Truth and Lies.

What Everyone Needs to Know About Making Money Online

By Ann Andrews CSP &
Grant Shields

The Corporate tool-box™
online training resources

Acknowledgements:

A huge thanks to Grant Shields for his invaluable input into this e.book. It is always great to meet a fellow traveler and take time out to compare notes and even learn from each other.

And another huge thanks to Demos Flouri – a lovely young guy who had already contributed to the '378 Predictions' book. By strange coincidence (I love coincidences), I stumbled across his blog on ecademy 'I don't need a website' – which was perfect for this book. So I contacted him to ask permission to reprint the blog in the e.book. This is the power on 'online'. It is simply amazing the people you meet and their generosity.

And finally thanks to Gihan Perera for his tips on blogging subjects. Gihan is a regular contributor on The Corporate Toolbox and an invaluable person to follow if you want to subscribe to his newsletter on building income through a website.

Copyright

This e-book is copyright. Apart from any fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without written permission from the author.

Liability disclaimer

The information in this e-book is of a general nature and may not suit every business or every situation. Care has been taken to ensure that it is useful and appropriate, however, no responsibility can be taken for any results gained or not gained from implementing the ideas in the book.

It is vitally important where employment issues are concerned, that the appropriate legislation of the country of the reader is adhered to.

Publishing details:

About the authors:

Ann Andrews **CSP** is an International Speaker; Human Resources Consultant; team facilitator and author of four books:

- Shift Your But
- Finding the Square Root of a Banana
- Did I Really Employ You?
- My Dear Franchisees

She is also contributor to the books:

You don't make a Big Leap without a Gulp' by Becksford & Fitzsimons; Best of the Best – NZ Entrepreneurs, The Power of More Than One; The A-Z of Interview Questions; Mum's the Word and recently released Golden Nuggets.

Ann is a Past National President of the National Speakers" Association of NZ, and was Speaker of the Year' in 2000. She is a CSP (Certified Speaking Professional) – one of only five people in NZ who have achieved this standard.

She is a regular speaker at conferences, where she brings a humorous, interactive and thought provoking approach to the challenges of modern day business.

Grant Shields is the General Manager of a successful corporate training organisation – Zealmark Group Ltd. He is a Certified Trainer, facilitator, Neuro-semantics Meta States Practitioner, avid internet marketer and author of

'It's Over. Now What Can I Expect?'
(Coping with your emotions following divorce or separation)

Grant is a Professional Member of the New Zealand Association of Training and Development and also the GM for a Melbourne based Registered Training Organisation which specialized in retail sales training.

Grant's avid interest in internet marketing has seen him acquire a solid knowledge of the tools required to get started within the internet marketing industry and most importantly how to do it without losing your shirt.

Contents:

Introduction: The Future is Coming Ready or Not

I'm sure you will have heard those amazing claims from internet marketers – that you can make thousands of dollars in a few hours for very little investment.

The 'truth' is, that **you can** if you are a seasoned internet marketer. But if you are a beginner that is so far from the truth it borders on being a lie.

25 million people a day visit Twitter, yet to date Twitter has made **no** money! It will. Watch that space. But right now, it has survived on grants.

Building an internet marketing business is like building any business, it takes time and it takes investment. Not as much as a shop front of course, but it will take some financial outlay.

Why bother? Why not just keep doing business the way you've always done it? Well, the world is changing. And it is changing faster than any of us can imagine.

As at September 30th 2009, there were 1,733,993 people using the internet every day and every day there are over half a billion internet searches made by people looking to find out more about something they are planning to buy.

Some stats that came out of the recent Davos gathering:

- Facebook has 130 million unique visitors per day
- 7 of the 15 most trafficked sites are social sites
- We now spend 5-6 hours per day on media (the 2nd biggest human activity after sleeping)

And if those stats don't make you sit up and take notice – know that at least 90% of potential customers will 'Google' before they buy so if you don't have a web presence then you won't be found. Simple as that. Even a one page website with information about your product or service is better than no website at all.

So the world of business is changing before our very eyes. The future of any business over the next 2, 5, 10 and 20 years, will hinge on having an 'on-line' presence.

Which begs the $64,000 question………………..

Q: Do you have an online presence?
Q: If you don't have a web presence what is preventing you from getting started?

As a small business owner myself, I know that the biggest reasons I gave for not having a web presence were:

- I don't have the time
- I don't have any spare dollar at the moment
- Look my business is doing OK, yes we've been through a bit of a downturn, but hey, business will pick up soon

Sound familiar?

And so we all do business the way we've always done it. Spending a fortune on advertising (which most people won't read, watch or listen to anyway) or waiting for people to find us by some miraculous form of osmosis.

Is it any wonder that such a huge amount of small businesses fail in the first 5 years?

There is an urgent need for ALL small businesses to set up ways to earn a passive income and the web is the answer to that challenge.

Help and hope is at hand.

I want to ease you into this mysterious world, and show you that you **can** earn a lot of money online, but you won't do it overnight.

How The Corporate Toolbox was Born

I started my own online business, [The Corporate Toolbox](#) a couple of years ago because as a professional speaker I was getting tired of being on the road and concerned that I was on an hours-for-dollars treadmill. If I got sick, or if I needed time out to look after a sick family member, then my income ceased.

When I first started The Corporate Toolbox, I tried to do everything myself because I had very little capital to invest in the new venture, but I realized very quickly that it wasn't the best use of my time or my skills. I am NOT a technology person and what took me hours, would literally take an expert minutes. So it wasn't a difficult decision to make.

So I actually started with just one helper, and only brought on the next helper and the next as and when I could afford to do that.

I launched the very first 'toolbox' website in November 2007 and realized very quickly that although we had a very attractive site, it had little or no e.commerce capabilities. The second site was launched in Feb 2009 with full back-end support – a CRM system (Customer Relationship Management); a shopping cart (1Shoppingcart) and a payment gateway (paypal).

To some online businesses this may seem a very simple and unsophisticated – to others who are just starting, the process of building the backend may seem daunting – we are where we are for now. In time I may end up having more sophisticated systems, but right now, these three simple functions serve me well and would equally serve anyone who wants to set up an e.commerce site. Why? Because the process works. We can take an order, process payment and gather contact details to grow our database – which is all we require at this stage.

I also want to make a disclaimer here. I am NOT a technology person and I don't want to be a technology person. I made a decision very early on in my desire to build an on-line business, to pay for expertise as and when I could afford to. So please don't think that this book is the oracle on the best software packages to use or the best systems to invest in. That is NOT the purpose of the book. There are millions of people out there better qualified to advise on the technology aspects of growing your business.

My specialty is showing people how to create the 'products'.

My Team Now…..

I have a team of 10 people working for me:

1. A webperson
2. A person who uploads my products onto the website (I now represent 150+ authors and trainers)
3. A young marketing grad who starts the marketing blurb for me on products – I then tweek the copy to suit my market. This saves me an hour or so on every marketing blurb.
4. A person who manages my articles (submits them to marketing sites)

5. A web/marketing mentor – someone who has worked with me from day one – looking at the strategic plan for the site; creating a marketing and business plan with me, and who can translate our marketing aims into technical jargon for the web person
6. A business mentor – someone who has built a successful e.commerce business themselves. This person is absolutely free of charge through NZTE (NZ Trade and Enterprises). Check out the availability of mentors in your town or country. If you have a Chamber of Commerce in your region, then you could have the perfect people to help and advise at absolutely no cost.
7. A webinar expert who manages the technology side of running monthly FREE webinars for my database
8. A copywriter
9. An SEO specialist
10. And I have just taken on someone to manage my Facebook and Twitter accounts

What does this cost me? Not a lot. With the exception of 1-4 and 10 above, all the rest are joint ventures. They do work for me for free, and I advertise them on my website for free.

Also, please don't think this is the way you have to run your business. You may talk to other e.commerce guru's who do things very differently. I make no apologies that for the most part I hadn't a clue what I was doing – I learned as I went. Made a lot of mistakes, but that's OK. I also got some pretty dumb advice from a few so-called gurus, so don't be afraid to do this. Be willing to get started, make mistakes – learn and grow. Isn't that the only way we learn anything?

It was only a few weeks ago that I met Grant Shields – the co-author of this book. I wanted to advertise some of my training programmes on his website http://www.Grabatrainingseat.co.nz and over a coffee we chatted about how we had each built our websites.

Grant builds his sites himself (as you will see from his chapter). So in this book you will see two very distinct ways of getting started. And so when I asked him if he would like to be part of this e.book to show people how he does it – he leapt at the chance.

Another strange this happened as I was building my online business. Early 2009, people started asking me if I could mentor them in either building an e.commerce site, or writing their first e.book! Which amazed me. They were even willing to pay me to do that – and so although the toolbox itself wasn't earning very much, being able to mentor people gave me a very healthy residual income!

Mostly the people I have been working with are budding professional speakers who want to leverage **their** time and turn their knowledge into a passive income for those periods when work is in short supply. And what has amazed them all, is how easy it actually is to create saleable products.

So join us in learning how you too can get started; how you too can get off the hours-for-dollars treadmill – possibly in ways you had never even thought of.

Welcome to the journey.

Ann Andrews CSP
MD The Corporate Toolbox

An E.commerce Readiness Checklist:

Please answer the following questions as honestly as possible. The questions are not meant to be a test, or a race, they are simply the basis for finding a starting point so that you know where you are in this 'web' process.

We want you to have at least a fighting chance of people who want to do business with you, actually finding you.

(INSTRUCTIONS: PLEASE **HIGHLIGHT** (CTRL-B) YOUR ANSWER, OR <u>DELETE</u> THE WRONG ANSWER.)

Do you have a web site?

- Yes
- No

If you said NO, What is preventing you from getting started?

- Lack of money
- Lack of time
- Not knowing how to start
- Not having a web strategy
- Not having someone to help you get started
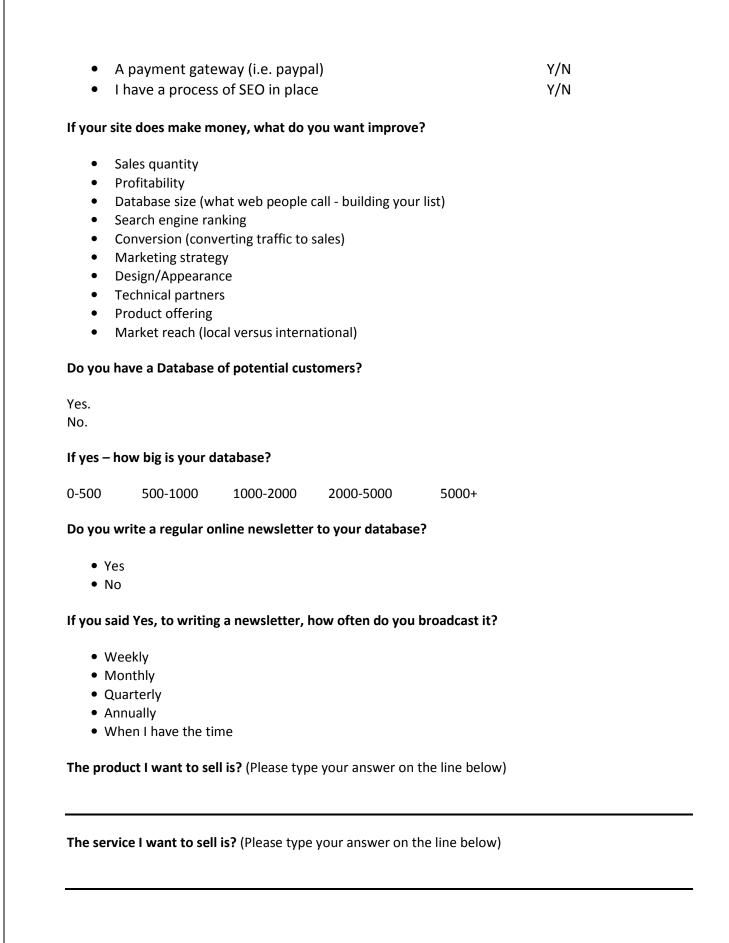
If you said YES, does your site make money?

- Yes
- No

The site is regularly updated:

- Daily
- Weekly
- Monthly
- 3 monthly
- Occasionally
- Hardly ever
- Other

Does your website have e.commerce functionality?

- CRM system (Customer Relationship Management)   Y/N
- A shopping cart   Y/N

- A payment gateway (i.e. paypal)   Y/N
- I have a process of SEO in place   Y/N

If your site does make money, what do you want improve?

- Sales quantity
- Profitability
- Database size (what web people call - building your list)
- Search engine ranking
- Conversion (converting traffic to sales)
- Marketing strategy
- Design/Appearance
- Technical partners
- Product offering
- Market reach (local versus international)

Do you have a Database of potential customers?

Yes.
No.

If yes – how big is your database?

0-500   500-1000   1000-2000   2000-5000   5000+

Do you write a regular online newsletter to your database?

- Yes
- No

If you said Yes, to writing a newsletter, how often do you broadcast it?

- Weekly
- Monthly
- Quarterly
- Annually
- When I have the time

The product I want to sell is? (Please type your answer on the line below)

_____

The service I want to sell is? (Please type your answer on the line below)

_____

I don't have a product or service yet, I want help to find a product I can sell online

- Yes
- No

If you already have a website and a shop function, please Highlight below what you think you need to know more about so you can sell more online:

- I don't really know my target market
- I haven't quite worked out my USP (Unique Selling Proposition)
- I don't have a great 'sign-up' offer
- I don't have lots of 'buying' triggers
- I don't know how to write great sales copy
- I don't have great testimonials on my site

Where do you communicate your business message?
(**Highlight** the answer)

- Linkedin
- Facebook
- Youtube
- Skype
- Diggit
- De.li.ci.o.us
- Ecademy
- Friendfeed
- Others (write below)

Do you:

- Tweet regularly? Y/N
- blog regularly? Y/N

Do you write regular articles to relevant industry online entities?

- Yes
- No

Which ones? (Please write below)

Do you write regular articles to relevant industry offline print magazines and papers?

- Yes
- No

Which ones? (Please write below)

Do you subscribe to online marketing industry leaders newsletter?

- Yes
- No
- Sometimes

If Yes, who do you follow? (Please write below)

Have you written or produced the following? (**Highlight** the answer/s)

A 'White' Paper/s

- Yes
- No

Title/s

An E-book/s'

- Yes
- No

Title/s

What is the Biggest thing you think you need help with?
(Please write below)

………

………

………

Marketing questions:

I know my target market   Y/N
I have a great 'sign-up' offer to encourage people to leave their e.mail address   Y/N
I have lots of 'calls-to-action' so people buy from my site   Y/N
I know how to write great sales copy   Y/N
I have great testimonials on my site   Y/N

……….

Completing this questionnaire will give you a rough idea of your starting point. It will have shown you that you are:

- An absolute beginner (and that's OK)
- A person who has made a start with a website but realizes they have a long way to go
- A person who has a website which is reasonably successful but you want to take it to a higher level
- A person who has a very successful site already; though even a successful site can grow

Wherever you are is fine – let's see if we can show you how to take the next giant leap…….

I Don't Need a Website!! Article by Demos Flouri (web-builder)

A website has become part of a business identity and now you would usually think "website" when starting up a new business. I have heard people say "I don't need a website" ok fair comment. Let's take a few examples into consideration as to how a website will benefit a business.

Restaurant – We don't need a website? If I owned a restaurant then I would want one for the following reasons:

- Potential customers will look for new restaurants online - you need to have a presence to be found there> Did you know around 5,400 searches where done on google in January 2010 for the term "restaurants north London".
- What does your interior look like? - potential customers like the idea of seeing inside the restaurant to see if it will be a "romantic" or "nice" place to eat.
- Menu - you can sell your service just after they read your menu, they search for you, they find you, they like the menu, that's your Friday night booked.

Builder – I don't need a website? Really? Are you sure? With this ever-growing industry I would trust a builder with a good website, why? Simple:

- I can see their work
- I can see their address
- I can see their testimonials

Real Estate Agent – I don't need a website? I looked for my house online, did you? Most people do, why would you not want your listings displayed online?

Whatever industry you are in, I believe that an online presence is an invaluable asset to your business, it can sell your businesses services when you are not around.

About the author - **Demos Flouri runs** a UK, North London based design agency which not only provides website design, but also offers full packages that include search engine optimisation and logo design for your business.

Web Design | SEO | Logo Design | Leaflet Design
T: +44 7985 736 168

Getting Started (once you realize you DO need a website)
By Grant Shields

Many internet marketers desire immediate riches and dream of those big pay days that we see advertised all over the internet. Sadly, many budding internet marketers will travel the heart-breaking road of believing everything they see and hear. They'll dive in boots and all spending a small fortune and reap zero return for their investment of time and dollar.

It happens over and over again.

Often, the only people getting rich are the web designers; web masters and those scammers out there promising gold in the form of get-rich-quick schemes and delivering next to nothing for your hard earned dollar.

I want you all to be able to join the internet marketing environment. It is a massive, and I mean massive market that can definitely accommodate more budding entrepreneurs and marketers.

So here is a 'truth':

The path to earning a passive income can be an incredibly expensive one. But it doesn't have to be that way.

I've been studying this industry for some time now and have found a few things that I would like to share with you that will save you months of anguish and a fair amount of money.

There are a few things you will need to know and study, and yes, in some cases you will have to be willing to 'invest' but I'll offer the best and most cost effective ways so you don't get 'burned' and to ensure you survive in the internet marketing world.

The 10 Basic Steps You need to Take to Get Started

Step 1: Find a Niche Market:

The fastest way to make serious money online is to find a profitable 'niche' market. A niche market is exactly that – a small market; a market that has not been saturated by other marketers.

Unless you already have a niche, to find one you will need to do some research. A great place to start is by researching 'keywords'. The following link will provide you with information on how to go about this- it is totally free so invest some time in learning this foundational step, it is a very important one. After all, the last thing you want to do is work on a niche that is crowded with other people. It defeats the purpose.

Google provides a mountain of tools, information and assistance. Check:

https://adwords.google.com/select/KeywordToolExternal

You will need to understand **Keyword tools** – finding what people are looking for. This will assist you in the development of your marketing campaign as well as choosing a profitable niche to market to.

www.traffictravis.com – this site is amazing and it is free, it will enable you to test and measure keywords before you jump in and start marketing them. You will be able to test to see if they are in fact going to be effective and you can even see if you stand a chance in ranking highly on Google given the competition on the keyword you have selected.

Step 2: Website Development:

1. Firstly, you can build your own website. There are thousands of free templates on the Web that you can download and use on your personal webpage or blog.
2. You can be adventurous and actually design your own website from scratch if you are so inclined.

Don't get suckered into the belief that a website will cost you a fortune. Website building software is everywhere on the web and if you are wanting to get started quickly, then you can actually build a site yourself and have it hosted for free if you know where to look.

I started out with a web building site supplied by www.bluevoda.com providers of web hosting and domain name registration plus heaps of other stuff. It was true to its advertising, I built a basic website in less than 2 hours, linked it to a Clickbank affiliate program, dropped in an

Aweber opt-in form and a one ad Adwords campaign and away I went. (more on clickbank and aweber later)

Within 3 days I had 5 people on my list, I was amazed that people had actually found my site not to mention followed the links and visited the affiliate website.

Another great web building site that provides everything you need from graphics through to ecommerce software is www.vodahost.com – check out www.bluevoda.com when you are there – it rocks!

If you want something fast, easy and really cool, check out www.artisteer.com it can help you build you website in lightning speed.

Another supplied by Godaddy.com is called Website tonight and if I recall it cost me around $11.00 all up.

To get the best from your site or sites it always pays to own your domain name, but sites like www.wix.com , www.weebly.com and www.Squidoo.com are a great place to start.

FTP: File Transfer Protocol.

One of the things I really struggled with was adding images and files into my website. It wasn't until I watched a tutorial video in the Affilorama tuition series that I finally got the information I needed.

Here is a Free FTP software program used by many internet marketers www.filezilla-project.org

Download this now – you will need it – and yes it is FREE.

Step 3. Building Traffic:

To build traffic (drive people to your site) you will need to understand the concept of SEO – Search Engine Optimisation - this is how to get ranked and onto the front page of Google so that people get to see your site first.

SEO is a specialist field, and I am certainly not a specialist in this area. However, I can thoroughly recommend a guy that I have used to assist me in getting my training business highly ranked.

I ranked in the first ten sites for 4 different key words, which is pretty amazing.

Check out www.digitalawol.com

For some free SEO software – go to http://www.traffictravis.com/

Step 4. Autoresponders:

An autoresponder is just that – an automatic response built into your web system to reply to or offer your traffic something. It means you don't have to reply to every question or enquiry you receive.

The key to a successful internet business is your LIST.

What do I mean by a"list"? A list is your database of people that you can communicate with, build a relationship with and inevitably sell to. You would think that to capture and manage your list then communicate to with them would require a very large software program. It doesn't.

Two very high profile Auto responder software providers that will do it all for you – well all the hard stuff that is.

www.Aweber.com – visit Aweber and take a tour.This is one area where you will have to invest, but you can get started for as little as $19.95 month. That shouldn't break the bank.

www.Getresponse.com is another.

Both sites are very user friendly and provide fantastic support and tutorials. Give yourself an hour or two and you will be up and running and able to start building a database of people and communicating to them on autopilot.

So you are now one step closer to making money in your sleep.

Step 5. Affiliate Marketing:

What's an affiliate?

Affiliates are people who sell on behalf of someone else. You can become an affiliate of someone else, or they can become an affiliate of yours. You can even do both! If you promote another person's product or service you could earn a commission as high as 75%. If they sell a product of yours, you will need to decide what commission you want to offer.

If you don't have a product to sell and don't consider yourself a writer or creator, then Clickbank is the best place to visit. On clickbank you will find literally thousands of people happy to pay you to sell **their** digital products (products that are downloadable from the net – e-books etc), and they even give you all the tools to do it.

Signing up to Clickbank is free and the animated sign up process is really user friendly.

Go there and do it because utilising Clickbank can enable you to **make money without even owning a website**.

So by emailing your friends and colleagues to let them know about your new product, you can start earning you an income immediately.

Are you excited yet?

You should be as there are people out there everyday earning money while they sleep solely from affiliate marketing.

In addition, when you join Clickbank you will be registering to become an affiliate of clickbank itself, and every time you recommend clickbank to someone and they sign up as a user, you literally get a 'click' on the ticket.

If you want to learn a mountain of great information, have support when you need it then I would like to invite you to join me at what I consider to be one of the best affiliate training websites www.affilorama.com

For example - If you click on each of the blue words smattered throughout pages 14 – 20, I will get a small commission should you sign up with that company, because I am an affiliate of all of them. These are what is known as 'links'.

It costs you absolutely nothing to become an affiliate of these companies, there is no extra charge to you; this is literally affiliate marketing at work.

Should you agree with some of my discoveries and are prepared to use any of these companies, I thank you in advance for supporting a fellow internet marketer.

Ok back to the good stuff – free or next to nothing.

Step 6. Ezine Articles:

The internet is all about information, content is king so finding, writing and marketing good content will always help your cause. **EzineArticles.com** allows you to post articles that you have created so that thousands can view them and hopefully follow the links you place in your articles back to your site and buy from you.

What if you don't have any articles?

I am a fan of a website called odesk.com – this site enables you to out source any array of projects to people around the world. That's right for a small fee you can have expert writers create whatever you can imagine and it's all yours to do what you like with.

Here is an example of an e-book I had written via a writer in the UK.

www.itsovernowwhat.weebly.com please feel free to take a look the total cost was less than $120 and that was classed as relatively expensive. (I have recouped this cost fourfold so it was a good investment).

Other websites than provide great out sourcing are www.elance.com and www.freelance.com To really get into the fantastic advantages of outsourcing I suggest reading the book "The Four Hour Work Week" by Timothy Ferris.

Step 7. Video / Audio marketing tools:

Another really great tool to use and one that is capturing the world's interest is video / audio marketing. That's right as the internet download speeds increase this enables us to market via video. Think about it, most people can't be bothered reading anymore, if they can see something interesting and hear what it is all about they are more than happy.

I bet you are thinking – more money I need to spend! Not necessarily.

If you are just starting out go and visit these sites and take a tour I was amazed at the technology but more so how easy it is to use.

www.jingproject.com – entry level and a little slow with the video but for screen capture it is a great way to start and it is FREE
www.camstudio.org – next level up from Jing
www.camtasia.com – this is what all the professional marketers are using and as you get around the web you will see this more and more. Sorry it does cost but definitely keep it in mind for when you start earning and want to grow even faster.

Step 8. If you want to get 'live' with your customers …

GoToMeeting.com – live interaction is always great. Here at Gotomeeting you can organise with your clients possibly thousands of them world wide to have a live webinar where everyone can listen in on your conversation – often used for specialist interviews etc – check out www.affilorama.com as Mark Ling often hosts webinars with internet marketers from around the world.

Looking for funky graphics for your website? Check out www.animoto.com all you need is a few photos and a little imagination and within a few minutes they will create you an amazing visual feast made up of the photos and text you provided them. This is a really cool and fun thing to do and add to your sites if you want to bring life to a static page.

Step 9. Shopping carts

If you have an interest in selling your own products online via your own online store then please save yourself heaps of time – (I went the hard way and it cost me)
GO DIRECTLY TO … www.1shoppingcart.com and save yourself a heap of time effort and money. This site can provide you with auto responder email software, (similar to Aweber) shopping cart technology and even host your very own affiliate program so that you can have an army of sales people(affiliates) world wide promoting your products.

Last but not least you will need a way to collect your fortune – that's right – your fortune!

Step 10. Setting up a Payment Gateway:

PayPal.com or another payment gateway, these are companies built specifically to process internet transactions online. PayPal is one of the largest and well known but it is not the only provider so do shop around as the percentages they take from you when processing the sale can vary.
Utilising these providers is good as you start out as you will not have to approach the banks to get a merchant account.

A List of Sites to Visit and Study

As I said at the beginning of this chapter: *The path to a passive income can be an expensive one, however it needn't be.* The following sites will provide you with either free software or a mountain of information at very affordable rates all of which will assist you as they have assisted me.

Adwords marketing – Google provides the tools to run ad campaigns for your chosen product online – these are the paid (sponsored) ads you see running down the left hand side of the google search pages.
Yes you pay for this privilege but when done right this can cost as little as a few cents per click (visit by a customer to your site)

Note: Beware, if handled incorrectly adwords campaigns can cost you an arm and a leg so make sure you study up first.

Adsense marketing – have you ever seen those ads on some websites you visit – usually running down the left hand side of the page or across the bottom, well they are adsense ads and for each time you or someone else clicks on these the person running the ad pays but the great part is the website that is hosting these ads is also getting paid by google – this could be you getting paid.

This is what I am doing at the moment to build my websites, and my goal is to develop at least one website per week for the next 12 months – 52 sites in one year. So what I need to do has to be fast, effective and ultimately cost effective so as to be profitable.

Keyword research – google keywords and www.traffictravis.com
Clickbank to find great affiliate sites to promote
Godaddy.com or Hostgator.com for my website domain names
www.bluevoda.com to build my sites or Website tonight & www.artisteer.com
www.aweber.com for my list management and auto responder emails
Google adwords and adsense marketing
https://adwords.google.com/select/KeywordToolExternal
EzineArticles.com for promoting my articles
odesk.com out sourced writers to create my articles and e-books
www.camtasia.com for video production and screen capture videos.
www.1shoppingcart.com if my site needs to be a store front
 www.filezilla-project.org for my file transfer
PayPal.com to collect my money

In addition to these great products there are hundreds of other great products out there. Some great places to find them are in forums like the warrior forum http://www.warriorforum.com

Ok, I admit I have spent countless hours learning how to put all this information together and trust me there is more than you can imagine but it is all worth it. Remember - You don't have to spend a fortune, or waste hours of your life getting frustrated and getting nowhere.

The most helpful thing I believe I can tell you is to follow a reputable affiliate marketing coach and stick with them.

My recommendation is www.affilorama.com here you can even trial all the tutorial videos for a month and for only $1.00.

Always take a look around before you buy, check out forums for both good and bad feedback and double check for possible free trial downloads, e-books and other helpful information before you commit your money.

Good luck out there and don't forget to add me to you list.

Grant Shields
www.zealmarkgroup.co.nz

And if you want to start out by promoting training courses contact me here at info@zealmarkgroup.co.nz and chat to me about **our** affiliate program.

How to Start a Database (or list)
By Ann Andrews

Starting a database requires you to collect names. If you already have a customer base you are well on your way. You will however, have to put these names into a system which enables you to send a regular newsletter to them.

I use icontact, but there are many great CRM systems out there. Simply google CRM systems and see what appears, or ask around people you know to find out how they communicate with their customer base. This is one of those areas where I pay someone to look after the database – at $25 an hour this saves me a million headaches and is $25 very well spent.

I would urge you to move on from direct mailing – it is costly, time consuming and if you have a post box, you will see for yourself that most of the direct mail outs end up in the recycling bin.

Networking at the beginning of any business is also critical. If you hate networking, then please get over it – if you don't you will never grow your business. The number of small business owners I know who site **in** their shop or office and place a small ad in their local newspaper and wait for people to come to them is staggering. In this global playing field you must get out and about if you don't then I fear for your business.

For a free article on networking check here

Once your site is up and running you will offer an incentive for people to 'opt-in' to your database, but until you have that up and running, you will need to collect business cards and enter them into your CRM system, and so you have to work out how you will collect those cards. The simplest way is to exchange cards at any networking events you attend, or to enter your existing customers, or even to enter business cards you pick up at trade shows.

You will then need to input (or pay someone to input) the contact details into Outlook or Outlook Express depending on which Microsoft package you have. I'm not a Mac user so would suggest if you use Mac, you find out what the equivalent free package is for your computer.

How to Grow your Database

Once you have a website, it is important to offer something for FREE in exchange for the person's contact details. If you check a marketing site they will offer you something like – 10 Marketing Tips for Doing Business with SME's or if it is a dog-grooming site, they might offer you 10 tips for Keeping your Pooch Healthy.

Keep your free offer fresh – you will see your 'sign ups' fall away after a while, so keep offering things that are different, special, fresh and unique.

How to Leverage your Database

Never underestimate the power of your database. As it grows, you will find other people interested in offering their 'stuff' to your contacts. I now sell on behalf of 140+ authors, and I take 50% of anything I sell on their behalf.

I get requests most days now to LINK to my site. This is a process whereby sites that are linked to each other gain a higher Google ranking, which increases traffic to both sites. And it is free to link. I would offer a note of caution though – be careful who you link to. Google isn't stupid – it has the technology to know if sites are compatible. For example – my website is offering training products, imagine if I linked to baby clothing! Not a match. And I also don't want to link to a site that is amateurish, has spelling mistakes, is tacky or is simply not a site I would want to spend any time on myself.

Linking on the web, is no different from creating relationships in real life. Be careful who you associate with – your reputation could be enhanced or harmed by the people you associate with.

15 Simple Ways To turn Your Knowledge into a Million Dollar Revenue Stream

With the advances in technology, it is now possible for ANYONE to turn knowledge into income. And so here is my very simple litmus test for you to check whether you too can turn your knowledge into a passive income……….

Q1: Can you string a sentence together? Y/N
Q2: Do you have something you are passionate about? Y/N

There it is. f you answered yes to the first question and no to the second, that's OK, you can still follow this process (more for you on page……). However, if you answered yes to both questions, then let's get started, because:

- If you can string a sentence together – you can write a tweet and/or a blog
- If you can write a blog you can write an article
- If you can write an article you can write an e.book
- If you can write an e.book you can write a book

And if you can do the above, then you can turn your written products into:

- Podcasts
- Webinars
- Teleseminars
- Online coaching 1:1
- Online coaching with a group

If you are passionate about something – anything – then writing a sentence about it should be a breeze. I am an HR Consultant, and my passion is people, so a sentence for me could be something like:

- 57% of employees are partially or totally disengaged at work
- The 10 jobs most likely to vanish over the next 5 years are
- It costs 2.5 times a person's salary to replace them

Do you think that having written any of those sentences, it would be quite easy for me to go on and not only 'tweet' the sentence, but to then write a blog about them?

1.   Blogs

The word 'blog' is shorthand for web log which is a shared on-line journal where people can post diary entries about their personal experiences, interests and hobbies. You can post a blog on your own website or on a blogging site – www.blogger.com is probably the most commonly used.

I have subscribed to various e.mail newsletters – one of these is from [Gihan Perera](#) a web guru living in Perth. He suggests these 20 blog topics:

1. Report on current affairs and news
2. Summarise the latest research
3. Share stories from your life
4. Rant!
5. Review a book you've read which has a bearing on your niche
6. Promote a product or service
7. Announce something new
8. Refer to other experts in the field
9. Copy other people's material (In some cases, you can even use other people's material directly, without having to link to it. Of course, this only applies if you have explicit permission to do so!)
10. Profile a client or customer
11. Share a positive testimonial
12. Record an audio clip
13. Record a video clip
14. Insert a YouTube video
15. Recommend a Web site
16. Answer a frequently asked question
17. Jot down a half-formed idea
18. Publish your podcast posts
19. Share a PowerPoint presentation
20. Announce a coming event

NB. And if you still don't 'get' the power of blogging, check out this young girl [Anna Sam](#). She is a young lass who works in a French supermarket – not the most glamorous job, and every day she met grumpy customers, so every day she blogged about the vagaries of her customers and ended up with a three book deal and a film being made about her life!!

Are you starting to 'get' this wired world and the power of it?

2. Tweets

To 'tweet' is to post a short sentence on www.Twitter.com. Check out this [video clip](#). A tweet is – no more than 140 characters. It's a way of talking to people who are interested in what you are interested in. Twitter has moved on from it's simple 'what R U doing' beginnings and is now a favoured way for some of the largest organizations in the world to 'tweet' what is happening in their world to people on their database. Travel agents can tweet special flight discounts; hotels can offer special rates during non-peak times. Telecommunication companies tweet new products or services

3.Articles

An article is simply a longer blog – though some people post blogs as articles and others post articles as blogs. Confused? Don't worry about it too much. I use blogs to test interest with my social networking site [ecademy](#). I perhaps write a couple of paragraphs about something, and if the blog attracts a lot of

comments then I know it is worth adding to and turning into an article. A blog may take me 5-10 minutes to write, an article could probably take me 2 – 4 hours. See the difference?

The first ever blog I wrote was in December 2008 (yes that recently). The recession had just hit and so I wrote a blog called 15 Ways to Beat a Recession. The blog had over 2000 hits in a matter of days. I was amazed. Needless to say, I then went on to write a few articles on the topic (which I submitted to my article sites) and even went on to write an e-book called '25 Ways to Beat a Recession.'

The book became my 'free sign-up' during 2009 but as the recession started to recede I had to update my sign-up offer, and in January 2010 I replaced it with '378 Predictions for doing Business in 2010' – a compilation of tips from 39 world class entrepreneurs across the globe.

Will this book last forever? No! Very soon I'll have to start working on my **next** sign-up offer. You have to be current on the web.

4. Subscribing to Article Sites

There are literally thousands of article sites. Needless to say some are better than others. Some are free others will charge a monthly subscription. Check out these sites:

www.articlecity.com   www.ezinearticles.org
www.digital-women.com   www.goarticles.com
www.free-articles-zone.com   www.easyarticles.com

The biggest question I am asked is, how long should an article be, and my thoughts
are that an article should be 1--5 pages long. And if you don't want to write your articles yourself, you can contact either:

www.Elance.com   OR   www.odesk.com

and you will find people to write your articles for you. How easy is that?

And how about this formula?

- 10 articles = 1 e.book
- 10 e-books = 1 traditional book

NB A lot of the ideas I give you here will be sending you to places you can find 'free' stuff – but there will be times when I urge you to make an investment. You wouldn't even remotely think you could build an offline business without investing in premises and equipment and online is no different – at some stage you will have to invest in software or assistance or both.

How to Write an e.book

An e.book is a downloadable document – these can be created in basic word, you can add clip art to create a cover, turn the document into a pdf (or get someone to do it for you), this is so people can't change or tamper with your original work.

This is another of those 'how big' questions. I personally don't think an e.book should be more that 50 pages, but that is a personal choice. Any more than that and you actually could have TWO e.books.

If you are an author reading this, an e-book is NOT intended to be your regular 400 page hard copy book converted to an electronic version.

Some of us oldies still like to print off our information – imagine trying to print off 400 pages. But also, if you print off your 400 page regular book, you are losing the potential revenue to turn that book into four or five e-books. Why would you do that?

An e-book is not intended to be everything you know about a topic. It is meant to be a slice; a flavor; some tips or tools. Your e-book is meant to lead people to want more information – call it a teaser if you like.

NB: Amazon now sells more e.books than traditional books.

My recipe for a great e.book:

1. A great title
2. An attractive cover
3. A confidentiality/disclaimer page
4. An about-the-author page
5. A list of contents (optional)
6. The body – lots of white space
7. Pages with lines on so people can make notes
8. A 'further reading page' also optional

Will other people have other ideas on how to write your first e-book? Of course they will. Ask Around. These are my thoughts, and they are not intended to be the Holy Grail. Give it a go.

Truly, this does not have to be an onerous task and in no time at all you will be able to say – I am an author.

25 Ways to Leverage an e.book

1. Speaking engagements
2. Interviews (radio/TV/skype)
3. Blog/tweet
4. Offer small pieces in your newsletter
5. Social networking sites (LinkedIn, Facebook etc)
6. Questionnaires
7. Surveys
8. 100 articles (1-2 pages)(Magazines/article sites)
9. Special reports (5 – 10 pages
10. White papers (up to 15 pages)
11. 5-10 e.books (25 – 75 pages)
12. Serialise – give 1st chapter free, charge for the rest
13. Numerous Podcasts (1 slide + 10 minute talk)
14. 10 Webinars (which can be recorded)
15. 10 Teleseminars
16. Video clips (uploaded onto your website)
17. 1:1 Coaching
18. Skype coaching with small groups
19. Bundles – 1 e.book plus one audio/webinar
20. Bundle various products and offer at a good rate
22. Offer one free skype coaching session with your book/video/CD
23. Swap product with other authors
24. Joint Ventures (write a chapter and invite others to contribute)
25. Create a membership site

The Power of FREE

So far I have covered all the things you will need to do to get started – you will also note that at this point nothing you are creating is for sale – tweets, blogs and articles are all FREE. And our first objection to 'free' is usually the time it takes to keep up to the minute in our topic and to write regular updates.

Please be patient. Rome wasn't built in a day, neither is web traffic.

Consider at this point that you are building the deep foundations of your dream house. We all know that a house needs foundations. Well so does an internet business. The deeper the foundations the stronger the structure - house **and** business.

Look upon all these steps also as market research. Watch and measure the interest and traffic you receive from your article, blog or tweet. I resisted writing blogs for years, over Christmas 2008 I wrote my first blog (under great duress and much muttering I can assure you) and because the recession had just hit, I wrote a blog entitled '10 ways to beat a recession.' That blog had 1700 hits in 48 hours! How about that for market research – so then I turned the blog into an articdle called '15 ways to beat a recession' and ultimately I turned it into my 'sign-up' book on my site and called it '25 Ways to Beat a recession.

When you create anything for the web ask these two questions:

1. What else can I turn this into (in this case blog to article – article to e.book)
2. Who else could be interested in knowing about it

I contacted several NZ magazines to ask if they would be interested in the article or the free e.book – guess what – they were!!

Check out the free stuff on The Corporate Toolbox – I am constantly refreshing what is available there. I want people to keep coming back to my site and the best way to do that is to keep offering great free stuff.

The Last Word – a True Story

If you are still with us – well done. And if you are still not convinced that it is possible to make a considerable amount of money online, then read this real life NEW ZEALAND story:

Builder earns $20,000 per month

'From bricks and mortar to clicks and mortar, former builder Les Kenny is raking in around $20,000 a month from his Buildeazy website, which offers free DIY project plans to users.

At 61, Kenny doesn't fit the usual stereotype of the thrusting young internet entrepreneur.

And though he believes his example is one anyone can follow, he admits he never planned for the success he has had: "Every morning I have to pinch myself."

Buildeazy.com started as a hobby for Kenny six years ago when he decided he would share his successful DIY projects with the wider world, putting them up online for anyone to access.

"It was just going to be an Auckland thing and all of a sudden it started picking up visitors from the States. I didn't plan it. The search engines just picked it up."

At the time, he said, there were virtually no sites providing free DIY project plans, and Kenny recalls sniping emails from irate Americans selling such plans, claiming he was helping demolish their businesses.

"I just liked doing it for free. It was a passion for me," Kenny said, though he invested hundreds of hours into building the site, as illustrated by the DIY projects which fill his house and garden.

But then, three years ago, Kenny discovered Google's AdSense programme, where internet publishers can host Google advertising on their websites containing links to advertisers who pay Google on a cents (and sometimes dollars) per click basis for their links to appear. Publishers such as Kenny get most of that revenue.

The more popular a website, the more clicks and the bigger the cheques that arrive every two weeks from Google.

The trickle of cash became a torrent, said Kenny.

"It was just $3 or $4 a day to begin with, but then it started to pick up and get to be more and more until we were waking up in the morning, looking at the money and saying we just couldn't believe it. It just kept growing and now it is almost $20,000 a month."

The whole family chips in now. His wife, Jenny, has her own site – Craftyjenny.com – and his two daughters help provide content and graphics support. He doesn't employ them per se, he laughs: "But they help themselves to the money."

The income meant Kenny could ditch his day job. "I was never a businessman. I was just a builder. We were bringing up four kids, working, one step forwards and two backwards, never getting ahead," he recalls.

He has started travelling the world because he can forget about the site for periods and the money just keeps rolling in. But his mind is rarely off DIY, even when he's abroad. He's just launched a new site called Travellingbuilder.com for DIY projects showing how to make things such as the king's chair he saw at Nottingham Castle in the UK, or the stylised concrete chair he spotted in Barcelona.'

Conclusion:

We have already talked about the fact that when I started writing this e.book I met Grant Shields who built his web business 100% himself, from scratch and on very little money whereas I built mine using other people's technology savvy and either paying them or doing joint ventures.

You must decide which way is right for you. I asked him to write his part of the book so that readers could see that there is no one right way to do this 'internet' thing.

So whether you choose to go Grant's way and do everything yourself – or whether you choose to go my way and buy in expertise, we wish you well.

One thing I have learned through this process which may be the very best tip I can give you is that often things on the web seem to take twice as long as you had envisioned, however, the greatest truism about the web is this:

Do it once and earn revenue off it forever!

Anything and everything is possible on the web. If a builder can earn $20,000 a month giving his plans away, then you can do the same. All it really requires you to do now is to get serious.

Whether you are an absolute beginner; a person who has sort of made a start, or a person who has progressed quite a way – will you take the next step?

Will you do whatever it takes?