enhance your business and boost your earning money.
5. You will also have the opportunity to collaborate with other affiliate marketers by linking your sites together, potentially increasing your earnings tenfold.

The Downside to Affiliate Marketing

Although it's likely that you can earn good money through affiliate marketing down the road, there are a couple of downsides to this model that you should know, and once you have all this information, you can devise the perfect plan to avoid these problems from happening.

1. As an affiliate, you might encounter misleading advertisements and consequently face accusations of deceiving clients. To prevent this, you need to screen all your clients, verify their products, and ensure the legitimacy of their websites. Additionally, it's essential to discuss all aspects of the affiliation before sealing the deal.
2. You may stop earning without prior notice. This could occur if you fail to maintain regular communication with your merchants. Some clients may halt or cease production without notifying their affiliates, so it's crucial to stay in touch with your merchants to prevent this issue.

3. If you're into affiliate marketing, your site is also prone to fall victim to affiliate hijackers. So instead of you getting all your hard-earned money, these scammers will be taking all the credit instead.

It is important that you research everything that concerns affiliate marketing, including which type will best be suited to you, the way to keep your clients happy, and exactly what methods you'll use to earn money.



Since the advent of online shopping websites, people have grown accustomed to buying what they need from the Internet. Whether they want to order custom-made cakes for special occasions, buy home décor or if they're looking for the perfect gifts, online auction sites and shopping websites such as eBay and Amazon.com, can easily be their virtual shopping mall.

If you are looking for the best way to earn money and get rid of all your unused pieces of furniture and other personal belongings, eBay is the perfect solution. This can also be your ultimate market where you can sell your handcrafted accessories and other items, as well as things you may

buy from other countries, such as clothes, jewelry, and new electronic devices.

How eBay works

You need to understand how this system works and how to set up an account to start buying and selling items on the website. This online auction site also boasts that it's the most fun way to showcase your creative talents and earn a little extra on the side. This is how you can start your own eBay account and sell your products to the world.

- The first thing you need to do is create your own eBay account. You have to submit the required personal information such as your complete name, name of business, your contact information, and your payment options.
- Be ready to answer all inquiries from potential customers. You have to regularly check your eBay account to respond to questions. If you have a fast response rate, it's more likely that lots of visitors will check out your listings because they're interested in what you are selling. It also helps if you'll already include plenty of product, shipping, and policy-related questions and answers so they don't always need to contact you.
- Be familiar with the different policies that involve selling personal and commercial items online. It is important that you do not break any laws and that you know a lot about the products you sell. List all product-specific information that might be needed, including the

manufacture date, expiration date (if applicable) and the place where the products were made.

- If you plan to sell items that belong in separate categories, you should create separate listings. You also need to determine the manner by which you will be pricing your items. You can do it via an auction where potential buyers can bid on specific items they want. On the other hand, you can go for the more traditional way of selling where you assign a set price to each item you wish to sell.
- You can sell the same products but in different colors or sizes within the same category. eBay also has their own categories which you can use for your items.
- You also need to monitor your listings. Regularly check your account and find out if people are viewing your items or if they have submitted orders or inquiries.
- Lastly, be sure to close the deal with your buyers properly. Provide them all the details that they need, especially the modes of payment and the turnaround time for delivery.

What should you keep in mind when selling on eBay?

Since doing business online is becoming more popular, it is high time that you join the bandwagon and start selling your products on eBay as well. Before you start uploading your products online, make sure you know what

you're doing, watch out for scams, and be wary of making poor sales decisions.

Tip 1. Research is the key to a successful eBay business. It's natural that you'll find similar products posted, so check out your competition so you can compete properly and not miss out on potential sales. If you find similar products, it will also help you determine whether the products you intend to sell are popular from the viewpoint of buyers and auctioneers. This will also give you an idea as to whether you should continue selling those products or sell something different.

Tip 2. Take pictures and post them online. Contrary to what some people believe, pictures reveal a lot when it comes to convincing people that a product is worth buying. Just like when you go to a new restaurant, before ordering a specific dish, you'll look at any available pictures. Needless to say, people still eat with their eyes. If the food doesn't look appetizing, there's no way you'll order it. The same applies to eBay selling. Potential buyers first take a look at photos of each product before deciding if the items are worth buying. So be sure to post photos of what you're selling to attract more buyers.

Tip 3. Provide multiple payment options. Buyers will look for better, easier payment options when purchasing products online. So aside from money orders, direct deposits, and online payment websites, be sure that you can also accept payments made through credit and debit cards.

Tip 4. Be professional when dealing with clients. Make sure that every detail posted online is true. Do not overcharge your clients. Respond to your client's queries and feedback as quickly as you can. Respond to your client's queries and feedback as quickly as possible. This also includes your ability to accept feedback, both positive and negative.

Tip 5. Provide a detailed description of each product to give your customers an idea of what to expect when they order the item. Pros and Cons of Selling on eBay and Online Auctions

Pros and Cons of Selling on eBay and Online Auctions

The fact that this is a virtual shop accessible to anybody with an Internet connection means that your products can be easily viewed and purchased. This is one of the best sources of income for those who would like to earn extra money by selling products online. You do not need to have highly technical skills to start an account on eBay or any other online auction site.

If you have a steady Internet connection, a little knowledge about navigating through the World Wide Web and a determined personality, you can set up an Internet business based on this model. If you have a stable Internet connection, a little knowledge about navigating through the World Wide Web and a determined personality, you can set up an Internet business based on this model.

Like any business model, there are downsides to using eBay and other online auctions to earn a living. One is the fees that are charged for

advertising and selling. This can affect the amount of money that you'll be earning. Additionally, there is no guarantee of making fast or consistent money. Similar to setting up a physical store, you'll never know when sales will occur. It is beneficial if you are already established and have received significant positive feedback regarding your customer service and the products you are selling.

Product Creation

If you think that finding a profitable market is difficult, think again. Did you know that using your innate talents, skills, and hobbies can help you earn money? Through an Internet business model known as product creation, you'll be able to start your own home-based business, increase your income, and have fun on the side.

What is Product Creation?



Product creation can be done through several means; one is by selling **eBooks**. These online books can be about almost anything. With your creative mind and writing skills, you can write instructional, informative eBooks that your readers and maybe even advertising firms can purchase. If you are into trivia, history, or current events, your skills can still be useful in writing online books for people to read and purchase.

You can also start creating video and audio training materials, instructional guides, and sell them online. Teasers for each should be posted on your own website and/or social networking sites to entice people to read, watch, listen, and purchase your audio or video “books.” You can easily find audiobook contents online. In fact, you can even base them on your hobbies, interests, and current events.

Selling **software** can also be a great way to earn a living. If you are into software programming, you can sell your designs over the Internet. You can look for new projects on oDesk.com and other similar freelancing sites where employers and job seekers meet to find virtual work connections.

How to Start an Internet Business Using the Product Creation Model

Starting this type of business can be achieved by following these three guidelines. These steps will help you create the perfect products to sell online.

Step 1. Invest in your strengths. Create a list of the technical and Internet related skills at which you excel. Next, write down all the things that you enjoy doing, such as baking, writing, blogging, or photo editing. If you're good at marketing and developing programs that organize and edit pictures, these skills would help you set up your new Internet based business.

Step 2. Narrow down your list and come up with a plan of action to find out your target market. Study the specifics of the line of business you have chosen to find out what level of competition you'll have.

Step 3. Now you have chosen and created the product that you want to sell, it's time to develop a strategy to attract more buyers. One way is to post your products on your own website. You can also offer the products, programs and tutorials on classified sites such as Craigslist or Gumtree and freelancing sites such as ELance, oDesk and Freelancer. Offer affordable packages for your software and include a variety of freebies as additional incentives if possible.

Advantages and Disadvantages of the Product Creation Model

Starting a product creation business can be advantageous because you can do the things you're good at and enjoy. Not only will you be able to reach many people through an Internet business like this, but you will also be able to hone your skills and get your creative juices flowing at the same time.

Although it is not guaranteed that you will earn money quickly, which is considered one of the downsides of product creation, it is possible to earn a lot of money from your sales. You also need to be really good at what you do and be open to improving your skills to help you continue generating lots of sales.

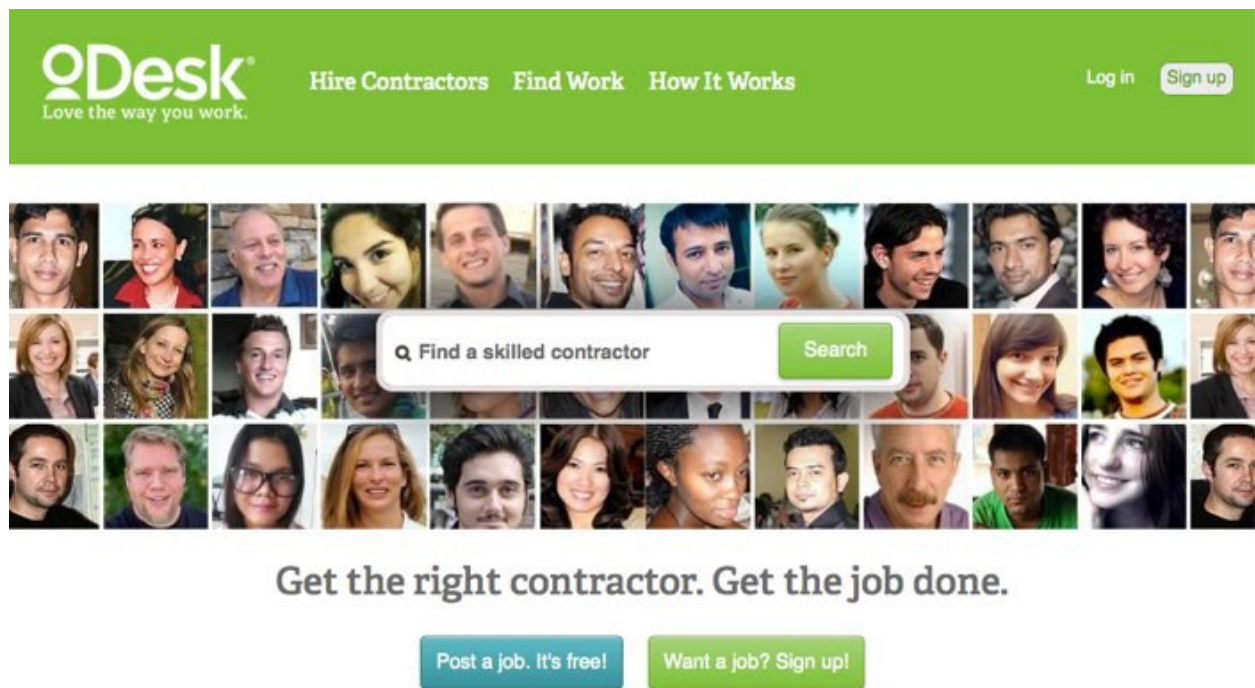
Offering Services on the Internet

This is the perfect option for moms and dads to stay at home and spend more time with the family. Offering services on the Internet is seriously considered one of the best and easiest Internet business models in the world of online jobs and businesses.

How to Start Offering Services on the Internet

It is quite easy to do this. You do not need to be a college graduate to be successful in this business. If you have a knack for writing, website design, marketing, or anything else similar, this job is definitely for you. Check out the different websites where you can hunt for potential employers looking for writers, bloggers, designers, and marketing experts to hire on a part-time, full-time, or freelance basis.

So what services can you offer online? Well, aside from writing website content material and articles, you can also write for blogs, create news ads, magazine articles, promotional material, product descriptions, website design and creation, or get involved in the marketing side of the business. If you think that your options are limited to writing and designing, then you are mistaken. Now that more and more businesses of all sizes are using the Internet to create virtual teams of experts, you can now find jobs that look for virtual assistants, recruiters, telemarketers, accountants, and so the list goes on. [Craigslist](#) and [oDesk](#) can be your best friends when it comes to finding “service- related” job postings.



Advantages and Disadvantages of Offering Services on the Internet

Finding a job online has never been easier. With the help of websites offering a wide variety of jobs on the Internet, you now have the opportunity to find a well-paying job that allows you to work from home. Another positive aspect of this type of business is that you can easily earn good money, even if you are working for just one employer. If you are looking for more options to make money, you can choose to work for numerous clients without facing reprimands or violating company policy. You also have flexible working hours, which means you will have more time for yourself or to spend with your kids.

The downside is that there are some fake clients who are looking for new victims. Some writers don't get paid after writing several articles for a fraudulent company. Some clients also offer very low rates because they are aware that there are thousands of freelance writers looking for jobs. Just be cautious about whom you deal with. It is advisable to review

employment feedback and client ratings on the website to ensure that you will not face payment denial for your work.

Internet Marketing

No, marketing is not just about going house to house promoting your products and services or paying thousands of dollars just to have a TV or radio commercial aired to let people know you are launching a product. Now, with the help of the Internet, business owners, manufacturers, and home-based job seekers will find that marketing can be done without spending too much money and at the same time being able to earn extra money.

Types of Internet Marketing

There are actually three types of Internet marketing, and this book will discuss each one in detail. Then you'll have enough information to help you decide whether this business is for you and if you will benefit more from one, two, or maybe all three types.

1. Video Marketing

This advertising strategy is similar to how television ads work to promote a specific type of product or service. The only difference is that video marketing is now making its way to the digital world. It is viewed as a means of reinforcing an existing marketing campaign to help remind Internet users of products that are available. You can also earn more money by accepting advertisements which you can include in your video postings.

Advantages of Video Marketing

Social Media Friendly

It doesn't take a genius to know that videos about product promotions and endorsements can be spread through social media. In fact, people can even hire social media influencers to share videos by posting them on their walls and tagging their friends. Imagine a Facebook wall without tagged posts like movie trailers, music videos, slideshows, and product endorsements. It would be extremely dull and plain.

Budget-Friendly

This is considered one of the most cost-effective marketing strategies. So if you are seeking a cost-effective way to enhance and support your current advertising campaigns, these videos can greatly assist you. Posting on social networking sites such as Twitter, Facebook, MySpace or Orkut is completely free. Merchants can collaborate with you by paying a commission to have their products advertised through your videos on YouTube.

Style-Friendly

Forget about using old-school flyers and posters to promote your business, services, or creations. Now you have the option to stylishly advertise through Internet marketing. People who value staying connected and finding everything they need quickly would find video marketing an effective and convenient way to shop and find services effortlessly.

Location and Target Friendly

You can specify your target audience as well as the locations where you would like your videos to be shown. This works regardless of whether you have a local business that you would like to promote or if you're hired to make videos for nationwide businesses.

Disadvantages of Video Marketing

There are several things that you might call limitations in terms of using video marketing as an Internet business model. Consumers will not be able to physically take a sample of the products that you are promoting. If you are the one in charge of coming up with the video, you need to have the required skills to make the video ad so the final product is flawless. Another fact to consider is that some videos are perceived as scams, so be cautious when responding to ads.

How to Start Video Marketing

Make a profitable business venture through video marketing. Here's how you can become a leader in Internet businesses:

1. Become a video editing master. If you enjoy video making and have the skills to transform simple storylines or concepts into amazing videos, this is the perfect business for you. Be creative, and you can achieve success.
2. Invest in video editing programs and software, which are relatively easy to find. Some software options are highly sophisticated and expensive, but you can also find affordable, user-friendly software that can still create fantastic video effects as well.

3. Find your target market. Remember that you can choose which kinds of videos you want to make, so think about your concepts, ideas, and the types of products that you want to work on.

2. Email Marketing

Making extra money can be done through email marketing. If you are constantly online, checking your emails or chatting with your friends, email marketing can be your way to earning enough to start a permanent Internet business. You can send emails to promote products, services, and events. Email marketing can help retain loyal clients, so you need to appreciate the value of the business they bring in.

How will you earn money through emails?

- Email marketing requires you to have a target list of recipients – a list of people who are scheduled to receive your email advertisements. If you're working for an online company that usually sends out newsletters and virtual coupons to their customers, you can get your updated list from them. To get your lists of recipients organized, an autoresponder can be of great help.
- You also have to collect new email addresses by getting people to subscribe to your emails. So how can you convince guests to subscribe? You can send free gift cards, coupons, newsletters, articles, ebooks, and other useful products that will be of some benefit to them.

- Once you have a regular email following, you can earn money from selling good quality products or services to your list of subscribers. Be careful not to send too many sales-oriented emails, or people may unsubscribe quickly.
- Choose from three types of email marketing: direct email, retention, and advertising for others.

Advantages and Disadvantages of Email Marketing

This is a business that you can operate without investing a lot of money. This cost-effective business can help you make money quickly. You can instantly reach your target clients instantly. Another benefit of email marketing is the ability to add creativity through personalized emails. Businesses also opt for this form of Internet marketing to reach a large number of people without incurring high costs for traditional mail or hiring people to distribute flyers or put up posters. Moreover, including complimentary gift coupons in your emails is an excellent way to keep your loyal customers satisfied.

On the other hand, there are several downsides to email marketing. Sometimes Internet connection glitches can cause email delivery failures so members of your list don't receive whatever you're sending them. It can be dangerous to send the same email more than once in case it's viewed as spam and you get marked as a spammer. If this happens, you will be completely blocked from their virtual mail boxes. Spamming also started the feud between email marketers and the law. Due to the increase in the

number of hackers and spammers in the virtual world, laws have been enacted to penalize individuals found guilty of spamming.

3. Article Marketing

Write your way to a successful Internet business through article marketing. This viral marketing tactic is all about writing and hiring freelance writers to compose ads and feature articles to promote their businesses, products, and services. These articles are usually keyword-centric, which means that when you write for a client, you will be asked to compose your articles around specific keywords or phrases. These words are then linked to the client's actual website.

Tips to Start Earning Money through Article Marketing

Remember that if you want to earn money through this Internet business model, you have to be specific about what you write because article sites such as About.com, Ezine.com, and eHow.com are very particular about the content of each article they receive. If your posts have passed their quality checks, you can be sure that you'll get paid for your work. All important information should be included in your articles, and a resource box needs to be added if you're quoting lines or phrases from existing posts on the Internet.

You also need to find clients that will pay on a regular basis and agree on what that basis will be. If you are wondering how you are going to get paid, there are several ways to receive money from clients. They include: direct deposits, credit cards, money grams, and online payment transaction sites such as Paypal.

Advantages and Disadvantages of Article Marketing

If you are seriously considering article writing, you should understand the potential benefits of this business. One positive thing about article marketing is the fact that finding clients is not that difficult, although it will depend on how much you're willing to accept to do the work.

There are numerous legitimate online job postings for content writing, so potential work is often available. Another advantage is that payment can be received instantly. Depending on your agreement with clients, you can get paid straightaway, weekly, fortnightly, or monthly. Experienced writers should be able to write about a wide range of topics. The more flexibility you have in this area, the more work you will likely be able to secure. Work can include articles, blog posts, product reviews, news items, product introductions, ebooks, reports, resumes, and more. Your work week will be filled with variety and new topics to write about.

When it comes to the “cons” of article marketing, there are several points that you also need to consider. Since there are many article writers competing for jobs, you may at times be offered low rates. This means there is no guarantee of earning thousands of dollars at a time. The chances of having duplicate or similar content are quite high. You may need to revise your material extensively to meet client requirements.

4. Membership websites

There is another internet business model that you should consider before deciding which home-based web business to start. Membership websites

are slowly making a mark on the Internet business arena, especially among business owners who would like to promote their products and services as well as people wanting to start their own Internet based business. Developing such websites can be based on specific themes such as those that concern improving one's lifestyle, health, and even fortune.

What are the different types of membership websites, and how can I earn money from them?

Learn about the different types of membership websites and discover how you can earn more money from each.

- a. eLearning membership sites focus on teaching people. Often geared towards home-schooling, these websites require members to sign up and pay a fee to work towards a specific degree. It could be for a Foreclosure Inspector, a Masters Degree in language or Public Administration. Some membership websites even allow members to learn new languages. How will you earn money? Whether you are an online instructor, a website developer, a client, or a creative businessman, you will surely find ways to earn money through eLearning membership websites.
- b. Social Networking – anyone who has access to the Internet will almost definitely have a social networking site they have signed up for. Sites such as Facebook.com, Plaxo.com and MySpace.com are all membership based and you can sign up for free. But you also have an opportunity to earn big bucks through marketing posts, tagging ads and videos.

- c. Goal-specific sites are based on specific industries, such as teaching people how to bake or sell recipes and baking products. You could start a website that offers new computer software downloads, clothing, or information and products related to health.

Tips when Starting Your Own Membership Websites

If you have decided to create your own membership site, you need to choose the type of site you would like to develop. Your target clientele should also be kept in mind.

You also need to find reliable website-making software as well as a good source of clients. Once you have set up your site, you must ensure that you post informative, accurate content as well.

Advantages and Disadvantages of Membership Websites

This form of internet business can be highly beneficial for you, especially if you are looking for a regular monthly income. You do not need to hold a specific degree to succeed in this type of business. You simply design a membership website with a specific theme and let your merchants and writers handle the rest for you. Many individuals seek trustworthy websites to acquire more information about their interests while also having a virtual shop to access new products and services.

What are the drawbacks of membership websites? While the business doesn't demand expertise or extraordinary skills, you must maintain

passion for the sites consistently. A lack of passion and proper management will ultimately lead to the downfall of your business. Therefore, you need to continuously update the site to prevent it from becoming dull and outdated. This is target specific, which means that the website should be organized and up-to-date.

Recommendation

Confused about which Internet business model to choose? Let's help you choose the right one for you.

First, you have to ask yourself, which business model captured your interest the most?



If you believe you can handle creating new products by writing interesting blog posts or ebooks, by all means, start a Product Creation business and set up your website.

You can start earning money on a regular basis after a while if you're good at what you do. However, you also have the opportunity to boost your earnings by combining your existing business model with another.

Your product creation business may be booming, but you can still add more flair to your business by collaborating with merchants to market their businesses as well. You can create marketing articles to promote products and services for a fee.

If you want to elevate your business to a higher level, consider launching a membership website tailored to online businesses that sells articles online.

Learning and Internet Businesses

Just like the old adage “Rome wasn’t built in a day,” your Internet business success will not happen overnight. This means you need to keep coming up with new ideas to improve and promote your business.

In the same way, you need to keep learning new tricks of the trade to keep your new venture afloat. You can enroll in web-based business courses and consult marketing experts and other Internet business professionals for new ideas, solutions to business concerns, and answers to your existing business-related questions.

You also need to be aware that 95% of all Internet businesses fail within the first 5 years. But do not let this discourage you from pursuing your business dreams. Accept the fact that you may or may not succeed and work hard to avoid bad things from happening.

Hone your skills, never stop learning, stay positive, be open-minded and you and your internet business will definitely go places.

Resources

Site 1 – www.somedomain.com

Site 2 – www.somedomain.com

Site 3 – www.somedomain.com

Site 4 – www.somedomain.com

Site 5 – www.somedomain.com

Site 6 – www.somedomain.com

Site 7 – www.somedomain.com