

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



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Created & Published By
Omar & Melinda Martin

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Day 2

The 4 Fundamentals (Continued from day 1)

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. The better you are at driving traffic, the bigger your list will be. The sooner you start driving traffic to your squeeze pages and your websites the more profitable you will be. No matter how good your product is, no matter how pretty your squeeze page looks, no matter how enticing your ethical bribe is, it will all mean nothing unless you can get hordes of human eyeballs to see it.

So what is traffic? Well there are several different types, but for the most part, traffic is what we call the flow of website visitors that you get on a daily basis. The more targeted the traffic, the more successful the website will be. Targeted traffic means that the prospect arrives at your site already having a keen interest in the subject matter. Therefore, they are predisposed to taking action on your page.

In my experience, there is no facet of internet marketing that people struggle with more, than traffic. The reason for this is very simple, they create a product first and then they look for the traffic later. That is the biggest and costliest error that I made in the first 18 months of building my business.

To be truly successful, you must FIND THE TRAFFIC FIRST and then create a product that they can use. If you do it this way, you will never struggle to get visitors to your websites because all of your websites offer products that are in demand for the audience that you created in advance.

Let's say you have a killer recipe for BBQ Sauce and you want to open your own BBQ restaurant but you're on a limited budget. You know your restaurant's success depends on foot traffic and visibility after all you've heard it said many times before in retail... "Location,





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Location, Location" so you are faced with a tough decision to make. "Do I pay top dollar for prime commercial real estate in a highly trafficked mall or do I save money by putting my restaurant in an obscure part of town with low rent?"

Even though the initial investment is higher, the mall location will produce a profit faster while the obscure location won't even cover the low rent. In the obscure location you would have to actually create the traffic by paying for advertising while the prime location will have inherent or what we like to refer to as "organic" traffic. This is what driving web-traffic is all about.

It makes absolutely no difference how good your product is if no one can find it on the Internet. You have to identify existing flows of traffic online before you set out to sell a product. **It is much easier to create a product for the traffic than it is to create traffic for a product.**

There are a great number of places online where people with common interests congregate. Those are your traffic pockets. You need to place traffic signals there which direct the surfers back to your websites, your squeeze pages your Internet real estate. This can be done in a multitude of ways but generally speaking, traffic is something you will either BUY, BORROW or CREATE.

Fundamental #3 Conversions

Okay, so now you've gotten some customers to your BBQ restaurant where they can buy your delicious home cooked secret recipe for Chicken & Ribs... but will they? Will they actually buy? How does your restaurant look? Is it clean and tidy? Do you have nice furniture and an attractive menu? Are you fairly priced? What kind of specials do you offer? Do you have a punch card that can earn me a free meal after a certain amount of purchases?

What are you actually doing to *convert your visitor into a REPEAT buyer*? That process is called "conversion." The way you structure your website from, graphics & sales copy to offer and guarantee will all determine whether or not your visitor actually buys from you.

In a nutshell, conversions mean to **take a visitor and "convert" him into a buyer**. We do this by focusing on the structure, layout and function of our website. Just like a grocery store is designed to make visitors buy as much as possible, so should your website. From the moment you walk into a grocery store everything is strategically positioned to increase the likelihood that you will end up going home with more than you came to buy. That's why the most





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commonly purchased items are all the way in the back of the store and the most commonly traveled aisles, contain the most eye catching specials and your website is no different.

Online business owners are constantly working to increase conversions on their websites. We constantly monitor our website's performance to predict the average visitor's behavior on our website. This information helps us to modify the site to maximize conversion. We optimize our websites by testing certain components and then analyzing changes in the website's statistics and metrics. Click stats are provided by the affiliate network, in our case this is typically [JVZoo](#).

The key here is to monitor your site metrics, impressions vs. clicks in comparison to sales. Acknowledge trends and then tweak the site components by "Split Testing" different site parameters.

Split testing can be done with special software or it can be done manually by monitoring the site statistics daily and making subtle changes to see how they affect conversions. Perhaps your background color is too bright, or your headline font is too big. Maybe your guarantee is not in a prominent location on the page. It could be any number of changes that improve a sites conversions. The key here is to test, test, and retest. Once you've arrived at a high converting formula stick with it and repeat the process.

Fundamental #4 Duplication

This is probably the most important fundamental of the four... "Duplication."

To Be Continued...





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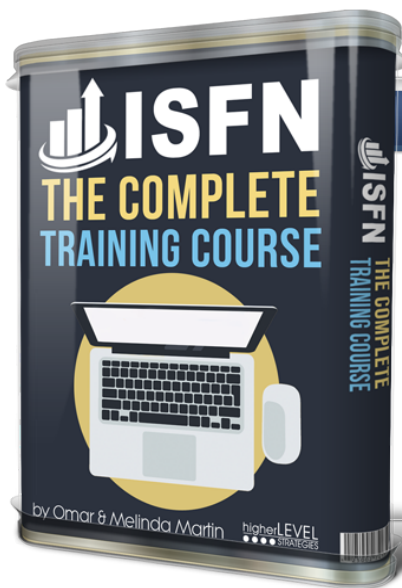




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Internet Selling For newbies (ISFN) is exactly what you need to fill in the blanks and get you moving in the right direction. If you are willing to make a small one time investment into your future I will give you permanent access to all the training 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
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- ✓ 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.

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