

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



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Day 5

8 Components (Continued from day 4)

Component #7 Membership Plugin

Creating a membership site is an option that I urge you to implement as soon as possible. Membership websites enable you to provide monthly content to paying members in exchange for a recurring fee. Setting up a membership site is not as complicated as you might think as long as you are using a membership plugin like [Wishlist Member](#).

[Wishlist](#) is a powerful tool that we use on all of our WordPress sites because it enables us to protect our pages and files by requiring a username and password from each member. The [Wishlist Member](#) plugin is an add on that you install on your website so that you can “protect” pages and files. When a customer pays to join they can create a unique username and password to access your material.

You can charge a monthly fee or a one time fee or both. You can set things up however you like but trust me when I tell you, that there is no better feeling on the first of the month when 2,000 of your members have submitted a payment of \$20 each.

Creating a membership site that delivers ongoing monthly content, in exchange for a subscription fee, is definitely something that you should seek to execute as soon as possible.

Component #8 Social Media

In today's marketplace, every internet marketer must have a social media presence. Social media has become a dominant method of communication in the modern age and you would be foolish to dismiss its importance to an online business.

Websites like Facebook, Twitter and YouTube are a HUGE source of internet traffic. This means that at any given moment the majority of internet users are logged into one of them.





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There are hundreds if not thousands of social media sites the biggest one of course is Facebook.

Since your customers are there, you need to be there. It's important for you to build a presence and a brand for yourself on social media. This is a great place to assemble an audience and communicate with them for business.

Some Key Points To Your Online Survival

Telling Isn't Selling

No matter how well you understand the 4 and the 8, regardless of whether you are a computer geek or a marketing guru always remember this saying:

“People Love To Buy But Hate To Be Sold “

The effective application of that simple fact will serve as the cornerstone to your Internet selling success. You must understand the basic principles of SALES if you intend to sell stuff online without making people feel “sold”. That's the angle that most newbies miss.

People spend so much time creating these beautiful websites and products but fall short of the end goal... **to sell is NOT TO MARKET**. Marketing is all about raising awareness and getting your product in front of a lot of people. **Selling is about raising impulse and commanding a purchase**, there is a big difference between the two. Just plain marketing and dismissing the fact that you need to be SELLING will hinder and preclude your online sales success.

"OK Omar, but how do I sell to people if they hate to be sold?"

Good question! The answer is simple... **Be the opposite of a salesman**. Instead, you need to brand yourself as a person of value in your respective niche or niches. You do this by building a relationship of TRUST with your potential customers first through ethical marketing.





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"People don't care how much you know until they know how much you care." Do you care about your customers? Have you demonstrated this to them in a real tangible way? Have you truly connected with them? Do they see you as someone they are glad to have met or are you just another "marketer" in the crowd?

Build Value

Help and support is what builds camaraderie and what real friendships are made of. When I was a door to door salesman I learned that chasing the "hard sell" only got me so far, and it was usually followed by a heap of refund requests once buyer's remorse settled in. I only became truly successful when I set out to make 10 new friends per day instead of 10 new sales. I started putting my prospects needs before my own and I really listened to their challenges. Then I formulated ways that I could help them. This made them perceive me as a selfless person of value.

Once I understood my prospects needs, I proposed, and even helped them implement solutions that had worked for me. I did this unconditionally without expecting anything in return. This built a relationship of trust between me and my prospects. On-line this is accomplished by offering FREE and VALUABLE problem solving information to your audience. **Offer a free resource in exchange for your prospects contact information** via a "squeeze page" first. Then build a relationship by providing a steady flow of related, useful information via email with no strings attached. This method will insure the long term success of your online business.

Develop A Business Posture

Business posture is an aura of confidence exuded by an individual that is well informed in his/her niche. This gives rise to customer respect, loyalty and branding. Customer loyalty is KEY. There is a big difference between a satisfied customer and a loyal customer. **You should always strive to create a loyal customer.** Satisfied customers are great to have BUT they will buy from anyone. Loyal customers on the other hand will continue to buy from you over and over again. In the words of Jeffrey Gitomer: "Would you rather your spouse be loyal or satisfied?"

Online, business posture and branding is greatly derived from social proof. Ask your customers for testimonials. Your customers can out-sell you any day of the week. When a prospect sees and reads the endorsements of your prior loyal customers they will be set at ease. This will





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boost your credibility and exude a business posture that will gain continued respect and loyalty.

Pre-Selling - It Takes More Than Just A Snazzy Sales Page

A sale is the culmination of a series of...

To Be Continued...



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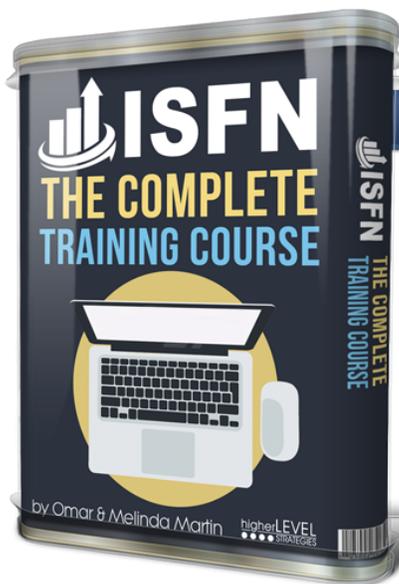




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Get In Now & Start Today!

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!

