

FUNDAMENTALS

to operate a Successful

INTERNET BUSINESS



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Profiting in the Information / Software Business

One of the fastest and easiest ways for you to make a living online is to go into the information business. Do NOT listen to those gurus who say time and again that the market is saturated. And, that the internet just can't handle another info/ software product entrepreneur. They're wrong!

Why would I say this?

The reason that people are on the internet in the first place is because they are hungry for information. ***Everyone wants information!*** Picture the surfers on the internet as little robots. They're all running around from site to site saying "Info, Info!"

People are more than willing to pay money for the info and software programs. After all, they routinely purchase magazines, newspapers, and print books, right?

On the internet, they're even more willing to part with more dollars if it will save them time or solve a problem for them. ***The secret is to make sure that you provide a product that either saves them time or benefits them in some other emotional way.***

On the internet there is a lot of money that can be made by selling information / software products. The important part of selling these types of products is because they incorporate up to date content, audio, video, or PDF. Additionally, for the most part, software programs come with one or all three of these types of training lessons on how to use the particular program when purchasing.

The majority of the internet "gurus" have made their fortunes by selling information online in one format or another. ***Now it's your turn to take a share of the internet profit pie.*** You too, can do this by investing and using each of these much needed programs below. AND BTW sign up as an affiliate member to earn a commission income...

STEP 1. Web Site Hosting - A Domain and Website Design is a Central Element to ALL Internet Business Aspects



Start with purchasing a short highly targeted keyword domain name and a hosting service with Hostgator. Create a Wordpress blog. [Consider this as your store-front]. This is where you'll educate those on your list about [IM] Internet Marketing] and tell your STORY. [I like Hostgator](#) because they have great 24 hour support.

STEP 2. Squeeze Pages - Design Your Very Own Squeeze Pages to Build Your List



Invest in the [Optimize Press](#). This is a great inexpensive program where you'll create beautifully designed lead capture pages. Building your list is fundamental to success online.

Epic Squeeze is the perfect pre-designed Wordpress plugin for creating high converting squeeze pages within minutes.

Once you received your email confirmation, log-in your website back office C-panel section and choose the set-up type to be a Wordpress website.

Next, once you purchased and received your download information from software program site, you'll want to upload your UNZIPPED FILE onto your Wordpress site. You do this by log-in to your back office Wordpress domain. Be sure to keep all your usernames and passwords on file for safe keeping!

Go to Plugins tab... Add New Plugins – next page click Search Plugin tab to find the

UNZIPPED FILE from Epic Squeeze Page and click upload. Within a few seconds your file will be uploaded and you'll see your Epic Squeeze Page tab on left hand side. Double click to activate.

Finally open the Pages tab to choose from any one of the beautifully templates that best suites your business profession. Next, edit and fill in the blanks to create an appropriate headline and body text, set font, size and color. Next click the Background tab to upload your favorite Google URL picture image. Click the Update tab and then View Page tab to review and/ or edit.

Now you can put your business on the fast track to success. Set up your marketing campaigns for each particular niche squeeze page. Lead your potential prospects and buyers to your landing site pages. You now have well designed landing pages to help build you're your list and begin making sales for your business.

STEP 3. Auto-Responder - Best Sales Tool for Internet Marketing



Signup for [iContact Communications Auto-responder](#). This is very important You must use a platform where you able to design an opt-in form and connect it to your Epic Squeeze [capture] pages. Inside you'll write simple persuasive email campaigns to send to each opt-in [lead] prospect that has opted-in onto your list. Connected to these email addresses is the flesh and blood of your business. Always remember to provide value and interest.

If there is one thing you must really understand, to become a more successful internet marketer, it is the importance of making sure you comprehend *the progression of internet marketing*.

By "progression", I mean how does someone go from seeing an ad, a banner, a link, or some other advertising... to visiting your website... to asking for more information... to becoming a customer.

An Autoresponder system is perfectly suited to help you understand that progress as it relates to your business. What's more important and more powerful is that this system helps you track each step in that process.

Learn how an Autoresponder account can make you more money! It is time to take advantage of our \$1.00 trial and put this system to work for your business. You've got nothing to lose. You've got sales, time, freedom, and productivity to gain.

My recommendation is that you get started with [iContact Communications](#) today so you can start taking your business to the next level. Start now for \$1.00

STEP 4. Targeted Traffic - The #1 Issue with Any Individual Marketer or Business Organization On the Web Is Traffic



Key is traffic. Traffic is the life-blood of the internet business world. And the best method known for the average marketer targeted ads. Investing in adfly marketing campaigns on a regular basis is the easiest way to build your list and begin promoting online. AND I believe adfly is trust-worthy and dependable and have these pre-requisites to getting results. You can count on receiving the right amount of clicks...

Inexpensive Advertising is the easiest and most logical way to building a big list fast. Your ad will go out to folks that are 100% interested in Internet Marketing, i.e. making money with their own online business. Your offer will be sent out to one of our high quality lists that have been built through time tested marketing methods that work which could include (but may not be limited to): Top Tier Solos, Swaps, Youtube, SEO, Craigslist, Private Giveaway events, etc. The lists that we send your offer to are not segmented out, meaning **BUYERS are included!**

STEP 5. Cost Per Action [CPA] - High Demanding Product Where You Can Earn Money Quickly



Enroll with [CashNetwork](#). Getting paid for link clicks, email opt-ins, zip code submits and digital information on a weekly basis is key to your survival on the internet. CPA [Cost Per Action] affiliate programs offer you the quickest and most consistent residual income potentials available on the web.

We've got all kinds of movin' and shakin' action going on here at Cash Network... And if you've been slacking-off and missing sales, then you better [become a member today!](#) Log in and check all the new campaign offers available for your promotion pleasure. EPC, CPC, CPA, CPU...

STEP 6. Video Is King! Easy Video Player Creates Content Video Web Pages in a Snap

The image displays the Easy VideoSuite software interface and its product box. The interface features a dark blue header with the text "Are you still in the DARK AGES of VIDEO MARKETING" and a large white box with the text "Easy VideoSuite VIDEO MARKETING WILL CHANGE FOREVER". Below this is a navigation bar with icons for "Record", "Edit", "Publish", "Market", and "Track". The product box is shown on the left, featuring a play button icon and the text "Easy VideoSuite VIDEO MARKETING BANNED". The interface also lists several features: Video recording, Add buy buttons, Call-to-actions, Live video marketing stats, Playlists, Split testing, SEO features, Seamless S3 integration, Video pages, Video conversion, Timed Events, Security, and Drag-and-drop.

Invest in [Easy Video Suite](#). Video is King! People seem to understand better when they can visually interpret what's being revealed on a webpage. Seeing and hearing enhances the message being presented to the viewer. AND...Easy Video Suite is the best personal video hosting and webpage builder online.

[Easy Video Suite](#) is the first all in one video tool marketing that records, edits, tracks, publishes, optionally add events & gateways and can even create beautiful presentations with pre-made templates.

Easy Video Suite is by far the most popular video marketing software used by thousands of business owners and online marketers. Anyone that is involved in video marketing knows that Easy Video Suite is a must have.

[Easy Video Suite](#) is the first ever COMPLETE all-in-one video marketing tool. You've probably heard or seen the industry standard Easy Video Player or Easy Video Player 2.0. EVP was released in 2010 and almost instantly became the industry brand name for video marketing software, it's been 2 years since Easy Video Player 2.0 launched and now Josh Bartlett has come out with something truly revolutionary, a complete video marketing game changer.

That tool is Easy Video Suite by Josh Bartlett. If you are doing anything with video at ALL, *Easy Video Suite* is a necessity.

STEP 7. Camtasia Studio – In Order to Publish Video Content and Powerpoint Presentations for the Web You Must Have a Video Editing Software Program



[Camtasia Studio](#) is the most widely used editing and rendering video process program for the internet. That must mean it is the best program available.

Camtasia Studio is the most widely used screen recorder and video editor software program available. It's the for best streaming video creation. Record Anything... Record high-quality videos in no time. Capture smooth, high-quality videos with Camtasia's world-class screen recorder. Record a window, region, or your entire screen with just a click. Personalize your videos by recording webcam video or importing existing videos. Add photos, music, and more to create unique videos that stand out.

STEP 8. Quality Click Control Tracking Software - [Quality Click Control](#) is a unique software that you can have installed on your website within minutes from now that will allow you to leverage your traffic to maximize your profits, simply by using duplicate raw clicks and redirecting them to a website of your choice.



Quality
Click Control version 5.0

STOP LOSING MONEY ON YOUR MARKETNG CAMPAIGNS

Do You Know the **#1 Thing** That Is
Stopping You From *Being Profitable*?

TRACKING!!!

Tracking and conversions is the number one best kept secret online. Without tracking and testing is a foolish. You are in pursuit of something and working against your own interest just hoping something will stick. You must invest in the [Quality Click Control](#) software program and learn how to apply a tracking link to each and every [link] URL you promote, Your ultimate goal is to earn an income from the internet! Right?

This is not just some rotator script, it is way different and is way more powerful than a simple rotator script. Works As A Rotator, Set Maximum Clicks, Start & Stop Dates, Works As A Click Tracker, Limit Specific Countries, Multiple Rotator Modes, Create Multiple Link Names, Etc...

STEP 9. Network Internet Marketing Coaching



[Personal Internet Marketing Coaching](#) was what turned my home-based business world around... AND I believe deeply it will do the same for YOU!

This FREE Report was created by Eddie Lutz. My hope is that YOU will understand that having the correct internet marketing education, support and implement of these NECESSARY *Online* [software programs] *Sales Tools* YOU WILL EARN an Internet income easily.

Do what you must to get started... purchase these programs today! Start creating content for the web and offering these friendly usable programs teaching others how to do the same. *Internet Marketing is a very self-gratifying profession.*

Working on the internet from home now for more than five years has been great. I have been fortunate to help new people and earn a decent Internet Income.

The process for generating leads and earning an online income *is NOT as difficult as some would have you to believe.* Once YOU make the major decision to build **YOUR EMAIL LIST.**

The key factors to creating a successful online business as a network internet marketer requires these three major steps: promote, capture and conversion. This is the course of action I teach my business partners. Remember the California Gold Rush? Offer

the [fundamentals] picks and shovels FIRST to all your prospects and the gold will flow in.

Start by utilizing these fundamental programs to build your list! DO THIS AND YOU WILL HAVE DISCOVERED *how to operate a successful internet business*.

I wish you the best of success,

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