

Work At Home Mastermind

**Profitable Strategies To Making
Money Online**

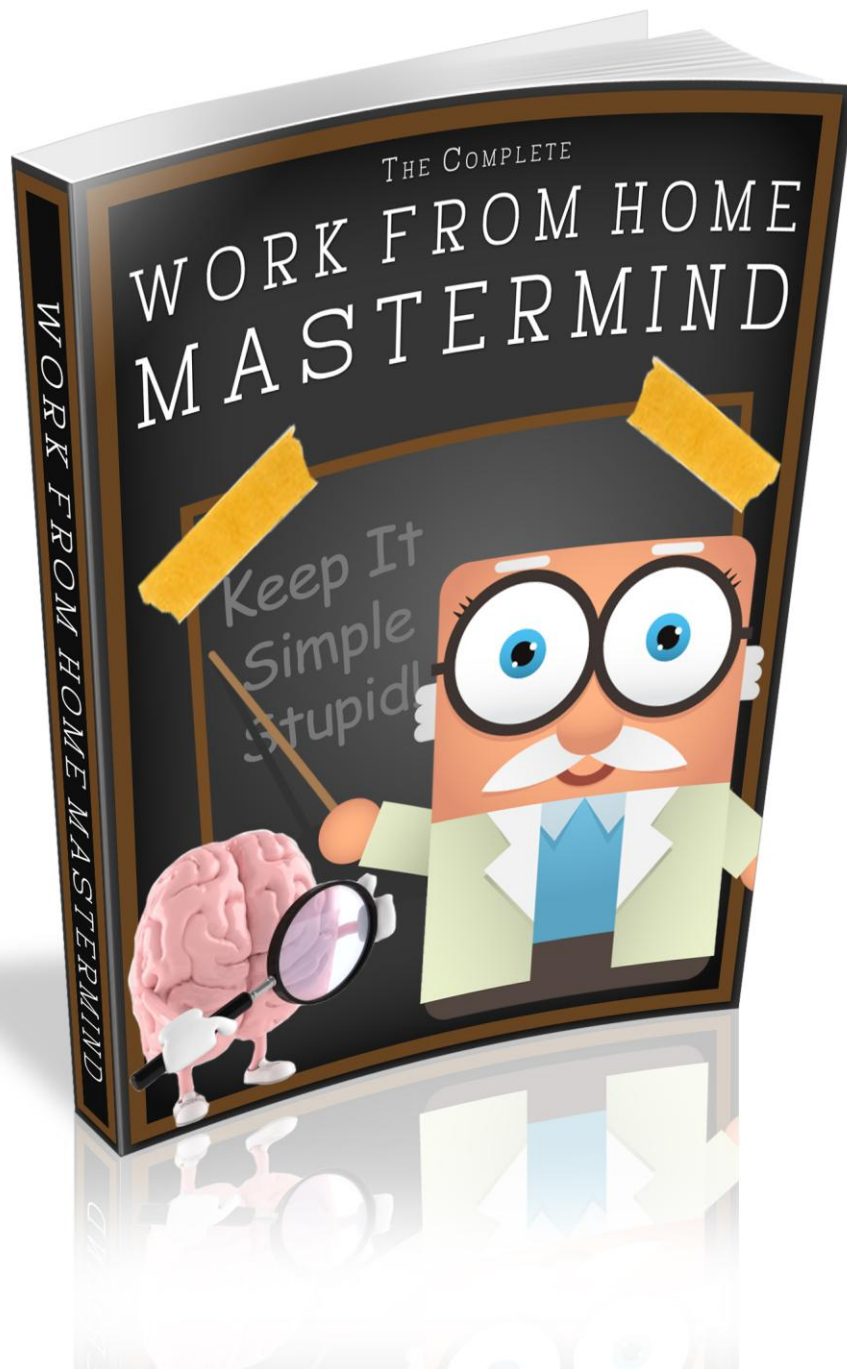


Table Of Contents

INTRODUCTION.....	
What Is An Internet Business?	4
The Nature of the Internet is Information	6
The Best Model for an Internet Business and Why.....	9
The Ideal Format To Use and Why: Blogs	10
HOW YOU CAN MAKE MONEY.....	
Various Internet Business Models includes:	11
Proven Ways To Profit Online	13
Affiliate Marketing	13
Information Products.....	14
Online Businesses or Biz Opps	16
Network Marketing.....	17
BASIC SKILLS FOR A STRONG FOUNDATION:	
What is a Domain name and how do you register one?.....	19
What Is A Domain Name?	20
Why Do I Need To Register My Domain?	20
How to Register A Domain Name?.....	20
What Are the Best Registrars to Register With?	22
Best Rated Domain Registrars	22
What is Web Hosting and the Services They Offer?	24
What is Web Hosting?	24
Where Do I host My Website?.....	24
The Best Rated Web Hosting Companies	25
What is an Autoresponder?	26
Types of Auto Responders.....	26
Why Do I Need An Autoresponder?	27
Top Two Autoresponder Companies.....	27
How to Setup a Blog?.....	28
Getting Started With Blogger.....	29
Getting Started With WordPress	29
Getting Started With Moveable Type	30
How to Manage Your Blog?	31
Create a Schedule.....	31
Figure Out Your Priorities	31
Posting Frequently	32
Dealing with Spammers.....	32
Practice Makes Perfect.....	32

Utilize the Extra Tools.....	33
Outsourcing	33
Blogger versus WordPress	33
Round 1: Setup	34
Round 2: Templates	34
Round 3: Usability	35
Round 4: Features	35
PRODUCT RESEARCH	
How to Find the Right Affiliate Products to Promote.....	37
Discovering Your Niche	37
Research, Research, Research!	38
What Is In Demand?	38
Where Do You Rank?.....	38
Take a Test Drive.....	39
Find Relevant Affiliate Products to Solve Problems	39
Dealing with the Competition	40
Dealing with Scams.....	41
Do the Research	41
Build a Keyword List for Your Products/Market.....	42
Tips for Building a Successful Keyword List	43
Build Your Blog.....	
How to Build Your Blog	45
Add in relevant keyword rich content to blog.....	47
Review and Presell affiliate products. Stagger content and promotion.....	49
DRIVE TRAFFIC TO YOUR BLOG	
Paid and Free Methods Drive Traffic To Your Blog	52
Free Signatures on Forums and Emails	52
Submit Articles to Directories	53
Using Google’s Adwords.....	53
BLOG LIST BUILDING AND BACKEND PROFITS.....	54
Blog List Building And Backend Profits	54
RINSE AND REPEAT TO GROW THE BUSINESS	57
DUPLICATE SYSTEM IN OTHER MARKETS	58

INTRODUCTION

- **What Is An Internet Business?**
- **The Nature of the Internet: Information**
- **The Best Model for an Internet Business**
- **The Ideal Format To Use and Why: Blogs**

What Is An Internet Business?

Nowadays, people are always griping about their jobs. They feel unappreciated, unsure about their job security and obsolete. They never know when they might be laid off and/or replaced. There are oodles of workers who live in fear of getting booted out for simple reasons like coming back from lunch late or having to stay home with a sick child.

This has led to more and more people looking to sure up their incomes in less conventional fashions. It has led many to start their own home business, and the Internet is their platform of choice.

In a world where corporate downsizing is now common, many feel that salvation lies in starting an Internet Business. Some say, just in case, and others feel that they've had enough of living on the whims of others including bosses, managers and supervisors who tell them when to go to lunch and when they can go home.

Surf the web sometime and you'll see just how many individuals have started their own Internet business. Seriously, cyberspace is loaded with them. All it takes is an idea, and human beings are chocked full of really good ideas to common problems. There are websites where a

housewife is making a great living selling custom knife set. She was basically a working mom who had to come home for her sick child. With no college degree, she decided to start her own at-home Internet business selling something she just happened to know a lot about - custom cutlery.

She started this business with less than \$100, and looked at it as a way to bring in extra money. After a year, it turned into something huge, and now her husband works with her and it's their only source of income. You have to admit; that's pretty darn sweet. And it all started with her passion for kitchen cutlery, and the knowledge she had picked up over time.

Many times people think that Internet businesses are some big conglomerate, but in actuality, the Internet is the great leveler. It allows stay-at-home moms and average people to be able to start with little to no money and work their way up to compete with the mega corporations. When you think about it, on the Net no one knows whether you're a large company or some guy in his basement with an Internet connection.

In fact, it doesn't matter. **What does count is whether you can answer a person's need and answer a question with a product that solves a problem.** That's it, and with that, the Internet has become a boon in a time of strife for all those who are willing to learn and grow.

You too can begin an Internet business if you really want it. A close friend of mine started her business by making custom children's clothing. She uses her sewing talents and creativity to make an honest

living. Now she just has to keep up with the various orders. The bottom line to all of this is that you can never get CANNED from your own business, and your success is completely dependent upon your ingenuity and your ability to create and market a product that people want.

Remember the guys who made a million dollars by cutting off the pant legs, tying a string around the tops and making crazy looking hats?

How about the Pet Rock that made a fortune or the She-Bang guy video that changed the life of an average citizen. You might have that one million dollar business idea that will support you for a lifetime.

This e-book shows you how to take your ideas and turn them into a viable business that will get you noticed in the marketplace. The rest is up to you.

The Nature of the Internet is Information

Information is what drives the web. More accurately, the search for information is what drives the web. When you start surfing the Internet, querying search engines and looking at various websites, you usually have a question.

Think about it. When you go to a search engine like Google and type in a search term, you are actually asking the Internet search engine a question. For instance, when you type in something like "How to get rid of acne" or "acne cure" or "get rid of acne", you are actually asking the question: How do I get rid of acne, right?

This is the usual application of search engine queries, and we do it all the time. The search engine results called SERPs answer that question by giving us a list of websites that have information relevant to answering your query.

When you think about it like that, you will quickly realize that the basic reason the Internet thrives and grows is to answer questions put to it by hundreds of thousands of people worldwide.

In the answers to questions lies business, product sales, fortunes made and the opportunity to answer and supply information about a topic. It could be anything; however, the process remains the same.

In order to start an Internet business, you must think this way and as a result, your idea will be the answer to a question put forth by many.

Most people go into business to make money. Having a clear picture of what product or service they are going to present to via the Internet is necessary in order to be successful. Having a business model plays a critical role in achieving that goal. The type of environment in which a firm operates as well as the type of changes that it faces also play important roles.

The Internet stands to establish new game strategies for businesses as it renders existing bricks-and-mortar strategies obsolete while creating opportunities for wealth creation via the web. In order for people to take advantage of all that the Internet entails involves conceiving and executing a good Internet business model.