

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 4

The 8 Components (Continued from day 3)

Component #3 Website Platform

Now you need to create your web site. As a matter of fact, as an internet marketer there are several websites that you're going to have to create. Back in the day, we used to have to learn how to use special software that required a knowledge of HTML code (Hyper Text Markup Language) before we could build a website. You'll be very happy to know that today it is MUCH easier to develop websites using very simple and affordable platforms. My favorite website building platform is actually free and it's called [WordPress](#).

[WordPress](#) is a site building platform that started out being a tool mostly used by bloggers. Due to the fact that it is so flexible and it's an open source (free) tool, it has become one of the most commonly used site building platforms on the web today. It's also extremely easy to use and has many themes and plugins available in the repository.

A **theme** is a set of instructions that tells the platform what to do. Themes are what enable you to customize the look and feel of any website that you create with [WordPress](#). For example, we use [OptimizePress](#) as our theme on all of our websites because it has built in page templates that allow us to quickly and easily create just about ANY type of page that an internet marketer might need. Lead capture pages (opt-in pages), sales pages, webinar pages the works! I also really like the drag/drop interface and the ease with which we can customise the colors and appearance of every page on a website.

A **plugin** is a small program that can add extra features to the platform. Plugins enable you to add specific functions that you may need on your website but that are not already built into [WordPress](#) or to your theme. For example, let's say you are building a membership site and you want to have various levels like FREE, GOLD, PLATINUM etc. You could install a plugin like [Wishlist Member](#) which adds that functionality to your website.





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Component #4 Payment Processor

If you want to sell something on your site you'll need to have a method of collecting money. Even if you don't want to sell something on your own site you'll need a way to receive money online. The most common way to do this is through a little company you may have heard of called PayPal. There are others out there but PayPal is the most commonly recognized and you should create an account (if you don't already have one) You can easily link your PayPal account to your bank account for quick and easy access to any payments you collect online. PayPal also provides many services for merchants that you can utilize in your online business and it's a widely trusted service.

The plot thickens when it comes to generating a payment button for your website so that customers can pay you.. There are various ways to do this for example, using a merchant account, a payment gateway or an affiliate processor. For the time being it's important that you just have a basic PayPal account but you will eventually want to get a business account.

I recommend that you start by using a service like [JVZoo](#) which is super easy and takes care of a lot for you. You'll learn more about [JVZoo](#) in component #5 because it synchs to your PayPal account, it allows you to create payment buttons AND it creates unique "affiliate links" so that other marketers can promote your products.

Component #5 Affiliate Processor

Eventually you will want other marketers to sell your products FOR YOU so you can make even more money. You will pay them a commission for referring the business (of course) and an affiliate processor enables you to do that. For the most part these are free membership services that charge a small fee per transaction. The affiliate processor that I use and recommend is called [JVZoo](#), there are many others out there but I feel that [JVZoo](#) is the best for someone starting out.

[JVZoo](#) offers a multitude of services that have really made my life easier as both a vendor and an affiliate marketer. These services enable you to create unique payment buttons that you can put on your websites (sales page.) Affiliate marketers can create their own unique link to your website through [JVZoo](#). The platform keeps track of which affiliates created your sales and instantly divides up the money so everyone involved gets their commission. The affiliate gets his commission, [JVZoo](#) gets their fee, Paypal gets their fee and the vendor keeps their





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share.

[JVZoo](#) does this all instantly and automatically with each sale so that you don't have to worry about the accounting. They can even divide the money between you and your partner(s) so that no reconciliation or additional manual payments by you are required.

Another one of the main benefits is that [JVZoo](#) is a great source for affiliates. People from all over the world go there LOOKING for products like yours to promote because [JVZoo](#) pays instant commissions through PayPal.

No waiting on the affiliates side and no tracking, reconciling or accounting of any kind on your side.

Component #6 Autoresponder

Building a list of subscribers is critical and to do that properly you'll need an autoresponder service. These services are pretty inexpensive and easy to use. The most commonly used are [Aweber.com](#) and [GetResponse.com](#). These sites enable you to create a "web form" which is nothing more than a name and email form to put on your site. This empowers you to collect visitor information on your websites and build a list of subscribers to market to in the future. This is done by way of an "opt-in form" on what is often called an "opt-in page" or a landing page.

The autoresponder allows you to setup automated responses (pre written emails) to customers that "opt-in" to your list by way of the web form on the page. When choosing an autoresponder service it is important to pick one that has been around a good while and has a history of good deliverability. Features like **segmentation and automation rules are important**. Its also important that the service offer a "double opt-in" method in order to protect you from violating the CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act).

If you remember the first day of this course I started it all on the fundamental of LIST BUILDING. An autoresponder is a service that allows you to collect people onto your list and store them in a database. This is not the type of service that you should skimp on. Never use a free autoresponder service, as they are often in control of your subscribers instead of you. Most free autoresponder services will embed their own advertisements in the emails you send





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to your subscribers. This is not good because it will take business away from you. Go with a trusted service like Aweber.com or GetResponse.com.

Component #7 Membership Plugin

Creating a membership site is an option that I urge you to consider as...

To Be Continued...



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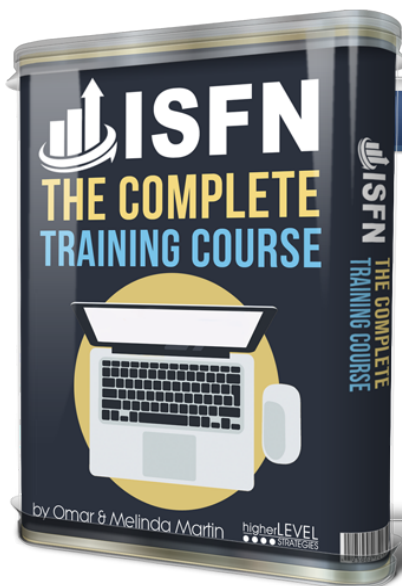




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Get In Now & Start Today!

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!

