

## How To Make Money Online & Internet Marketing...

### Let's Get This Straight

A long time ago when I was searching online for ways to make money using the internet, I always seemed to come across all kinds of websites that focused on "make money online" on their sales page but then when I got inside and saw what it took to make the money, it always turned out that I needed to learn how to do "internet marketing" in order to make the money online.

Now this is pretty confusing because so many information product owners flat out sell their marketing materials as "make money online" programs or systems. No wonder millions of people get frustrated when trying to figure out the difference between the two.

Internet marketing is simply the process by which you present an offer to a potential buyer. Internet marketing is also the advertising process and of course if it all works out correctly, in the end you make money online.

It stands to make sense that more people are looking for the term "Make Money Online" than people who are looking for the term "How To Market Online" or "How To Do Internet Marketing" and if you've been online looking for ways to make money for a while like I have, you will finally come to realize that you need to educate yourself about "internet marketing" in order to "make money online".

Now how do you make money online? Well, you have to somehow place yourself between a product that someone wants and the person who wants it. You can make money online by many different ways.

Here are several in no particular order.

1. Sell a product that people want or need.  
( Physical product or digital download )
2. Sell a service that people want or need.  
( Programming, SEO, Graphic design, Consulting, etc )

3. Sell someone else's product as an affiliate.  
( You get a commission or part of the sale )
4. Sell someone else's service as an affiliate.  
( You get a commission or part of the sale )
5. Open a store on Ebay.  
( Your own products or find a drop shipper )
6. Open an online store and find a drop shipper to fill your store with products to sell.
7. Anything else your mind can imagine.

The great thing about making money online is that there are literally hundreds of ways to market to a potential customer and the more ways you learn about and implement, the more money and success you stand to achieve. Here are some examples of marketing online.

This is definitely not a complete list...

Affiliate Marketing... I mention this one first because you don't need your own product or service to make money online. You can make a commission or a portion of the sales by signing up as an affiliate to any product or service that you wish to promote. There are literally billions of products and services that you can become an affiliate for and then promote them to get a piece of the profits. You will get a special link that tracks the sales for you and lets the product owner know how much they owe you too.

Article Marketing... You can write articles about your product or service and then have a link in the article that takes people to an order form to purchase or to another website to learn more. You would submit these articles to article directories, blogs and other places so potential customers can find you.

Pay Per Click Marketing... You can sign up to pay for ads at all the major search engines and try your hand at driving massive amounts of traffic to your website or offer. Be careful though as it will cost you money for every visitor who clicks on your ads. You must make sure you earn more from your traffic than it costs you to get them to your site.

Banner Ad Marketing... You can have graphics made in the size of banner ads that you can pay to place on websites that are in the same niche or interest of your product or service. People can click on the banner ad and be taken to your website. These work well as I click on banners often.

Email Marketing... You can use an autoresponder service such as Aweber or Get Response to capture the names and emails of potential customers. Then you can email them over and over until they eventually purchase something or get off your list.

Blog Marketing... You can have your own blog website where you have content about your product or service. You can offer great free content that makes people want to visit your blog and you can use the other marketing methods above to drive traffic to your products.

Video Marketing... You can create videos about your topic of choice and upload it to places like YouTube and Viddler. People who search online for topics can find your video and get great information. You can leave a link in your video description leading back to your website or product offer.

Forum Marketing... You can become a member of a forum related to your product or service and help answer questions and become an authority on certain topics. You can place a link at the bottom of each forum post leading people to your website or offer.

Tele Marketing... You can call people and offer surveys or poll them about a particular topic and then make an offer for your product or service.

Social Media Marketing... Many people and businesses use social media such as Facebook, Twitter, MySpace, YouTube and other social sites to build what's called "social proof" around their products and services. Potential customers are more likely to respond when they see "live" people making comments and talking about things in a non sales environment.

SEO Marketing... This is Search Engine Optimization Marketing. You spend quite a bit of time targeting certain keywords and phrases related to your product or service so that the major search engines will rank you high for those keywords and place your website at the top of their listings which will generate the most exposure for you all without having to spend money on advertising.

So in reality, what do all of the internet marketing tactics above do? They are all geared for one thing and one thing only. Generating as much traffic to your website or offer as you can.

Now everything I mentioned above works very well with many different business models. I see each and every day many people give up and fail at trying to achieve success by making money online. Information overload is probably the leading cause of this simply because most people realize that there is a lot to learn and more importantly, a lot "to do" in order to get everything all set up and running.

By understanding the difference between "Making Money Online" and "Internet Marketing", you can begin to properly educate yourself and start taking real simple steps instead of continuing to look for that magic money system that doesn't take any effort.

If it existed then we all would be making the big bucks online right?

The truth is that there are more successful business models or systems than I can count. And whether you have a great business or a crappy one, if you use any or all of the "Internet Marketing" strategies above, you will get traffic to your website period.

The problem I had was that I kept jumping from system to system, beginning new programs but never really completing any of them because I had found something new and something bigger that promised better results.

I kept looking for that "magic button" that is so desirable because I wanted it easy. I wanted results now.

I want you to know that there are systems that "once set up" run on autopilot. They look like magic buttons but in fact a lot of work went into setting them up first.

If you follow me I'm going to teach you how to set one up. I'm going to share with you my journey through this process and invite you to watch what I do and then do what I do in order to take the "making money online" dream to a reality.

I will show you the steps I take, and give you the education you need along the way. Then I will show you how to take that education and duplicate what I do. Once you begin to grow your business and see results, you will then have the experience to run your own successful online business.

From my own experience I know what it's like to get that Information overload, where you feel like there is too much to learn and such a short amount of time to learn it.

Believe me when I tell you there are a lot of people in this industry that will try to sell you a bill of goods, only to leave you still scratching your head wondering what to do next.

Feel free to ask any questions, feel free to leave your comments and tell me your own frustrations. It's taken me a long time to finally believe there are no push button solutions. There are plenty of neat marketing tools that will help to save a lot of time but no one software or tool or program will generate your income. That has to come from you.

Over the next coming reports and posts, I will be literally sharing with you exactly how I set up my business and hopefully you join me for this great journey. Remember that there are plenty more than just one business model to choose from but I will be

implementing a very simple business system that you can go away and duplicate very easily since I'm willing to help you.

Since most people are visual learners, I took the opportunity to create two very simple business systems in the form of blueprints. One is very basic and the other a little more advanced. These business models helped me generate over \$17,000 in extra income for me and my family. You can print these business models on the last page of this report.

Print them out and put them by your computer. I will be sharing with you exactly how I set up this simple business model and I won't leave anything out. This is all free information that I'm not charging for. At least for now. And you can build upon this simple model making it even more effective and complex. But that's for later training.

Once you see how I grow my business, only then can you begin to come up with your own ideas and strategies that you can take to build your very own simple business system.

The keys to success with any business you choose is first "planning" and second "action".

As long as you are willing to keep taking action "and" move forward, success is right around the corner. Don't give up.

Talk soon and look out for the next training. Remember, it's free.

Michael Ottman

PS. Take action today and visit [Simple Business Systems](http://SimpleBusinessSystems.com) to learn more.

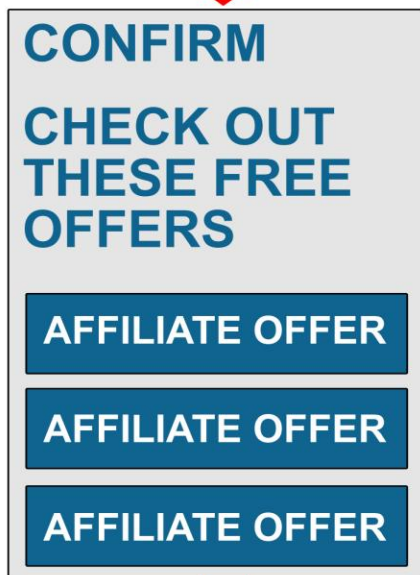
PPS. Don't forget to print out your FREE blueprints below. And if this system seems too easy for you then stay tuned as we will take the simple business system and grow our business wider and deeper.

PPPS. There is of course a lot more to this simple business system but I want you to grasp that if we take this on in small tasks, we will better be able to achieve success.

**This simple business system requires only 3 html pages and an autoresponder**

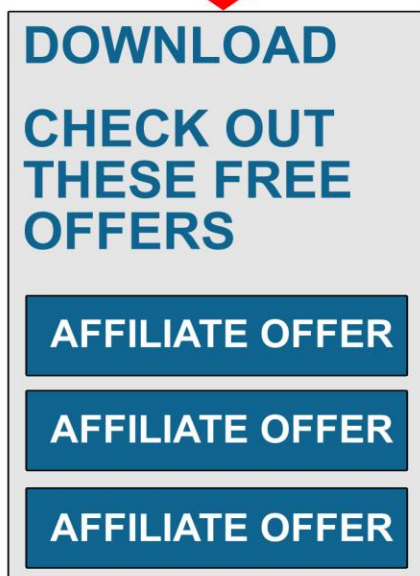


People arrive at your free offer and have two options. Opt in or leave. You don't want any other options than this on your page.



After they opt in they they are taken to a confirm page. They are told to go to their email to click a confirm link. You then offer some banners to affiliate products here.

You will have better success at getting people to click if the banners are products related to what you are offering for free.



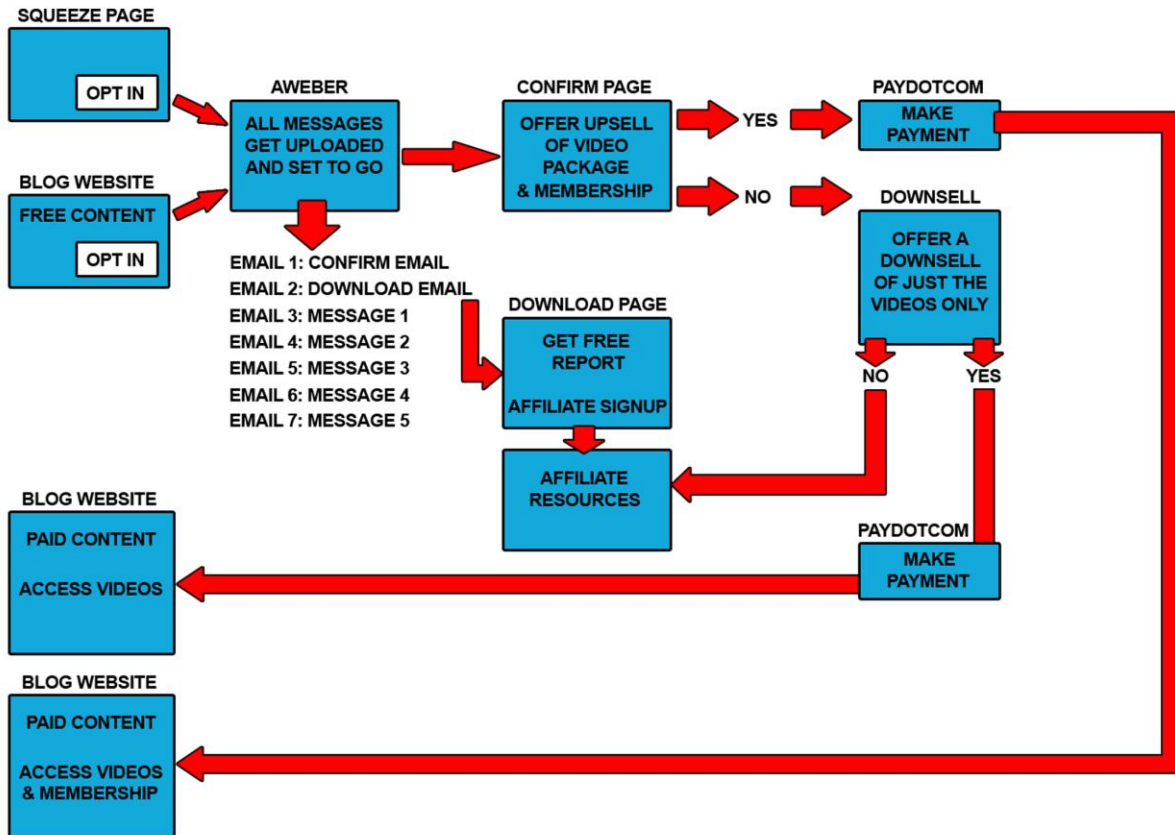
After the prospect clicks the link in their confirmation email they are then directed to the download page where they get their free item and are once again offered the banners.

Now your prospect is on your email list and you can now email them with offers over and over.

Upload several messages to your autoresponder for better results.

## Simple Business System Blueprint Using A Blog

This is only one of many ways to set up a simple business system. If you get to know how to use certain marketing tools and know how to automate them, you can come up with all kinds of neat ways to set up systems like this. It just takes a plan and some action.



To accomplish the above plan, the following must take place.

### The following is the process to getting free content on my blog and make it all SEO friendly

- Choose my niche about what I am blogging.
- Do keyword research to find the top 30 keywords pertaining to my niche
- Turn those keywords into my top 30 questions that people want to know
- Write 30 articles from 400 to 700 words on the 30 questions I come up with
- Choose my domain name and upload Wordpress
- Install the necessary plugins and then change the layout and theme to fit my product
- Upload my 30 articles into my blog to drip feed a new article every 3 days or so.

### The following is the process to creating my product that I will be promoting

- Create my free reports and videos that I use to build my list.
- Create my video series on Wordpress Blog Installation and setting up an affiliate business
- Create the monthly members only content that will help people moving forward in their business
- Find people of authority in this niche and do interviews, live webinars, recordings for valued content.