

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



THE NEWBIES GUIDE TO INTERNET MARKETING THE 7 DAY ECOURSE

Created & Published By
Omar & Melinda Martin

higherLEVEL
STRATEGIES

Copyright © 2016 – Higher Level Strategies, Inc. All rights reserved.

Every effort has been made to make this publication as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this publication contains information that is the view and opinion of the author. Therefore, this publication should be used as a guide and not as the ultimate source on the subject matter.

The purpose of this report is to educate and inspire the reader. The author and publisher do not warrant that the information contained herein is complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly, in full or in part by the contents of this publication.

This document contains affiliate links that may result in compensation to the publisher. There are also links to training videos, resources and other useful products. In order for these hyper-links to work properly you must first be connected to the Internet. If you do not wish to be bound by this copyright and disclaimer, please delete this product from your computer.

If you have any questions about what you can or cannot do with this product please contact:

Support@HigherLevelStrategies.com





THE NEWBIES GUIDE TO INTERNET MARKETING THE 7 DAY ECOURSE

Day 7

BONUS TRAINING

There is a video that goes with this lesson.
Watch the video before you read the lesson.

Internet Marketing vs. Affiliate Marketing

The Important Distinctions That Every Marketer Needs To Understand

A well diversified online business that incorporates various income streams is both profitable and reliable. Keep in mind that many streams make a river and every penny counts. Understanding the role of both the product vendor as well as the product affiliate will lead to a much more fruitful success for your business. I recommend that you be both.

Differentiating The Methods

- Understand that every human subculture will inherently develop its own vernacular. The online space, social media and more specifically “IM Space” is no exception.
- The acronym “JV” technically stands for the words “joint venture” but is interchangeably used to say “affiliate partner” so a “JV” is in essence an affiliate.
- “Internet Marketing” is technically the act of raising awareness for something (anything) on the internet. HOWEVER, Internet Marketing also refers to just making money online.
- Affiliate Marketing is technically just one of the many forms of Internet Marketing, HOWEVER people generally distinctly separate it from Affiliate Marketing.
- Most Vendors are also affiliates (JV’s) but not all affiliates are also vendors.

Networks & Platforms

- Affiliate networks are online websites that unite vendors and affiliates by providing a service to both.
- Vendors can “list” their products on the networks marketplace thereby making it visible to affiliates and customers.
- Affiliate networks and platforms provide custom links for each affiliate to promote a product. The network tracks clicks and sales so affiliates can be paid for referrals.





THE NEWBIES GUIDE TO INTERNET MARKETING THE 7 DAY ECOURSE

- There are MANY affiliate networks online each with its own set of affiliates and vendors. Some have specialties and features that marketers prefer over others.
- JVZoo, WarriorPlus, Clickbank, Nanacast, Deal Guardian, Commission Junction are just a few of the many platforms that affiliates and vendors use.

Short Term Gains

- Affiliates can earn a great living by simply promoting other peoples products through affiliate marketing. This requires masterful traffic techniques.
- Many affiliates chose this career path as a way to avoid product creation but you should beware of the catch 22 called “bonuses”.
- Instant commissions (and instant gratification) can be attained through affiliate marketing, particularly when using JVZoo due to PayPal’s adaptive payments.
- Various income sources can be found through a wide variety of affiliate platforms across a vast number of niches.
- Being an affiliate is a time for money endeavor that requires you to actively drive traffic in order to make money. Affiliates are full time traffic drivers.

Long Term Money

- Not everyone wants to be an online marketer till they die. Some people require an exit strategy, a retirement plan, or a system that will sustain them for life.
- A product vendor creates a digital asset each time he creates and launches a new product. These digital assets comprise a sellable portfolio.
- Affiliate marketers may also be creating a web presence with a blog site and/or lead capture pages that can also be considered digital assets.
- Your most valuable assets as either a vendor or an affiliate is your subscriber list. Investors buy subscribers not necessarily products or even technology.
- A well balanced online business incorporates BOTH product creation and affiliate marketing.

Promotion Campaigns

- Vendors create digital products and sales funnels then host them on a website which they list on an affiliate network.





THE NEWBIES GUIDE TO INTERNET MARKETING THE 7 DAY ECOURSE

- A “product launch” is a coordinated effort arranged by the vendor where a number of affiliates all promote the product to their subscribers at the same date and time.
- Affiliates create “bonus products” to incentivize their subscribers so that they purchase through their affiliate link instead of a competing affiliate’s link.
- Vendors create contests, offer prizes and various incentives for affiliates to promote the launch. Including 100% commissions, cash prizes and much more.
- Many affiliates promote “Evergreen” products that are not currently launch but are good money makers with solid metrics.

Remember

- Vendors and affiliates have a covalent relationship, they share a common interest in the product. One makes money promoting it and the other makes money by selling it. Vendors depend on affiliates, and affiliates need products to sell.
- “Beware of the catch 22 when delving into affiliate marketing. In the end both vendors AND affiliates are product creators. ”

To Be Continued...

NOW BE SURE TO GO THROUGH THE ENTIRE VIDEO TRAINING COURSE



Created & Published By

Omar & Melinda Martin

Copyright © 2016 – Higher Level Strategies, Inc.

All rights reserved.

higherLEVEL
● ● ● ● STRATEGIES





THE NEWBIES GUIDE TO INTERNET MARKETING THE 7 DAY ECOURSE

Become A Member & Finish The Course!

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.



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.

[**CLICK HERE TO GET ISFN RIGHT NOW!**](#)

