

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



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Created & Published By
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Day 3

The 4 Fundamentals (Continued from day 2)

Fundamental #4 Duplication

This is arguably the most important fundamental of the four, "Duplication." If you want what a man has, model what that man does. Contrary to what you may believe, one of the biggest reasons that Newbies fail on-line is NOT lack of direction. It's actually "too much direction" or should I say too many directions (plural).

The average newbie opportunity seeker subscribes to several Internet marketer's lists and begins acquiring just about every product that appears to promise instant riches. The problem is that different marketers have different marketing angles and strategies which pull the newbie into a frenzy of information overload. This in turn causes multiple info products to accumulate on their hard drive until the tasks at hand become insurmountable and they just throw in the towel.

The key to avoiding information overload is quite simple, Go on a "Low Information Diet" by choosing a mentor that you like and relate to. Do some research and once you've decided on who you will follow, duplicate their success step by step. Once you begin to see positive results, just duplicate YOURSELF to increase your results.

This process of duplication is a sure fire way to avoid the snags and pitfalls of newbie marketing. You shouldn't try and reinvent the wheel. Instead, follow the path that other successful marketers have already paved, particularly in the beginning.

Duplicate your mentor, then duplicate yourself. Duplication is more than just finding a mentor to model, duplication is very important for the long term survival of your business. You should not only be able to duplicate what someone ELSE has done, but you should be able to duplicate what you've done *without compounding your daily tasks*. This is called "scaling" and this is the way we grow our businesses.





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The easiest way to mess up the duplication process is to create products and websites that are not scalable. **You should be able to handle one thousand orders with just about the same ease and flexibility as it takes to handle one order.** If not, you're just trading your time for money and you've created another job for yourself.

If you create a website, for example, that sells a \$50 product but that product is a physical product that you have to make yourself and manually ship to the customer, you may be able to handle a couple of orders per day or per week, but what happens when the business grows to the point when you can't handle the orders yourself anymore? You might say, "well, that's easy I'll just hire someone." Unfortunately, that is a critical growing stage of any business and the moment you hire staff the profitability goes down and you've just added a huge stressor to your business called "risk."

Physical businesses that require your personal fulfillment can be very difficult to scale especially if the product you are producing comes from a personal skill or talent. Even if that one shipping business is scalable, how many times over can you duplicate it? Can you have two or three websites offering similar products when each of them demand your personal time and the time of your staff? There's a finite number of hours in the day and any business that depends on exchanging time for money will eventually discover they have a finite amount of money.

I hear this complaint all the time from people that offer online services like, SEO, Social Media Management and lead acquisition for offline clients. The demand of time to service each client increases while the ability to take on new clients does not, this can create a very stressful and non scalable situation.

By creating websites and digital products that bring money in on autopilot, your business becomes duplicatable and easier to scale up. This is how you can develop multiple income streams by making multiple websites which each bring in a little bit of money like your first one. If the income on one fluctuates, it can be compensated by another stream. Hence, duplication is extremely important and is made up of two parts. First, seek to duplicate a successful marketer and a successful process. Second, once you've done that, duplicate yourself over and over again.





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The 8 Critical Online Business Components

So that was the four key fundamentals you need to understand but in case you're asking yourself "How Exactly Do I EXECUTE The Four Fundamentals?" Well... you make it happen by using the following 8 components in your business. Keep in mind that you don't have to be an expert in these components or "tools" to make money online BUT most successful internet marketers are. At the very least, you should familiarize yourself and have a thorough understanding of each of them.

As the saying goes... "There are many ways to skin a cat" (figuratively speaking of course) and there are many ways to make money online. There are all sorts of angles, tools, business models and I'm not going to profess to know them all, but the good thing is that I don't have to. As a matter of fact, I'm only good at a few but that's all I need to be able to quit my job and work from home and the same will hold true for you.

As you're building your business, you'll come across other marketer's and other methods, each positioned to make you think that it's the "end all be all" and you'll be tempted to shift gears. I will caution you to exercise willpower and stay your present course. If you hold fast to the basic fundamentals above and you implement the following components, you will be able to build a strong and steady long term business. Not just a transient flash in the pan.

Component #1 Web Hosting

Web Hosting companies provide you with "Internet real estate". This is basically your own little chunk of space on the web commonly referred to as your web space. When you create a website it must be "hosted" on your web-space. There are hundreds of hosting companies out there to choose from and here are some things to be wary of.

First of all, be sure that your hosting company gives you FTP access to your site. FTP (File Transfer Protocol) is the method by which sites and information is uploaded to your web-space. Avoid companies that force you to use only their "online website builder" to create your sites as these are usually very limited services and you'll regret it later. I've been using [D9-Hosting](#) for nearly 10 years because it's awesome and it gives me full control through my own control panel that I can log into on every one of my websites. This control panel is commonly referred to as "c-panel" and it comes with tons of built in tutorial videos on just about





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everything that you need to know regarding your hosting account.

If you're a bargain shopper and you're looking to build your business on a budget, there will be many tools that you can find for free and there will be many discounts on products that you'll be able to find, but mark my words, web hosting is not an area of your business where you want to pinch pennies.

Web hosting is one of the two most important components of your business. All of your websites and affiliate landing pages will be online and visible to your customers based on the quality of service that your hosting company can provide. It's important that you go with a good company that understands what you're trying to do with your websites and that can service your needs as an internet marketer.

I've heard many many horror stories about bad things that have happened to good people because they tried to save a couple of bucks and chose a crappy hosting company. Don't let this happen to you. I recommend that you use [D9-Hosting](#) but you can go with any company you want (but for the sake of God steer clear of Godaddy!)

Component #2 Domain Name

Your domain name is an address that points to your web-space. For instance.. OmarMartin.com is one of my domains. If you type www.OmarMartin.com into any web browser on the planet, your computer will navigate to my website. One can have many domain names hosted on their web-space.

At the time I wrote this I currently own 98 different domain names. I create a new domain for each website project I'm working on. Domain names can be purchased from thousands of sites but I recommend that you purchase them right from your hosting company because this makes it easier to point them to your webspace since they are both hosted in the same place.

There are other companies out there called "registrars" from which you can buy domain names as well. Once you buy the domain from the registrar you will have to point it to your web-space by entering your DNS (domain name server) settings and you'll have to wait about 24 hours for the information to "propagate". It sounds a lot harder than it actually is. Your web hosting company and your domain registrar will have tutorials on how to do this. I suggest you keep things simple and do it all in one convenient place like [D9-Hosting](#).





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Component #3 Website Platform

Now you need to create your web site using a special online platform. You're gonna love this part because this is basically...

To Be Continued...



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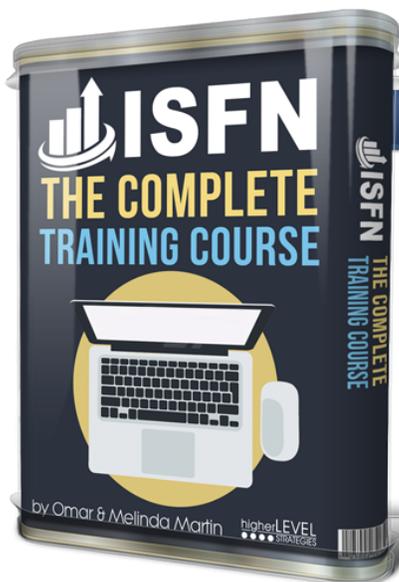




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Get In Now & Start Today!

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
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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**.

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