

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



DAY 1

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Created & Published By
Omar & Melinda Martin

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Day 1

Newbie

[noo-bee]

noun

1. a newcomer or novice, especially an inexperienced user of the Internet or of computers in general.

If you're new to Internet marketing and you're on the subscriber lists of a few prevalent marketers, more than likely you have witnessed or perhaps even partaken in a big product launch. These launches happen all the time and they kind of creep up on you. Here's how it happens, first you get a couple of teaser emails and maybe some cool videos to watch. Then they subtly announce the launch date of their "killer" product. When that date arrives, your inbox is literally flooded with emails from different marketers promoting the launch.

After a few days, the launch is over and you're reading all the blog posts and Facebook threads about how the launch made over \$1,000,000.00 in sales or some other ridiculously big amount like that. Now you're wondering "What the heck just happened?" Wouldn't you like to be the creator of that "Million Dollar Product" or even just one of the affiliates that banked several thousand dollars by simply promoting the product? Well, In this series we'll explore the facts about "Online Selling" and we'll uncover the ideal methodology a newbie can implement to get started on the right path to "Making It Happen" online.





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In these trying economic times, more and more people are turning to "Internet marketing" each day as a means of supplementing their income. Home based businesses are becoming more and more commonplace all around the world. Unfortunately many of these entrepreneurs fail. Here's why, in many respects the very definition of "Internet marketing" can preclude you from achieving success.

Just marketing a product and raising awareness doesn't make you money, **SELLING** that product over and over again does. The key here is to **SELL**, and there are **four fundamental skills needed**. There are also 8 basic components that you'll need to thoroughly understand. I'm about to explain the 4 critical fundamentals here and then over the course of this training, I'll teach you about the 8 components you'll be using to master the fundamentals.

First and foremost I will address the most pressing question, that is... "What's the difference between selling and marketing?" ...The difference is quite simple actually and understanding it thoroughly will make a huge financial impact on your business.

Marketing

[mahr-ki-ting]

Noun

1. **The act of *raising awareness*** about your product or service. Making the existence known.
2. Branding yourself and getting people to like and trust you by bringing valuable points to their attention.

Marketing and selling go hand in hand. You can't do either one effectively without the other yet ***they are two distinctly separate things.***





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Selling

[sel-ing]

Verb

1. The act of **exchanging goods** or services for payment.
2. Persuading people to take action and make a purchase or *financial investment* in you, your product or your service.

“People love to buy but they hate to be sold.”

The effective application of that simple fact will serve as the cornerstone for your Internet selling success.

Attempting to sell without prior proper marketing tends to push prospects away. This is called **the “Hard Sell”**. You may be more familiar with this type of selling if you've ever purchased a used car from an annoying and obnoxious salesman. When one attempts to sell on impulse alone instead of using the power of marketing, they are simply throwing spaghetti on the wall and hoping that some of it sticks. Sure this method will make you some sales, but it is a self defeating method that will seldom result in a HUGELY profitable, long term online business.

Marketing to potential customers brings them closer to you on a gradual basis. This is called **the “Soft Sell”**. You may be familiar with this type of selling if you've ever entered your name and email on a website to receive a free download. Then over the next several weeks the marketer continues to email you with information to build a relationship with you before subtly offering you a product. This method brings the prospect into what we call a “Sales Funnel” and is extremely powerful when executed properly.





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The biggest mistake that most newbie Internet Marketers make is they jump on the scene and they just try to start hard selling right off the bat. They just come out of the gates swinging, aimlessly throwing spaghetti on the walls. Unfortunately this does great damage to the brand they are concurrently trying to establish.

This eCourse is aimed at helping you **understand the basic factors** to consider when you're in the beginning stages of building your internet marketing business. This is a critical time and setting up your marketing properly will eliminate the need for "hard selling." It will streamline your sales process by literally creating a group of trusting, hungry prospects.

Let's talk about the 4 fundamentals of Internet Selling, and I'm talking **LONG TERM Internet selling**. I'm talking about **building a consistent and reliable income** that can replace your salary and then some. These are the factors to engrave in your mind if you want to develop a business that endures the test of time. If you let these factors escape you then your business will most likely just be a flash in the pan, or an expensive, unprofitable hobby. Harsh, yes I know... but never the less, very true.

The 4 Fundamentals To A Solid Online Business

Fundamental #1 List Building

Everything, and I sincerely mean ***EVERYTHING you do online should be geared towards growing your subscriber list***. Your members are the "lifeblood" of your Internet business. Your subscribers and followers become your customers but more importantly, they also become your biggest asset in the acquisition of more members and followers.

Growing a **strong and responsive subscriber list** should be your main goal from day one. Over the long term, absolutely nothing is more important than this. When you build a strong list the money follows but if you only chase quick money, you'll create a frustrating and time consuming business that might break even at best.

There are many ways to build a subscriber list and there are many different types of subscribers. The most valuable subscribers are naturally those that have made a purchase from you. In the beginning however, it's important to just get followers that are interested in what you have to say, then through the process of relationship building we will convert those





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interested followers into subscribers and eventually paying customers. For the most part, your subscribers will be on several of your lists. You see, when a marketer refers to his or her “list” they’re actually referring to the sum of multiple lists comprised from multiple sources.

Interested followers can be aggregated in a number of ways and in a number of places by way of an “**ethical bribe.**” An ethical bribe is what we call **the exchange of VALUE for contact details.** Ideally you first want to create a “following” by sharing content, insights, opinions, advice, basically by putting out “**feelers**”. Feelers are bits of **material that you use to attract potential prospects.** This can be done through posting information of interest on social media sites like Facebook, Twitter, YouTube and many others. Advanced list builders even run paid ads for mass exposure to their social media posts so they can get a lot of eyeballs on them.

The more you share, the more eyeballs and followers you’ll get. This is how you begin to build an audience. Once you have an audience you can offer an ethical bribe to them as a way to start growing your subscriber list. An ethical bribe can be anything that the user perceives as valuable and on which you can place a suggested retail price on. You waive the cost of this item in exchange for the prospects name and email address.

Those names and emails that you collect will make up your subscriber list. By communicating with these people via email over time, you will convert some of them into buyers. When they make a purchase they are now on your buyers list. (you’ll learn how to move prospects from one list to another inside [the ISFN course](#)) Some people however, will go right ahead and make a purchase without ever even being on your subscriber list. (You’ll see that happen more and more as you increase your branding and social presence.) As you repeat this process over and over with multiple products in multiple niches and sub-niches, over time, you will have built many lists. The sum of which you can **promote affiliate products to and make money on command.**

To physically build a list of subscribers you’ll need a couple of things. One is an autoresponder service (database) to store the emails in and another is what we call a “squeeze page”, this is basically a simple “mini website” specifically designed to capture the visitor’s name and email address by way of a web-form. A web-form is just a name & email field with a submit button that empowers you to store the visitors information in a database for future use. There are many types of squeeze page designs and webform styles. Some work better than others.

Once the contact details are in your database you can bulk mail your subscribers to stay in





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touch with them. As your list grows, you can **monetize it by emailing promotional offers** for either your own products or affiliate products on which you'll collect a commission if the subscriber makes a purchase.

Fundamental #2 Driving Traffic

Now that you know that list building should be your number one goal as you build your internet business, I will clue you in on a little secret....

To Be Continued...



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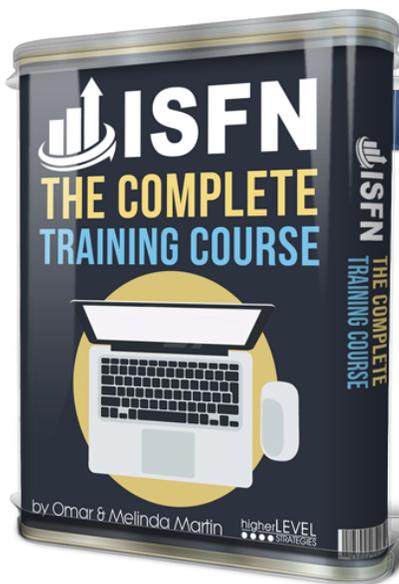




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Get In Now & Start Today!

Internet Selling For newbies (ISFN) is exactly what you need to fill in the blanks and get you moving in the right direction. If you are willing to make a small one time investment into your future I will give you permanent access to all the training videos, resources and study materials that you need. Your members area contains classroom “workshop style” videos and screen capture videos that will go into more detail to help you **build an Internet selling business of your own STEP BY STEP**. No fluff here, just solid information that you need to learn.



The Complete Training Course

- ✓ Digital Web Business Basics
- ✓ Marketing Versus Selling
- ✓ Branding & List Building
- ✓ Affiliate Marketing
- ✓ Vendor Marketing
- ✓ TRAFFIC: How To Drive It
- ✓ Funnels Made EASY
- ✓ Product Launches
- ✓ Making It All Work FOR you

We've carefully structured this program in a way that will truly empower you to **build a long, self sustaining and profitable Internet selling business**.

People have paid hundreds of dollars for this information but we've decided to make it available to you at a super low price. Why? Simply because **we want help you succeed!** We want to build a long lasting relationship with you that may foster future businesses and joint venture partnerships.

GET IN NOW - THIS LOW PRICE WON'T LAST!

