

ever had and now I was making more in one month than I had ever made in a year. Over six years later, I've lost the weight, quit smoking and created a successful brand and series of businesses. I am proof that anyone can turn their passions into online success.

Whether you are a complete newbie who only knows how to turn on their computer or you are an expert programmer looking to turn your ideas into a successful online career, I'm here to tell you that it is completely possible to make enough money to quit your job and work for yourself.

WHAT TO EXPECT...

Depending upon your experience level, this first guide may seem pretty 'tame'. In fact, I would call it more of a preface. I'm simply going to tell you about the industry as a whole and give you a good grasp on the basics. But trust me! We're really going to ramp things up in the following 11 weeks. Over the next few months, we will closely examine everything from affiliate marketing and how to build your own site to methods of monetization and how to create your own products.

I will show you the things that have AND have not worked for me over the past years, and hopefully you will take my approaches and make them your own. Remember, you don't have to become an expert at everything to make it in this field. If one of the guides doesn't make much sense or really interest you, it will do you well to learn about it - but perhaps not to force yourself to become an expert in that field. Just realize that right now is a very exciting time. You're about to learn a lot and within three months, you'll be launching your own business! Now let's dive in!

DEFINE INTERNET MARKETING...

Internet marketing, also referred to as i-marketing, web marketing, online marketing, or eMarketing, is the marketing of products or services over the Internet.

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses make Internet marketing an industry where you can see fast results!

Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sales. By reading this guide, you will become familiar with each of these Internet marketing facets and well on your way to launching a successful site.

WHAT IS AN INTERNET MARKETER?

Internet marketing is the business of both advertising and selling goods and services over the Internet. As an Internet marketer yourself, you will be responsible for bringing together potential customers with a service or company that will fit their needs through different Internet avenues. Whether the product being offered is a pair of sneakers or a new car, you are helping others connect with the products they are searching for.

With trillions of dollars spent online each year, it's clear that the Internet isn't going anywhere and more and more businesses and services will become primarily web-based. With a few clicks, you can often find exactly what you're looking for. The convenience and multitude of information provided by the Internet is incomparable. That's why you need to be a part of this industry and begin your Internet marketing career.

Every day millions of people hit the web to find products and information. And starting a business is no longer about location, location, location. Now – the world is your marketplace and everyone from a third grader to a millionaire is a potential customer or site visitor. Anywhere people can access the Internet, people can potentially visit your site. One day you could eventually have over 1 billion visitors. And there are no store hours. Day and night your product or service is available and you can

earn money while you sleep. If you're bringing the value people are looking for, you'll see the results!



The best part of starting an online business, however, is that the Internet is so powerful you can find a niche and grow rich. Do you love playing a particular video game? Or are you obsessed with the television show Lost (like me ☺)? If so – you can start a site based upon the things you love and tap the group of people who share your same interest. If you love it – there are chances that other

people have the same passion as you and that equals money.

At its core, being an Internet marketer means that your website(s) will provide people with information and products they are searching for. When visitors perform a predefined action, whether it's a click, entering their email, making a purchase or subscribing to your service, you will be paid!

ADVANTAGES TO INTERNET MARKETING...

The world of Internet marketing has an extremely low barrier to entry. Do you have a computer? Do you have Internet access? Do you have around \$100 to scoop up some domain names and get rolling? Do you have a million dollar idea and the time and passion to implement it? Great, then you're in!

Unlike traditional forms of advertising, such as a billboard in Times Square or a Super Bowl television ad, online marketing is much more affordable, targeted and able to be tracked. Using Twitter or email blasts to communicate with potential customers is cheaper than paying for that \$10,000 billboard that a fraction of your audience will see. Place an ad on Facebook and within the hour you may see hundreds or thousands of users flooding your site. With online advertising, you can see an instant return on your investment, track users statistics and actions, and communicate directly with those who are already actively seeking what you have to offer.



As you can see, the sky is really the limit for what the Internet has to offer both consumers and entrepreneurs like yourself.

The Future Of The Internet...

- Internet traffic is expected to double over the next five years
- 60% of this traffic will be made up of consumers (That's 340 million people!)
- Over 80% of consumers do *at least some* online shopping (Wow!)

So perhaps you are just getting into Internet marketing and learning more about the industry. Why should you choose to pursue a career online? Well here are some of the advantages to taking this path and committing yourself to my entire 12 Week Course.

The Advantages to Internet Marketing Include...

- A low barrier to entry
- Minimal start up costs and risks versus a brick and mortar store
- Cheap advertising options
- A worldwide marketplace 24 hours a day
- The ability to be your own boss and set your own hours
- The chance to make money promoting things you are passionate about
- And the opportunity to make a lot of cash along the way!

Although a career in Internet marketing sounds amazing, it's not without its own set of risks and investments. Internet marketing is not a get rich quick scheme. Much time, persistence and a *continued* willingness to learn are involved. You need to be honest with yourself before truly leaping into the field. Below I have listed some other facets of the industry you need to consider.

INTERNET MARKETING REALITIES...

As I just stated, there are good and bad sides to everything – including the Internet marketing industry. If you are serious about turning to the Internet to generate some serious cash, then it is vital for you to read the following section. I'm here to tell you the honest truth and perhaps dispel previous notions you had about the field. Are these statements True or False?

- **Becoming an Internet marketer is not a get rich quick scheme.**
 - True. Although many entrepreneurs have entered this lucrative market and become millionaires, when you compare the number who have had such wild success with all the businesses who have failed or never really taken off online, you will find that the "overnight" millionaires are not the norm. Nearly all of the business realities that apply to a brick and mortar store still apply to your virtual business – taxes, employees, customer service. Just as any other type of business venture, much of your success in Internet marketing will require a lot of hard work. I'm not trying to crush your dreams, but more than likely, you will **not** become a millionaire overnight. (In a year? Perhaps!)

- **Starting your Internet marketing career is free.**
 - False. Although beginning your Internet marketing business is cheaper than creating a brick and mortar start up, there are still costs associated with your endeavor, including website design, advertising costs, software, domains and hosting. With just a couple hundred dollars, you can get started. If you don't have the money to invest at this point, I suggest that you continue this course and save money along the way. The more serious you are – the more money you'll stash away. ☺

- **Most affiliate marketers never make a sale.**
 - True. Many people join affiliate marketing programs (we'll dive into this deeper in Week 2) and never turn a dime. I believe this fact is in direct correlation to the number of people who think enrolling in an affiliate program equals the ability to generate cash. With a great site, a decent amount of traffic and a solid foundation of knowledge, you'll be able to beat the odds. Taking the next 12 weeks seriously will definitely increase the likelihood that you won't be one of these people who never makes a sale.

- **Internet marketing is just a hobby.**
 - False. I won't deny the fact that there are a decent amount of people out there earning a nice passive income from their Internet marketing efforts. Maybe you are already one of those people! However, I believe if you refer to Internet marketing as simply a "hobby" and something you do "on the side", it will be difficult for you to truly take your income to the max. If you want to start a true business, service or website, there is a great chance that you may have to invest serious time fielding customer concerns, arranging advertising agreements and maintaining your site.

- **Websites are fail proof.**
 - False. When your site goes 'down' for technical reasons, you may become extremely frustrated trying to solve the problem and get your site back in working order. Not only that, but every second your site is unavailable to potential visitors means that you are losing money. Be prepared to cross the hurdles, ask others for help or advice to solve your problems and learn something from each experience.

- **Buying just one 'great system' will solve all my problems.**
 - False. There are TONS of eBooks, guides, systems and tools that promise you outrageous success online. This FREE 12 Week Course, however, is proof that you don't have to invest thousands of dollars buying these types of products and learning other people's 'systems' because there truly is quality free content available. I'm not downing all of the great informational products available as I'm sure some of them definitely are worth the investment. But as someone just starting out, it is more advantageous for you to learn through a course like this. No matter what you decide, you must take ACTION. It doesn't matter whether you buy 1 or 100 courses. If you never implement the information given to you – you will never make progress. But I'm sure you have more ambition than that - that's why you signed up for this course.

- **I can set up a “system”, let it run on autopilot and make money within hours.**
 - False. Are you kidding me? Technology changes overnight and the Internet marketing industry evolves at a rapid pace. Any ‘system’ promised to you as something you can simply put on autopilot and allow you to generate cash as you lay on the beach is a complete lie. Just because one marketing or traffic generation tactic has worked for you (or someone else) in the past doesn't mean it will work in the future. It's important for you to remain flexible and willing to learn new strategies, technologies and trends. If not, you'll be left in the dust by your competition. Warning: This industry isn't for people who like a simple routine and who can't stay on their toes.

- **There will be people against you.**
 - True. If you achieve real success, there will be people looking to take you down. Once you have people against you, you know you've really made it. ☺ There are tons of amazing people in the field, however, who can become great friends and business partners. Protect your brand, but don't take criticism or 'haters' too seriously.

- **Competition is fierce.**
 - True. You have to stand out to make an impact. Write some amazing articles and cause a stir! There is so much competition and people vying for the top spots in search engines and consumers' minds that if you're not working hard 24/7, you better believe someone else is out there doing it.

- **Making money online is easy! I can't wait to start spending the cash!**
 - False. If you are serious about truly building a long-term online business, then the first profits you generate should go right back into your service and advertising efforts. If you simply cash out, you'll never maximize your profits. More importantly, you must be aware of the taxation and current laws that affect the industry. It is worth your time to investigate the tax and legal advantages of creating an LLC or other type of corporation. Setting up something like an LLC is not a huge monetary investment, but it could really protect your personal assets and liabilities. Depending on your income and situation, creating an official organization could also prove to be wise in terms of tax savings. Contact a legal or financial professional who has experience dealing with other Internet marketing professionals like you. They will provide you with the best advice based upon your situation. This is probably one of the most important steps in truly creating a legitimate business and protecting your assets. This step should not be overlooked. (DISCLAIMER: I am in no way providing professional LEGAL or FINANCIAL advice. This is just information based on my personal experience.)

HOW DO I MARKET ONLINE?

So I've laid it all there for you - the good, the bad and the ugly. I've also explained to you the basic concept of Internet marketing. But if you're a newbie, there may be a chance you're saying to yourself, "Shoe, you still haven't told me what 'marketing' really means!" You're right. It's a pretty general phrase and it can often times be misused. But in terms of Internet marketing, it generally refers to any or all of the following online marketing methods:

- Article marketing
- Blog marketing
- E-mail marketing
- Search engine marketing (SEM)
- Pay per click ads (PPC)
- Search engine optimization (SEO)
- Banner ads
- Pop-up ads
- Mobile marketing
- Social media marketing

Over the next 12 weeks we will look closely at each of these methods. Understand now that each of these marketing methods are not created equal. Each approach will reach your targeted audience in a different way and each approach will produce a different result based upon your goal, marketing strategy and relationship with the user.

Whether you choose to market your own site or to become an affiliate marketer (marketing other companies' products and services and being paid for your performance which we will talk about next week), you will most likely utilize each of these marketing methods at various points. The great thing about Internet marketing is that what you earn is in direct proportion to the time and effort you invest in learning and developing your site.

A QUICK LOOK...

Article Writing - A great way to get the word out about your product or website is through article writing. By creating articles with valuable content, you will not only attract the attention of people searching for information about your particular product or field, but the search engines absolutely love seeing a variety of well-written, keyword optimized articles on your site. (This is where the ShoeMoney Tools Text Optimizer comes in handy - but we'll talk about that later. ☺)

Create articles that are accurate, truthful, helpful and specific and you will attract many more potential customers. Depending upon your budget, time, area of expertise and writing skills, you can either write your site's articles yourself or pay others to write them for you. There are plenty of talented article writers out there ready to help you create your content. (The Digital Point forums or sites like eLance.com are a great way to find people willing to work for you.)

Blog Marketing - A blog (a contraction of the term weblog) is a type of website usually maintained by an individual with regular entries of commentary and descriptions of events. Think of it like a personal diary displayed on the web. Many bloggers are using video and images to increase their blog's dynamics. In terms of marketing, many people have opted to create and develop blogs where they focus on a particular industry or topic as to position themselves as an expert in the field. Blogs provide a great opportunity for you to do the same! And network with others in the space.

E-mail Marketing - E-mail marketing is an excellent way to reach out to people interested in what you have to offer. And building a solid database is important. With this you can reach out to your audience directly and almost instantly. It's a great way to build a relationship with your future, current and past customers.

Search Engine Marketing – Search Engine Marketing (also known as SEM) is the term used as you try to promote your website and its visibility by ranking higher in the Search Engine Results Pages (SERPS) through PAID means (that's what differentiates this from Search Engine Optimizaiton). SEM includes Pay Per Click (PPC) and contextual advertising. The New York times defines SEM as “the practice of buying paid search listings.”

Pay Per Click Marketing – Pay Per Click (PPC) advertising can be found on search engines (like Google, Yahoo and MSN) as well as other sites such as blogs. Typically speaking, in PPC advertising, you only pay for the advertisement when your ad is clicked on by a user. The price you pay for that click (or the cost per click – CPC) will vary depending upon the competition in your field. The great thing about PPC advertising is that your marketing efforts can be extremely targeted as your ads are triggered only when a user searches for the keywords you have specified.

PPC advertisements are often referred to as sponsored links or ads and appear on the top or sides of the organic search results (the results that naturally rank well).

Search Engine Optimization (SEO) – Search engine optimization (SEO) takes place when you try to improve the organic search engine rankings for a particular website. By creating search engine friendly content, optimized website tags and increasing the number of incoming links to your site, you are on your way to moving up the search engines. SEO is an art form of its own as it is important to understand the factors that search engines use to rank sites. For long term results, it is important to continually focus on the SEO of your site...because good search engine rankings equal FREE traffic. ☺ (We will really focus on SEO in an upcoming course – and I will also give you a behind the scenes look at my ShoeMoney SEO Tools.)

Banner Ads – You've seen banner ads everywhere! If you don't know by now, a banner ad is a graphic image used on websites to promote a product or service. Banner ads come in numerous sizes, but are often rectangles 460 pixels wide by 60 pixels high. Also 460 x 55 and 392 x 72 sizes are commonly used and more recently the 125 x 125 ad size has become popular for bloggers.

Pop Up Ads – I am positive that you have also viewed a good amount of pop up ads in the time you have spent online. Pop Up Ads are, of course, the advertisement windows that pop up after arriving at a site. They try to generate traffic or capture your email address. In recent years, this marketing tactic

has become less popular since many online users now utilize pop up blocker technology. However, windows inside the site are still a great option.

Mobile Marketing – By setting up a short code and having users register for your SMS text messages, you can communicate effectively with your audience. You can also optimize your website so that it appears correctly on mobile phone browsers.

Social Media Marketing – According to Wikipedia, social media marketing is an engagement with online communities to generate exposure, opportunity and sales. The number-one advantage is generating exposure for the business, followed by increasing traffic and building new business partnerships. Common social media marketing tools include Twitter, Blogs, LinkedIn, Facebook and YouTube.

If you want to take advantage of all of the benefits that Internet marketing provides you and your business, you'll only be successful if you have the real secret sauce - TRAFFIC. If you don't attract users, you won't be able to tell them about the products on your site that may fulfill their needs. Most importantly, you have to spur them to take action (whether this means providing their email address or purchasing a product). More traffic equals more money - it's that simple. Even if you have the most beautiful website with all the functionality you could dream of, it does you AND consumers no good if they don't realize that you exist.

EXCITED YET?

Hopefully this course has given you some better insight into various aspects of the online marketing world. As we progress throughout the 12 weeks, your understanding of each of these areas will increase ten fold. You will understand the terminology used, how to best implement each tactic, and ultimately – how you can launch your own online business. 12 weeks and counting!

SHOEMONEY ACTION PLAN: WEEK 1

In order to be prepared for next week's course about Affiliate Marketing, it is highly recommended that you complete each of the action steps listed here.

- Analyze all of the pros and cons that I have listed in this guide and determine if this is truly an industry you are prepared to learn about and give 100% toward.
- Think of your top five passions, hobbies or topics that you know a lot about and would be interested in creating a site for. (Example: I love fishing.)
- List all of the information, services and features that you believe you could or would like to offer on each of your possible sites. (Example: I will make a site about fishing hotspots.)
- Come up with a list of at least 10 companies that are related to your site and would possibly be interested in advertising on your site. (Start thinking of where the money will come from.) (Example: Cabela's, Dick's Sporting Goods, etc.)
- Conduct research for each of your site ideas to see if others have already sufficiently filled the need in that space. (Do not give up if there are already others in the space. If you believe that you can do it better than them, then go forward with your idea.)
- Narrow down your five ideas to the one you believe could be the most successful. (This will be the idea you work on throughout the remainder of this course.)
- Create a name for your business.
- Create a brand new Gmail (Google email) account that you will use for your Internet marketing purposes only and will be associated with all of your Internet marketing accounts and purchases. (Keeping this separate from personal emails is a great step towards increasing your productivity right now.)
- Conduct research and speak with a financial and/or legal adviser in order to understand the tax and personal protection benefits of setting up an LLC or other formal organization. Then follow through with their recommendations which may include obtaining a Federal TAX ID number and proper business licenses (per your city and state). (LegalZoom is a great resource for setting up a simple LLC.)
- Organize a folder/binder where you will record and save all accounting information, including purchases and expenditures. (Per your financial adviser's advice, you may also determine that you should invest in personal accounting software such as QuickBooks.)

I know some of these actions may seem a little less exciting than just launching a site tomorrow morning. (Trust me – that is the exciting part!) But if you want to start your business correctly and protect yourself, then follow the steps here and get ready for **Week 2 - Affiliate Marketing 101**.