

The 7 Steps To Build A Successful Online Business:

*Guidelines To Building A Successful Online Business*

# Introduction

Online business is a great deal to those who want to have a business through the internet. Some people involved themselves into an online business rather than focusing their whole attention in one business only.

Some people are just afraid to lose their professions that are why they do not intend to have any business. That is where they are wrong. It is a smart thinking that even if you presently engage in some work, you still have a business on your own. You can, in fact, create an automatic business and let them make an outstanding profit for you.

How can this be possible?

1. Originality and Creativeness

Creativity is a predominant factor in an online business. Many of the successful businesspersons are creative in many ways. Being creative and original is limitless in the business world. No boundaries are set in the amount you will earn in an online business.

2. Publication

You can use the internet in the publishing of your products. Most people nowadays find products through the internet, do there is a big possibility that they reach your product. This way, your online business will probably be a hit.

3. Associate Advertising

This is advertising the products that are so popular at present. If you do the advertising and the promotion for a certain famous company, they will positively pay 50 percent of every product you sell. Just see how much that will be if you convert that to your dollars.

4. Dealing

Dealing is so simple today than the past. You can do this through the foreign exchange market or stock market just available on the internet. This kind of online business will give you an instant profit. Most of all, you can do this online business at home, with you as the boss, the owner and the manager all in one.

5. Joint business enterprises

This is a famous kind of business. This is where a certain company will bid and allow the interested depositor to participate in it. There are many of joint business enterprises available on the internet. If you want to be involved in this kind of business, the only work you will do is to search for a company that will give you the highest income and put in all your money with them.

Why get involve with the online business and not the offline?

It is because most offline businesses involve a lot of requirements and considerations, which can be time-consuming to you. Unlike with the online business, all you have to do is to create your website that will only take you for a few hours and after that, you can start advertising your services and products.

One more thing is the capital you have to start your investment. A traditional business needs thousands of dollars to get it started. However, with the online business idea, surely you will pay an amount of merely zero to hundred dollars only.

Thank you for downloading this book. It’s my firm believe that it will provide you with all the answers to your questions on “The 7 Steps To Build A Successful Online Business”.

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# STEP 1

## Effective Market Research.

It's essential to know about your clients or your future customers, to visualize their preferences and needs. Market research is an organized and objective method of learning about such needs and expectations of the prospective customers. It provides two-way results to these questions:

Who is going to buy your product?

What are the outlooks and demands of your clients? How much are they willing to pay? What kind of packaging they prefer?

What is the profile your clients? How old are they? What is their gender? What is their income level? Where do they live?

What are the attitudes your clients?

Who are producing the same or corresponding product and at what cost? Will you be able to compete with their price, quality, etc.

What is your unique advantage as likened to your competitors?

What are the bounds or restraints that you have to take care of? What are the start-up costs and is there room for your company?

Is the need for your product increasing or going down? Does trend information suggest elevated use your product? How might your product people's consumption of your product?

What is the protrusion of your business in future day?

Why convey market research?

It is a simple thing to see that people will not purchase the things that they don't want. It is a simple marketing people what they do want is easier. In this are market research goes a long way for you to understand out the demands and wants of people.

Market research offers correct and accurate insight of a consumers judgment, and this information is utilized to design products and services that are well received by the customers.

Who should exercise market research?

All business enterprises should do market research. Nevertheless, a self-satisfied feeling can be very harmful to their business future as market trends are dynamic and keep on varying. Likewise, small business owners can't afford to disregard the importance of market research as an accurate and effective market research can give them a head start in the launching of their product, saving them a lot of costs. So market research is a very critical tool.

## Creating Basic Market Research For Business Success

Business ownership is a dream for many that are often filled with a great deal of pride and anxiety all at the same time. Starting a business and making it successful is something that is very difficult to do and truly does require a sound and thorough knowledge of the given market as well as any other variables that would affect the success of the overall business. As this is often the case, there truly is an efficient and growing appeal of being able to conduct effective market research for your business.

In an overall appeal, market research is something that provides an incredible level of awareness as to what it currently trending and going on in any given type of market at any given time. Without this knowledge, one is essentially starting a business blind and not able to gauge with accuracy any forecasting or business model that is needed to make more informed decisions. With this being a common issue, there should be extensive market research in the overall product market in the process.

One of the most fundamental and initial places to begin is by reading magazines that are related to the specific market one wishes to enter. This is very easy to do and a very inexpensive method of performing basic research. Quite often, they provide a very healthy and solid level of market analysis and research into what is current going on in any given marketplace.

Also, another form of incredible market research is being able to see what is very common and popular within any market regarding products that are selling rapidly in any given market. This provides a sounding board of what is currently very hot in any given market and makes it very easy to make a determination over what to sell. Thus, this very easy step is something that should be followed at all times.

Within any market research process, there should also be an examination of the affiliate networks associated with any product. This allows for a much easier process of seeing who is entering the marketplace to ensure there is a sound knowledge of what is currently going on in the marketplace. Thus, keep this in mind as well to ensure a sound marketing strategy and product offering.

Consider having specific conversations with consumers in the market that may be interested in the product or service being considered. In fact, this is often as simple as talking with friends and family about what they prefer to make a more informed and solidified decision. Building a network of who to speak to from that point is often very easy to do based on referrals from them overall.

Any level of market research would not be complete without an accurate depiction and consideration of what is currently going on with the competition. This allows any potential business to see what current works and what does not. This is an incredible source of overall benchmark knowledge in the process.

# STEP 2

## Email Marketing:

Did you know that good email marketing writing will increase your sign up rates, readership and overall give you a better return on investment?

People love to read stuff that interests them and they find useful, therefore will keep reading. Freelance copywriter, Leigh Cooke Southampton, says that "regular readers of your emails start to get to know your company, building trust and brand awareness." Being in the forefront of customer minds, means you are likely to be top choice or recommendation when your service is needed!

As a content writer, there is a huge array of considerations when developing business email marketing. Outsourcing email marketing to the hands of a professional copywriter can save you time and money, while ensuring your emails retain top copywriting skills.

Here are a few email marketing tips for freelance writers, content marketing departments, and SMEs.

What you'll discover about email marketing

Email research tips

Email marketing data list tips

Email technical tips

Email target market tips

Email writing tips

Email marketing and research

Before you get started developing your email marketing, a little research is needed! Take a look at a range of email marketing techniques, from companies in the same industry as you to emails you enjoy. Leigh Cooke Southampton recommends looking at how the process works from initial sign up stage through to receiving emails from companies. How easy is it? How regular are the emails? What are they offering you? Does the email make you want to keep reading, receive more or unsubscribe? Jotting down the pro's and con's of email marketing will help you define your email marketing strategy.

Email marketing permissions

Before sending out marketing emails to anyone - it is essential that you are emailing to people who have given permission. No one likes spam. Ever! Whether a customer has ordered a product online or completed a comment card at an event - ensure when capturing their details, they have 'opted-in' to receive emails from you. Your emails are more likely to be read by people who want to receive them.

As a copywriter, getting email permission can be easy, whether offline or online. Offer them something instant to the user - special promotions, practical advice or news. It is also important to allow for them to unsubscribe or 'opt-out' of the emails.

Choose, grow and develop your email marketing data list

Building and growing a targeted email database can be tough at the beginning. You should have a list of existing customer's emails to market to. Expand this by asking them to recommend or send to a friend. Opening new marketing channels, using a data company can provide email address. Leigh Cooke Southampton says it is important to work closely with the data provider and be specific in your data needs.

Clean and segmented email marketing database

Regular data cleansing of your email marketing list means removing customers who have opted out of emails from you. By having a quality email, marketing database then allows you to target your messages. If your database is large enough - segmenting the email market will further focus your message and offer greater email marketing success. Segmentation may be by location, profession, age, new or repeat customers.

Formatting your email

Here are a few email marketing tips to ensure they get to your target's inbox!

Rich text (HTML) and plain text emails

Some email clients will allow for rich text emails or HTML emails - this is where you can use different fonts, images, hyperlinks and color in your email. Plain text emails, is where the email is at its most basic form - just words! Plain text may be more prevalent on mobile devices - where people may read emails on the way to work. Whether it is rich text or plain text - the content writer should offer compelling copy to keep the reader interested. Another option for plain text emails - is to also offer a landing page for HTML readers to use. Leigh Cooke Southampton says it is important not to assume the reader will copy and paste the link to another website page. Therefore the copy should attract their attention in the first instance.

Using links in rich text emails allows readers to be directed to the product or service you are discussing. Professional copywriter follows a simple rule of thumb - one link per paragraph. We all know that too many links look cluttered. However, not enough email links reduce click through rates.

Email layout

The email client, your customers, use, may not be the same as yours. Therefore - do not assume the way it looks on your screen, is how it will look on others. Some email CRM systems allow you to view popular email client layouts. Choose fonts and sizes that are consistent throughout - such as Tahoma, Calibre or Times New Roman.

Consistency and company branding

Keep your emails consistent - use the same formatting, layout, and colors. Readers like continuity and familiarity when reading emails. Keeping the colors and fonts of the brand help readers make that connection with the email, website, and company.

What's your email spam score?

Avoid spam words - 'free', 'save', '£', 'discount' etc

Avoid spam colors - reds and yellows

Avoid spam tables and images - too many will be classed as spam

Personalize your email

Email marketing personalisation is great for conversion rates. Where possible, address the reader with their first or last name in email marketing. Readers will not feel like a number with their name in the email, and are therefore more likely to keep reading and act.

One message in the email campaign

Stick to one message per email. Too many messages will discourage any reading; therefore, the email will end up in the 'deleted' folder! Keep the key message in the subject line and first few lines of the email - so the readers just skimming the email will get the message. Leigh Cooke Southampton suggests this is a bit more flexible for company newsletters - a maximum of 3 messages.

Strong call to action

Email marketing needs a strong call to action. Try and place the call to action at the top, middle and bottom of the email copy. Call to actions may include email, completing a form, downloading a white paper, calling the sales team or just visiting your website for more information. Choose one call to action and make it visible.

Proof read your email marketing campaigns

It is essential to proof read your email marketing copy. Whether it's yourself, your boss or a colleague in another department - a fresh pair of eyes should be able to:

Instantly know what is on offer - one message

Easily scan and read the email - good formatting

Find any spelling or grammatical errors - 100% perfect

Know what is expected of them - call to action and finally - review, review, review!

When sending emails - it is important to regularly review your email statistics, from open rates, click through rates and conversion rates. Finding what is working and what is not working will help you develop a more targeted email marketing campaign, therefore increasing conversion rates.

## Build email

Experts use multifarious techniques to build email list as they do know the importance of building an email list to promote their niche business. They do know that without the quality email list of their customers, they would not be able to create a real relationship with them. Those people who were not aware of the importance of building an email list in the past were shocked with the surprising excellent results after building their email list. Their sales were ignited and boosted like a rocket with in a short span of time.

One of the most appreciated strategies commonly used to build email list is the use of "article marketing". This is a germane technique you could use to make your list building system successful. To ignite your list building with abundance of customers, you have to setup a blog on the net. Making your blog is free, and then you have to select a pertinent niche for your business. After that, you could get the favorable keywords that need to be very popular among the online users when they search something related to your niche business using their search engines. One of the best tools named as the "Google Adwords Keyword tool" would help you in finding the low competition keywords.

This is a very simple tool to use but if you find it difficult then you could hire an SEO to perform this task. After getting the keywords favorable to your niche business, you could write articles and then post them to your blog. By placing those articles on the article directly, sites would bring plenty of customers to your site resulting in increasing your sales and your profits as well.

In this way, you would be targeting only those online customers who have interest in your niche business. You would not be targeting to those customers who don't have any interest in your business. Remember that when you strike precisely to the point, then you have better chances to divert the traffic of quality buyers to your website instead of targeting those users who accidently come to your website and then move to the other website without giving you a simple smile. So the article marketing is the best strategy that you could use to build email list and grab only targeted audience.

Remember that your written content must be highly impressive. It should have the quality to create a magnetic field of your website in the readers’ mind so that he agrees to visit your main site to get an overview of your products and services. To build email list, you better put the garbage contents in the recycle bin and only write that shows your actual products and services. If you place low-quality content or irrelevant content, then that would just become the kiss of death for your business.

# STEP 3

## Social Media Marketing

Social media has been a buzz word in the past few years. More and more individuals have joined Facebook, Twitter, and YouTube. However, is it the right arena for businesses to be promoting their products? Should M&M's be right next to your game of Mafia Wars? Social Media for business could not be in a better position!

People love to spend time online especially on websites where they can interact with their friends. Facebook is one of the fastest growing membership websites on the Internet today. Users can find dozens of their friends from high school, college, work or family. The possibilities of making connections to people you once knew are endless. However, how does a business tap into one person interacting with another person on a website that they do not even own.

Business can either advertise to draw the individual into their brand, or they can surround the individual in a brand experience. The more time an individual spends thinking, interacting with, or enjoying the environment that a brand provides on the Internet the easier it will become for that individual. Social media for business does not take that long to implement either. There are many businesses out there which teach other businesses how to use social media. Some offer personal training while others might offer seminars where businesses can learn the specifics about creating and managing social media accounts.

It may be best for the business to hire someone who has extensive social media experience. This could be someone from within the company who wants to head the effort or a younger individual with experience. There are quite a few individuals and businesses that do nothing but social media optimization and deployment. Ask your employees whether they have a Facebook, Twitter, YouTube or other accounts. Often the best skills can come from within the company itself.

Running a contest can be the perfect method of entering the social media arena. Users love being part of contests among others! It is simply shocking to see how many people will become loyal to a company or brand for a few small trinkets. When you run a contest, online it is much easier to get more contestants quicker and at a lower cost. The contest can but should not require the participant to visit a physical business. Some loyal customers may not be based locally to a store and still want to participate! Contests could include anything from creating a witty commercial to naming a new product.

Social media for businesses does not require a large amount of time or energy be expanded. Just a few hours per week allows a business to create stunning social media accounts. Think about what you say online because the more time that elapses, things can come back to haunt the business. Customer service and a positive image can cause the business to grow exponentially. Social media is only beginning, jumping in now will secure a place for your business in the future.

What Exactly Is Social Media?

Social media in its basic sense refers to online media (websites) that enables (and also encourages) social interaction. This was something that until the dawn of what was termed by the internet fraternity as 'Web 2.0', was somewhat lacking from our online experience.

Previously, websites did not allow for much in the way of communication.

And yet now we are not only able to see and listen online, but we can also interact too, and I am going to tell you how this can be used to your advantage, and also the benefit of your business.

Our experiences online have very much changed in recent years, with the advent of sites such as Facebook, Myspace, and Twitter to name but a few. If you are unfamiliar with any of these sites, then do have a look at them.

These interactive, social media sites have not only given individuals the opportunity to interact more and more with their friends, family and acquaintances online, but it has enabled businesses to reach their potential customers in new and exciting ways, and this is good news for your business.

Why Social Media Can Help Your Business

Perhaps most importantly, the whole concept of social media enables you and your business to market to potential customers on their terms. So what do I mean by that and why is it significant?

By marketing your business using the internet in general, but perhaps specifically by using a tool such as social media, your fitting your message into a logical part of the daily activities for many of us these days.

So What Do I Mean by that?

Well, this is because browsing and catching up with friends, family, and colleagues online, rather than doing what we did ten years ago and picking the phone up and talking to them, is now normal practice. So this is good news for you and your business.

So the important point for you here is that you are not having to interrupt or stop people from doing what they would already be doing. This means that people are likely to stumble across your business almost without consciously thinking about it, and so you simply need to make your business more visible to them, and I am going to show you how to do exactly that.

Assembling Your Herd

One thing that participating in social media has enabled most individuals to do is to increase their own personal 'database' of contacts, such is the ease at which it can be done on many of these interactive social media sites.

For the users of these sites, the advantage is that they allow you, more than ever before, to keep in contact with friends, family, old school friends, whom ever you want to, and all at the click of a mouse.

This is not only convenient for the vast majority of us that lead increasingly busy lives, but it saves us time as well. Once again, this is great news for your business as time is a precious commodity.

Whether you have any experience of the many social media sites that are scattered across the internet or not, you will soon notice that mini communities begin to develop within an individual's sphere of influence. This could be a community of friends, family or work colleagues, and all of these contacts will have their different interests, tastes, and opinions, and therein lies the potential opportunity for you.`

# STEP 4

## Video Creation & Publishing

The market is always caught by surprise when some online video clip goes viral over the Internet. Businesses today are still grappling with this exciting and dynamic phenomenon to boost their market presence and branding. Viral web marketing can be an extremely powerful tool for any business if it is manipulated properly in content, message and timing.

Currently, most of the online videos that go viral tend to have a negative connotation; they may depict an abuse of human dignity or power that causes the rage of web communities across the world. YouTube is the currently preferred platform to upload all kinds of videos with its free facilitation and easy to use uploading features.

Viral marketing on the web

Modern businesses today are analyzing the effect of a viral video to manipulate it to their marketing advantage. A lot of study and analysis are attempting to decipher and capture the power of viral web marketing that would benefit the business. A viral video on business offerings can generate a lot of attention in a short time frame with a strong impact registered on viewers. This is a very powerful and cost-effective marketing tool which all businesses would want to get their hands on.

These businesses are still working on discovering the success formula of a viral video that promotes their business operations and offerings. It is a challenging task to identify the success formula of a viral web marketing video compared to that of negative nuances experienced on the web.

Viral videos take only a few minutes to spread across the world. With the advanced technologies today, such online videos need not be restricted to computer or laptop viewings; smartphones, iPods and Androids with state-of-the-art technologies and Wi-Fi are able to connect to the Internet easily, quickly and at any time to view such sharing.

One person can upload the video on the Internet and share it with his or her circle of influence who in turn shares with their circles of influence. An intersecting ripple effect is caused with such dynamic communication channels that the whole world can be reached within a short span of time. This creates an online viral viewing of the video which may not be intentional for public viewing.

The power of viral web marketing actually lies in the hands of the viewer who may have a long list of contacts to share the video with. The buck can stop with the viewer or the ripple effect can be generated depending on the viewer on the next course of action to be taken with a video clip viewed on the web.

Benefits

Modern consumers prefer to view than hear any information today to stir curiosity and interest. Research reveals a better retention span with sight secured information over the audio received information. A video content is more likely viewed than heard, although the contents may be the same or take the same amount of time to be aired.

A video offers more excitement and pleasure with a viewing that stimulates many senses as there are sounds, sights and feelings incorporated in a good video. Research further reveals that as more senses are impacted, greater learning or retention power is exercised. This is a great way to impact consumers on businesses to be transformed into loyal customers.

Viral videos can benefit businesses; like a virus that can exponentially increase to affect many unsuspecting individuals, a viral video can impact a large audience in a matter of minutes. Such a video is known as viral web marketing where businesses release their marketing contents using special techniques for an impactful presentation that would cause the video to go viral.

It is possible to reach untold masses of consumers in a matter of seconds or minutes with viral web marketing without a high cost incurred by the business. The company that employs viral web marketing stands to enjoy higher savings on advertising while generating high traffic to its web business site for more sales and profit.

Current environment

However, it is a challenge to generate truly effective marketing videos that would go viral for businesses today. There must be the right formulation of advanced technologies, inspired marketing ideas and the right web marketing tools and techniques to design a web marketing video that would go viral.

Nobody can guarantee a definite increase in web traffic to the web business site with a marketing video unless it goes viral. The increase in traffic to the web business site is not easily identifiable or consistent as a viral video is impactful over a short stint. Viewers are stirred up in their curiosity to confirm the video's contents personally to visit the web business site for great deals, but their interest may wane after a visit or two unless they are satisfied with their findings.

To enjoy a consistent increase in web traffic to the web business site, businesses must secure the formula in creating viral web marketing videos to generate such videos all the time to attract more consumers. This can be quite a daunting task even for the most creative web marketer or designer as human behavior is so complex that consumers may be dull with too many marketing videos trying to go viral.

If viral web marketing is successful, the company enjoys great savings in advertising endeavors as viewers would automatically market the business offerings on behalf of the company without payment or rewards. Hence, the success of viral web marketing depends primarily on the impact the video has on its viewer to take the next course of action; share or delete.

A possible element of viral videos in general is an impact on the viewer's emotions that would compel the viewer to forward it to his or her circle of influence or networks of contacts. Similarly, a successful business video can go viral if it is designed with an impact on the viewer's emotions that would cause the viewer to take proactive actions on behalf of the company without reward or payment.

# STEP 5

## Webinar & Podcast

If you aren't knowledgeable about a webinar, you will be. A webinar is simply a virtual conference room, where you can meet a couple of people, or thousands of people to share websites, chat, videos, presentations, and more. A webinar is an unbelievably effective sales device that you must make the most of.

One method to interact with both clients and staff is through a webinar, and many companies are making the most of this. What many businesses need to acknowledge, is that webinars can influence their bottom line by reducing expenses and conserving money.

Staff member training which is essential to almost every business to do their job correctly. By permitting staff members to gain access to webinars whenever it is convenient for them, you reduce the amount of downtime and improve the performance of brand-new employees.

Webinars also make it possible for your Chief executive officers and upper management to communicate with staff members quickly, and efficiently with minimum downtime and minimum dollar expense. Teams can pay attention to the webinars on spare time without any disturbance with performance.

Weekly conferences can end up being a real problem for businesses that are spread over large geographical areas, but they are extremely important. By using a webinar and setting up a scheduled time for workers worldwide to come together is a great way to communicate.

Webinars are likewise a good way to help to instruct workers on new or upgraded software. And let's face it nearly every job deals with technology to some degree. The same applies when showing customers the best ways to make use of an item. Your staff members will be able to make use of these webinars to see to it they are on top of products.

Some products and services can truly gain from tutorials, and webinars can make the learning process a lot easier. You can offer live sessions, or they can watch at their leisure.

How to Generate Income with a Webinar?

There are numerous methods to earn money making use of a webinar. Every day, thousands are doing it. You require a great product and services to promote with your webinar.

How do You Begin?

There is a lot of available aid online, lots of e-books, videos, and webinars to teach you how to develop an effective webinar. Make certain you follow these guidelines because while anyone can develop a webinar, not everybody produces an effective webinar.

Exactly how do You Close the Sale on Your Webinar?

When you get to the end of your webinar, you need to close your sale by utilizing a strong call to action at the end of your webinar. In a webinar, you do this by taking your potential client to the order page on your internet site. Ask your audience if they have any concerns? Now is a good time to address them. Then ask if there is a reason they would not buy your services or product.

How do You Turn Your Webinar into a Selling Device 24/7?

The very first webinar is simply the beginning. You must tape-record your webinar and profit from that broadened and constant exposure. You can put it on your website and offer an associated product with your webinar, put it up on YouTube, share it as a podcast, put it on a CD, and that is just a couple of ways to share. The wider your webinar exposure, the higher your sales potential.

Can Sales Personnel Make Money Making use of a Webinar?

Practically any company and their sales personnel can generate income by using a webinar. Realty representatives, insurance coverage agents, network marketers, authors, teachers, and affiliate marketers, can use their webinars to offer their items and services. Invite the potential customers to your webinar, offer an appealing discussion and make sure you include testimonials, address all concerns, use prepared videos that discuss what you need to offer, and the benefits of your products or services.

Podcast marketing offers multiple opportunities to build brand awareness by conveying information via audio files. Podcasts are an affordable option to share marketing messages to the masses while developing consumer confidence in your brand.

Several podcast marketing techniques can be used. Business owners can produce product infomercials; develop a personalized Internet radio show; share interviews with industry experts; or provide sales training seminars. The possibilities are endless.

Every business can benefit from publishing audio podcasts. Those who produce content on a regular basis can develop a loyal following of listeners who eagerly share podcasts with others.

Producing podcasts is a relatively easy process, but those who desire professional quality may find it beneficial to work with a production company. Companies can save time, money, and frustration by working with audio experts. Additionally, companies don't have to purchase recording equipment or audio editing software.

To obtain the highest rate of exposure, audio podcasts should be uploaded to a variety of podcasting directories. It is important to research directories to determine which are most appropriate for the chosen demographic market. It is pointless to upload audio files to podcast directories that do not attract an audience interested in products and services being promoted.

Podcasts should also be published via company websites and blogs. Business owners often promote newly published podcasts via their home page and create a secondary web page to archive previously recorded podcasts.

A good marketing strategy is to include a download link for each podcast, along with options to share via social media outlets such as Twitter and Facebook. Listeners should be able to easily access audio podcasts via different mediums. Common mediums include iPods, MP3 players, and desktop and laptop computers.

Listeners often subscribe to podcasting services which provide instant notification when new podcasts are published by their favorite podcasters. Some service providers automatically download new podcasts to subscribers' chosen delivery medium. This is beneficial to business owners because it eliminates the need to contact subscribers each time a new podcast is published.

Podcast marketing offers an affordable and effective venue for developing customer relationships. However, podcasters should be mindful of the wants and needs of listeners. When podcasters fall short of subscribers expectations, they will quickly lose potential clients.

Many businesses prefer to enlist help from an online marketing company to help with production and distribution of podcasts. These professionals can write compelling content; edit previously recorded podcasts; provide assistance throughout the project; take charge of entire marketing campaigns, and track results to determine return on investment.

It is strongly recommended to develop a podcast marketing plan before producing audio files. This can aid in defining strategies required to achieve desired results. The Internet is a good source for learning how to implement podcasting strategies and conduct market research.

One podcast marketing strategy that can yield quality results is developing a series of podcasts that build upon the last. Another option is to produce a weekly Internet radio show.

The key to success is consistently providing beneficial or entertaining information and avoid being overly sales-pitchy. Instead, focus on developing good customer relations to build credibility and trust through podcast marketing.

# STEP 6

## Affiliate Marketing

With the world's economic climate looking very grim right now, many people are turning to the internet in the hopes of finding a way to boost their incomes. If this is you, then you should be asking "can affiliate marketing business be the solution for you?"

The sheer amount of income opportunities on the internet these days makes it difficult to know which ones will bring you a decent income and which ones are just out to take your money from you.

The beauty of affiliate marketing business is the huge number of affiliate programs you're able to join. You simply choose the products that interest you, and you start promoting them.

Let's take a look at the 3 major advantages to running an affiliate marketing business:

1. Low Cost & Part Time

Starting a home based affiliate business can be done on a shoe-string budget. It costs nothing to join affiliate programs. You only need to focus on ways to promote the programs you want to earn commissions from. You get paid for simply introducing customers to merchants.

Affiliate programs are free to join. Your only tasks are to utilize the marketing tools you're given by the affiliate product owners and attract new customers. Most good affiliate programs offer a range of different marketing tools and advertising media you can use to help you build your business.

It doesn't get any easier than that!

2. No Consumer Correspondence

As an affiliate marketing business owner, you never have to worry about spending huge chunks of your day answering client correspondence or technical support inquiries. You don't have to worry about customer complaints.

Once you've referred a customer to a merchant, that's the end of your job. There is something called leverage of ease that can change everything! See, when you step into this affiliate marketing business, you'll have the leverage to utilize the affiliate company's support team.

What is the true of meaning of this? It means No obligation! No commitment! Here's the key: when you build residual income through affiliate marketing business, you never hear or have to deal with the phrase 'Refund my money not satisfied! You like the sound of that, don't you?

3. No order to process

Look at the entire imagine yourself not worrying about sifting through mountains of paperwork to process orders placed by your customers. In fact, you don't need to border about taking orders from customers at all.

This is because the affiliate program owner worries about all the things associated with fulfilling the orders. Your job is to simply promote those affiliate products and bring in the customers.

You see, as an affiliate marketer, it is not your job to sell products. Your job is simply to introduce buyers and sellers. This is a huge advantage of affiliate marketing business. The merchant you choose to promote is the one that will do the primary selling.

Affiliate programs are great for people looking for a way to enter into a new business quickly with minimal overhead and start-up costs. Adding to the appeal is the fact that many are FREE to join. Once you've made your Affiliate Program selection you will also be pleased to find out that there are only a few, albeit important, steps you need to focus on. The first is to ensure that your Affiliate Website is optimized for the necessary Key Words to make it SEO friendly. After that, you need to focus on your Affiliate Marketing Plan to make sure you understand how you are going to successfully drive traffic to your website landing page. Finally, track and monitor your site visits and conversion until you have the message working for you, and you are meeting your affiliate conversion objectives.

Affiliate programs can be very profitable with good programs earning over $5,000.00 monthly. As long as you remember that it will not happen overnight. Again, the good programs offer a commission based on the life cycle of the prospect you've brought in. Lets say you start modestly and sign up two new affiliate customers a week, and they each bring you $20.00 in affiliate commissions. At the end of your first year running this business from the comfort of your home, you will be receiving a monthly Affiliate Residual cheque for $2,080.00 or almost $25,000.00 per annum. Now don't forget, this business is running in the background for you while you pursue your main occupation or pursue other affiliate opportunities.

Working from home is certainly a strong incentive for people to consider affiliate programs but the rewards are far greater than that. Most people start their business careers working for and reporting to others. The fortunate ones have managers and supervisors with interpersonal and management skills that can make the relationship a good one. One reality is that no one starts at the top so there can often be disconnect regarding understanding how you are rewarded based on your contribution and the company's performance. This is not the case when you have your own business. The affiliate programs available today provide the opportunity, for the first time for many people to see the direct correlation between their hard work and the affiliate commission check that arrives each month. You control the engine that drives affiliate revenues, and you can turn it up or back it off as it suites you and your lifestyle. Its as close to instant gratification as you can get while working.

Computers have been integrated into everyone's everyday life for some years now. Unless you possess an absolute fear of technology, most people are familiar with the Internet, Google and some social networks such as Face-book. With this background, most individuals are more than competent at embarking upon an affiliate business. Because of the way affiliate opportunities have exploded there has been a corresponding explosion of FREE materials dealing with affiliate programs and affiliate training. What this means for the affiliate newcomer is the opportunity to use all of this material to solidify their understanding of the industry and how it works and hit the ground running. These same freebies like affiliate newsletters, articles, Tele-seminars and more will all serve to keep the newcomer up to date with the latest news and techniques being used by other affiliate marketers to be successful and to stay current.

Affiliate programs need not scare off anyone uneducated in the business. When something as popular as affiliate marketing takes hold, it breeds any number of new business opportunities for others. It is not surprising then that some internet marketers today offer full blown classroom training programs. If the classroom is not for you but home study is, then there are even more companies that will sell you book and DVD packages of schooling materials. You can work on these at home and then link together in on-line tutorials for Q&A sessions. Because of this, anyone willing to invest some time and money can be up to speed very quickly and enjoy the benefits that come with a good affiliate business.

If you like selection then, as an individual interested in affiliate marketing programs, you will be well served. There are thousands of different opportunities available today spanning everything from Books to Weight Loss. The question might better be how I wade through everything! The good affiliate programs have a few key things that anyone aspiring to join one should consider. Affiliate commissions are often for the life of the customer you bring on. Some affiliate programs provide websites, training and a great deal of support about others. Depending on your own technical and marketing competence, you may want to spend your time sorting through and understanding the differences. An affiliate program with up-sell opportunities is desirable since it increases the revenue opportunities. Finally, and like anything else in life, the affiliate program you finally select should be appealing to you in some way. If it is something you believe in or if it aligns itself with an interest or hobby then you will enjoy working with it.

# STEP 7

## Effective Online Course:

Once you have finally decided which route you want to take, online or campus, then you need to take that internet marketing course as soon as possible so you'll be able to get started right away on your internet marketing business.

Taking a course online might be beneficial to you because of your crazy schedule, 6ttbut you would have to make up your mind pretty quick on whether or not you want to take an online course. It might be harder for you or difficult for you to understand what they're asking you to do since it's all done over the computer.

If you're serious about getting some help on how to start your own business online, then you definitely would want to check out an internet marketing course. You can go about this by asking a family friend. It's always easier that way even if they say no, you still can't rule out that you asked them first. Sure they could say no, but they can also help you out by saying yes they have heard of a good place to go for an internet marketing course. It's even easier when they are the ones that currently go there because then they can give you the ins and outs of what you'll be learning and what's expected of you after completing the course.

Let's hope you didn't make any mistakes when registering. You won't be able to change your mind and switch to an online course after it has already been paid for but if an emergency came up after you have already registered then you should be able to talk to your instructor and discuss alternatives on what you can do.

Since you have gotten this far and are already in the middle of your class, it wouldn't hurt to ask your instructor if he can help you get started on setting up your internet marketing business so that way you can get ahead of the game. Plus it's always a good thing to impress your instructor because they see that you have the initiative and excitement by continuing with this course.

It's important that you have come this far because many people drop out at the last minute because it's not what they thought it would be. It sounds like those people didn't do as much research as they should have, so that kind of people have just wasted all that time and money. It's a good thing that you're goal driven and taking this course excites you and motivates you to move as far as you can.

Finding books may be the hardest way to go about researching, but their are other alternatives that will also work. While you're at the library, ask your librarian where you would be able to find this kind of information. They might be able to point you to a reference book they have, or they might have one at a different library, or they could even refer you to a bookstore to purchase a book on it.

Taking an internet marketing course makes you feel like you're just moving up one step at a time. Plus you can also recommend an internet marketing course to anyone else who has been wanting to start their own business. If you know of anyone who would be looking for the same thing that you were looking for, then you get to practice your marketing skills by taking what you know to the streets meaning getting people prepared for the same thing that helped prepare yourself.

Haven't you've been told you could learn Internet marketing for free? But haven't you also figured out that it takes much more valuable time to learn it that way?

Yes, you can learn it for free, but why not take an Internet marketing course and cut your learning time and curve in half? You just might pick up some strategies and tactics that aren't widely known by the public that may get you just one step closer to success.

Perhaps you're one of those people who have fifty e-books sitting on their hard drive on their computer just waiting to be read. Whether you get your information in bits and pieces or through an Internet marketing course, the fact remains that you still have to make sense of it all.

Ask yourself this: is it better for you to learn in bits and pieces and buying products here and there or is it better to find one comprehensive source that can teach what you need to know about Internet marketing?

The problems some people face is that they have a whole lot of trouble digesting the concepts of Internet marketing when they're learning it from many different sources.

You many have one Internet guru saying to do this and another one saying to do that and yet another one saying something entirely different. What are you to do? Most people end up confused and don't do anything but keep gathering and buying knowledge. Is that you?

If you're going to buy an Internet marketing course, get one that is comprehensive from start to finish-from A to Z.

What is even more important is the person behind the marketing course. What success have they had using the strategies they're suggesting you take? There are many Internet marketing gurus who make their living selling courses on how to do something they have never done themselves.

All in all, you want to figure out the best way for you to learn Internet marketing. If it's in bits and pieces and buying books here and there and you don't care about spending a lot of time gaining knowledge, then an Internet marketing course is not for you. Save your money.

# Conclusion

For obvious reasons, many online marketers keep their most successful methods for making money online to themselves. Although I'm also guilty of this to a certain extent, I also get great satisfaction from helping others to succeed. So I'm now going to reveal one of the best methods that I know of for generating income online.

One of the things that separate this method from other makes money online techniques it just how easy it is to follow. If you follow these instructions word for word, then you literally can't fail. Sounds too good to be true, doesn't it? Well, I promise you that it's not.

This method revolves around recreating other successful sites. It's all about finding successful sites, establishing how much money they bring in and copying their strategies to duplicate their success. There is nothing illegal or blackhat about this method, and it is very straightforward, even for newbies.

Are you ready? Let's get started. Open up your web browser and go to a site called Sitepoint. This is an auction site where website owners can put their sites up for sale. Have a look through the sites listed in the marketplace and chose one that generates a good monthly income. You don't want anything that this too demanding unless you have the necessary expertise to create similar sites - you'll find out why if you read on.

Once you've found a site with good potential click on the link listed in the marketplace to find out a bit more about it. You should be looking out for the subject matter or niche, how the site generates income, what the monthly revenue is, how the site has been advertised to web users to generate traffic, what the monthly traffic is and how big it is (i.e. number of posts and pages). What you then need to establish is whether is this a website that you could duplicate. I don't' of course mean create an exact copy. What I mean is could you create a comparable site and adopt the same strategies? If the answer is yes, then read on. If not that go back to the marketplace and check out other options.

Once you have found a site suitable site go onto Yahoo Site Explorer. Enter the URL and establish how many backlinks there are to the site. Also review the backlinks to establish what promotional methods the owner has used (article marketing, blog comments, free ads, etc.). Next, go to a free site called compete.com and establish what the top 5 organic keywords are for the site.

And that's it; you're done. You have found a successful site and identified a profitable niche bringing in a good income that you can recreate. You know how much traffic is created, the methods used to generate traffic and the top keywords to focus on. You know how much content is needed to rank well in the search engines and how many backlinks you will require. Duplicate the methods and strategies used by the existing owner and with time you will build up to the same income. Rinse and repeat to build up multiple streams of online income.

Thanks for downloading my book it is my firm believe you will apply the acquired knowledge productively on “The 7 Steps To Build A Successful Online Business”.