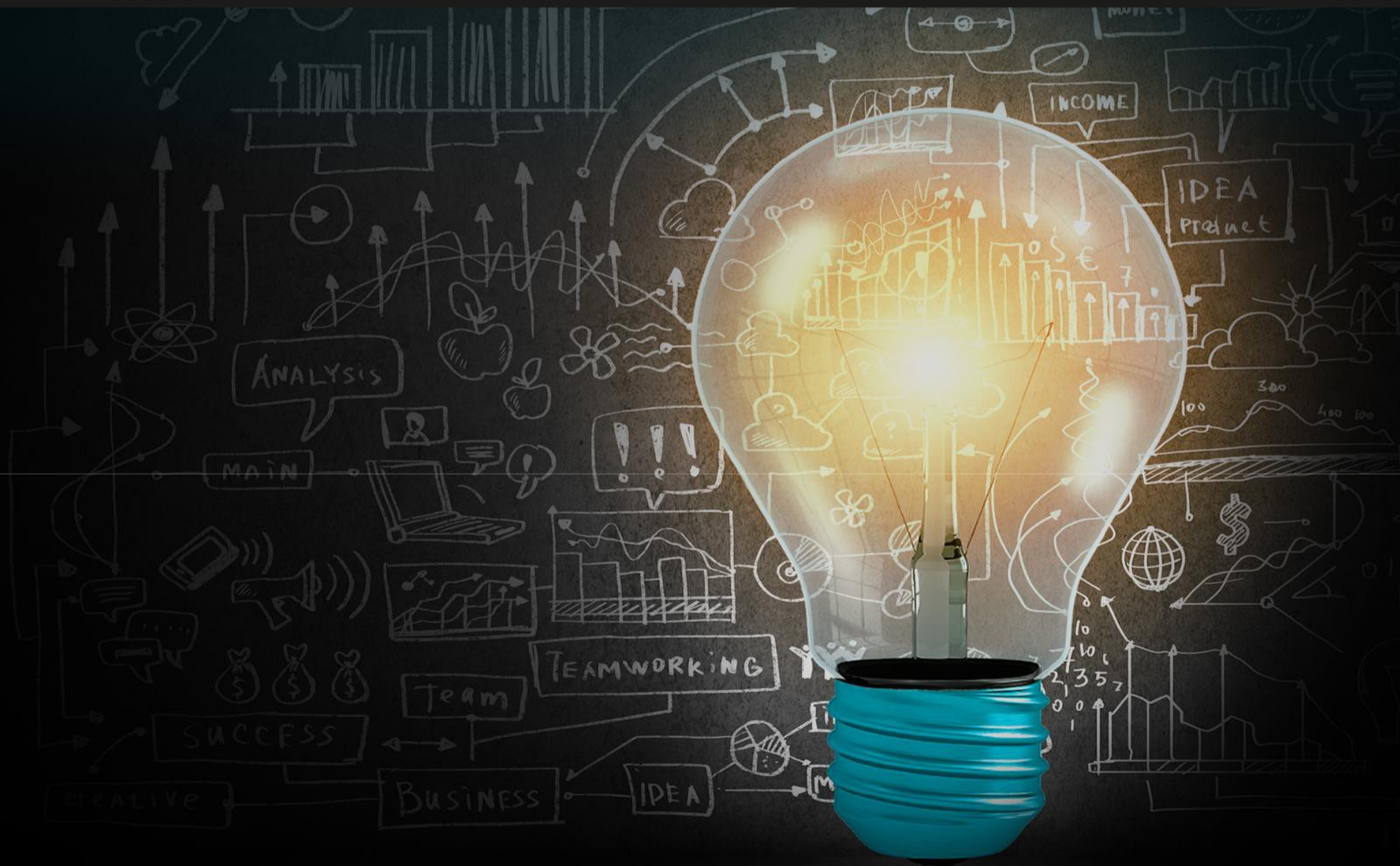


NEWCOMERS GUIDE

TO

INTERNET MARKETING



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INTRODUCTION

Many books have been written about how you can make money online.

There are books about achieving success on eBay, making money with blogs, building a Squidoo lens, doing article marketing, profiting from affiliate marketing, and building niche websites, just to name a few.

However, despite all these resources the vast majority of all new marketers fail to make any money online...

Not only do they fail to make money, they often end up losing a lot of money while trying to make money!

Even more importantly, they waste precious time.

They simply do not have a strong enough foundation on which to build an online business.

They lack the basic insight and knowledge required to succeed. They try to run before they can walk, or start walking without knowing where they are going.

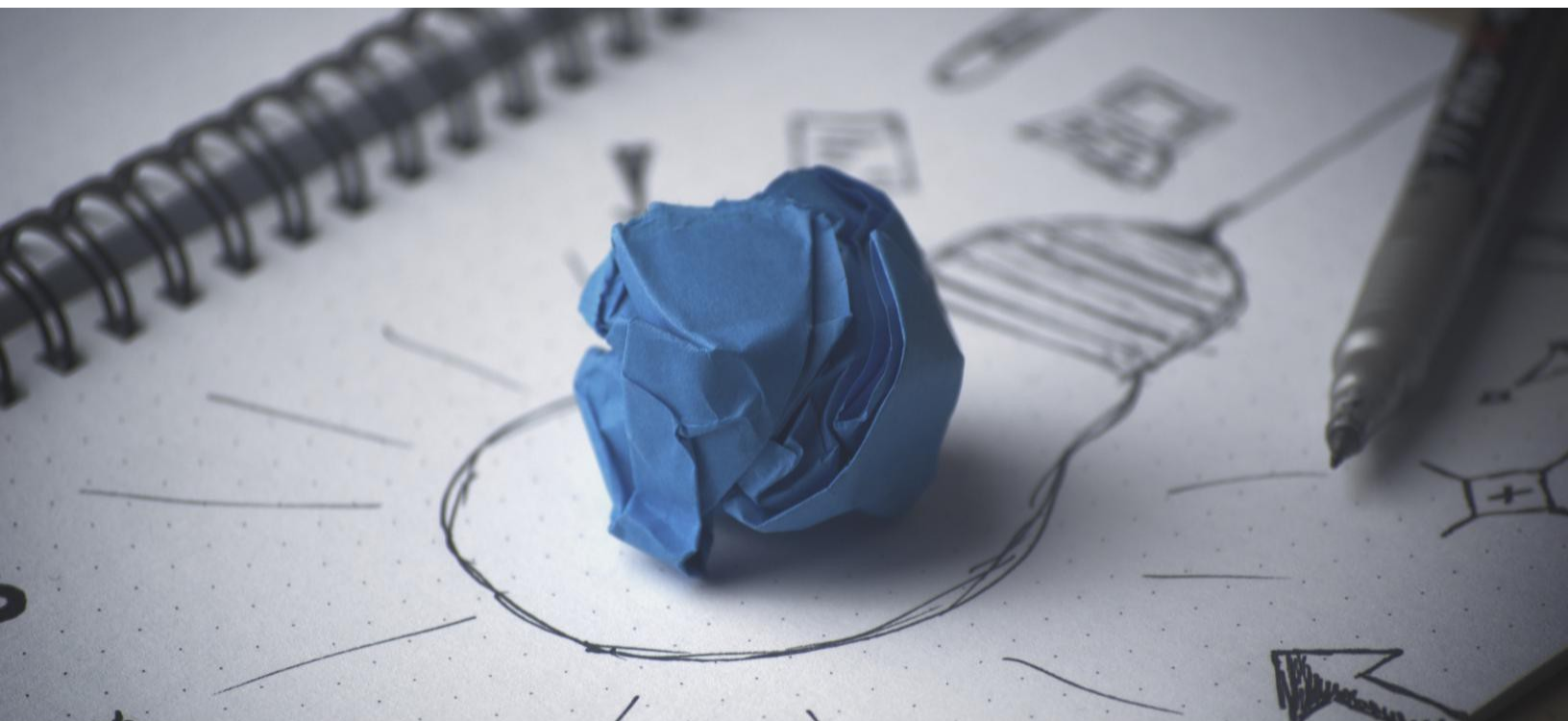




I have no doubt that it is possible to become a successful internet marketer in a short period of time, but only if you start off with a clear understanding of the basic concepts of internet marketing, but you need to learn the basics first before you can get started .

I share many of the important lessons I learned during six years learning internet marketing.

I trust that you will find many gold nuggets in this book and that it will give you a good understanding of what internet marketing is all about and prepare you for the road ahead.





CHAPTER 1

STRIKING GOLD - IS IT POSSIBLE?



Many people consider internet marketing as one of the best ways to strike gold. And you know what? They are right it is possible.

Where else can you set up a business within a couple of hours at virtually no cost and start making money 24 hours a day from customers all over the world?

A VALUABLE LESSON FROM HISTORY

The California Gold Rush started in 1848 when James Marshall spotted something shiny in a river. It turned out to be gold, and, despite trying to keep the find a secret, it triggered a massive gold rush.

What a great way to get rich quick! Gold nuggets lying around for the taking. Must have seemed like a dream come true for most gold diggers.

The reality was slightly different...



Traveling to California was not easy in those days.

There were basically three options, namely by boat via South

America (six months of misery), by boat via Panama (if you were not too concerned about malaria and Cholera) or overland (a 2000 mile journey). Once you got there, working conditions were terrible. Lack of supplies meant that prices for basic foodstuffs soared. Many miners died hungry and poor...

What has the 1848 gold rush got to do with internet marketing? As in the case of the gold rush, many new marketers think that internet marketing means easy money. Similar to the gold rush, most new internet marketers do not actually end up making any money.

WHAT CAN WE LEARN FROM THIS?

The better prepared you are the bigger your chances will be to strike gold in internet marketing. The more you know about internet marketing the less likely you will be to make stupid mistakes and fall for “get rich quick” schemes.

New marketers do not have the slightest ideas on where to start, and a lot of them are not willing or able to invest a start up capital in their online business. However, it is almost impossible to start an Internet business without spending some money on basic infrastructure such as web hosting, domain names and so on.



KNOWLEDGE IS POWER

I think most gold rush miners would have done things a lot differently if they had a better understanding of what they were getting themselves into. Having a great idea or noticing an opportunity is one thing. Turning the idea or opportunity into a profitable business is a different story.

The first and most important thing to do is to list out all your skills. What skills do you have? You may have picked up these skills through daily life (for example languages), through your job (hands-on knowledge on a specific niche) or from your hobbies (for example fishing). It is most vital to list down skills or knowledge that you have and might be in demand elsewhere. For example, you love fly-fishing and you do it every day after work. You may build your Internet business upon this: writing an instructional guide on fly-fishing, teaching people how to do it, etc. Best of all, you do not need to spend money to acquire this knowledge: you already have it.

So, the very first option, if you have no money or very little to start off your online business, is to earn some capital using your already existing skills or knowledge. You can give tuition to students on your dominant subject in college, you can teach stuff about your hobby to people who are interested, you can write guides on knowledge or skills you picked up through experience and cannot be found in theoretical books. Hope fully this will help you fund your start up.