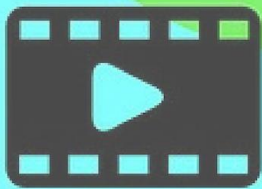


INTERNET MARKETING
GUIDE FOR 2019 AND
BEYOND

HOW TO START
A PROFITABLE
INTERNET
BUSINESS

IF YOU CAN SEND AN EMAIL YOU CAN DO THIS!



MARIE GROVE

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Use Of This Book

Please enjoy the information in this book. You may pass it along to anyone you choose.

You MAY NOT make any changes to the book or sell the book.

You MAY NOT use any portion of the book without the express written permission of the author.

Introduction

Hi, my name is Marie Grove. I've been working online for about 10 years. Much of that time was spent trying to figure out how to make money online. I would make a little here and a little there, but it took me almost 8 years before I settled down, and started making a really nice, consistent online income.

The reason I wrote this book, and the reason I have my [blog](#) is to share some of my knowledge and experience so you don't make the same mistakes I did.

My biggest mistake is a common one – not staying focused on my path. You see online you are bombarded with business opportunities that promise a lot.

They promise you can make “\$10,000 in the next 60 days” or something similar.

I'm sure you've seen some of those yourself.

While these promises aren't impossible, some people really do have that type of success that quickly, most people won't.

Most people will take longer to get to that place.

But, even an "average person" with no particular skills can achieve those results, it's probably just going to take longer... maybe 90 days, maybe a year.

How quickly you get there really depends on how focused you are.

But, when you're really hungry for online success, these types of offers can be almost impossible to ignore.

That's what messes so many people up. They buy a course or system, go through the whole thing, follow the instructions but somewhere along the way they realize that it's going to take more time and more work than they thought.

So, they get a little discouraged and the next email they get offering a "brand new method" is too tempting to resist so they buy it, and the cycle repeats.

I did this for years.

I was only shortchanging myself...

If I had stuck with the system I started with I would have been making that coveted \$10,000 a month soooooo much sooner.

But I allowed myself to get sidetracked.

Each time I chased the new shiny thing I was starting from scratch.

Any momentum I had achieved was just thrown away. What a waste! I regret that more than I can tell you.

This is a common mistake, but it is also an easy mistake to avoid. Pick your path and stay on it! Don't get caught up in reaching a certain dollar amount in a certain time.

First, learn your business inside and out, then once you've got the basics down you will know enough so you can tweak and test various aspects of your business to increase your income.

THEN you can start setting dollar amounts and time goals!

Following this advice will help you achieve your goals much more quickly, cheaply and easily.

How to Start an Internet Business Without Money

I meet people virtually every day who want to learn how to get their own piece of the internet business pie. However, most of these new marketers have only the slightest ideas on where to start, and many of them have very unrealistic expectations as to the amount of time and work it will take.

Many "gurus" will tell you that you can start a business with no money...and while that is true, it's not the best method.

Ideally you should have a website and be able to pay for a few tools to get your business off to a fast start, all of which can be done for under \$50 to start.

And, if you really can't afford anything at all, you can still get started. Just know

that it will take longer and that you will want to eventually pay for some tools and educational courses.

If you're really limited on money, your best bet is to start an affiliate marketing business (I'll explain what that is in the next section). Then, when you start making money you can expand your business and buy the tools and resources you need to take your business to the next level.

The point I want you to takeaway is this: *even if you have no money you should start NOW. You can learn while you earn. The sooner you start, the sooner you will have grown your business to the level you want!*

What Type Of Business Do You Want?

There are a lot of businesses you can build online. The 3 most common, and the ones I'll tell you more about in this section, are: affiliate marketing, ecommerce and blogging.

Affiliate Marketing

This is by far the easiest type of business to start online. You can literally start with no money at all.

The concept of affiliate marketing is really simple – you choose a product or service to sell, you sign up to sell that product or service with an affiliate marketplace such as Amazon, or for digital products like software and educational courses, JVZoo, WarriorPlus and Clickbank.

Each of these marketplaces act as a sort of middleman between you and the vendor (the person who has created the product you will be selling).

The marketplaces are responsible for delivering the product, paying you when you make a sale and handling refunds.

Once you pick an affiliate marketplace and join it, you can then start looking for products to promote.

You may have to request vendor approval to promote products when you first start out on JVZoo and WarriorPlus, but not on Clickbank (with a few exceptions) On Clickbank you can usually just promote any product you want without vendor approval.

To get approved to sell a product, just send your request with a short note telling the vendor a little bit about yourself and any experience you may have.

Once you're approved to promote a product you will receive an affiliate link. This is the URL that links to your affiliate website. This is the website you will send traffic to and when someone goes to that site and makes a purchase you get a commission.

Obviously, the big skill you need to learn and perfect is how to send quality traffic to your offers.

Once you learn this skill you can virtually make as much money as you want!

E-Commerce

Another popular online business type is e commerce which is an online store. This too is pretty simple in concept though a little more involved than affiliate marketing.

You will need an ecommerce website with a payment processor so you can safely and securely collect payments.

There are two main ways to set up an ecommerce store – Shopify.com or with your own Wordpress site and a WooCommerce plugin.

Shopify is much easier to get set up and start but it costs money and you will be billed every month. Woo Commerce is a cheaper option, but you'll need your own domain name and hosting and it has a bigger learning curve.

Both have their pros and cons and you should take some time and look over both options before making your choice.

With ecommerce you must not only drive traffic to your online store you will also be dealing with returns, keeping up with the inventory, customer service, etc.

There are many ways to outsource a lot of these chores, but an ecommerce store does have a lot of moving parts.

Blogging

You have no doubt heard stories of people making money blogging, but what the heck does that mean?

In a nutshell, blogging is setting up a website where you post content, articles or videos, and monetize that content. Overtime you can build up a huge following of fans and really make a lot of money!

There are several ways of monetizing your blog to make money:

- You can become an affiliate for products and place ads on your site for those products. When someone clicks on that ad and makes a purchase, you get paid.
- Another form of monetization is AdSense (there are other ads networks you can join too). This is a network through Google where you sign up as a publisher and allow Google to place ads on your site. When someone clicks on an ad you earn a commission. You do have control of the type of products and the placement of the ads.
- Sell your own products or services. If you have products or services you've created you can sell them on your blog too.
- All of the above!

Now it's up to you to choose the best type of business for you. Once you've chosen, don't be tempted to stray off that path. The only way you'll ever get success is to stick with your business!

Overdeliver

Online business is the easiest and cheapest business you can start. Because you can start with very little, or no, money and you can get your product or service in front of people all over the world 24/7 - you have a ton of potential as an online business owner.

But the downside is that as an online business owner your customers don't come face to face with you. Because of the lack of face to face contact with people it's more challenging to let your personality shine through. That makes it even more important for you to do everything you can to build trust with your customers.

Which is why it's so important that you overdeliver.

To win the contest against your online competitors you have to set yourself apart.

That means you should be willing to give before you get.

Overdelivering doesn't have to cost you any money. One of the best ways to build relationships with your customers and overdeliver is to provide them with a lot of information.

For example, if you sell physical products you can create tutorial videos or write articles showcasing the best way to use those products.

Create information on how to get the best results with a particular product or technique.

Great customer service is also another way to overdeliver.

How many times have you been turned away with rude answers when asking about a certain product you purchased? How did that experience make you feel about the company or product?

Not very good, I'm sure.

You don't want to lose a customer because of poor customer service. This is one of the easiest mistakes to overcome.

When you provide excellent customer support, you're already ahead of most of your competitors. Take it a step further and ask yourself: in what other ways can I over deliver to my customers?

Another simple tactic is to give your customers a pleasant surprise when they make a purchase from you.

For example, if a customer buys your cooking utensils, you might throw in a bonus recipe book for them. Make sure this is a complete surprise though, you want them to be appreciative, but you don't want this freebie to become an expectation!

So, remember to start overdelivering today!

Getting the Word Out

Now that you've got a great website, great products or services you need customers. Getting a steady stream of targeted visitors to your website is crucial to your success.

There are a lot of ways to drive traffic online – some don't cost money but do take time to build up. Others cost money but can start delivering almost immediately. Still others take money and time to perfect them before you get a return on your

investment (to me, these types of traffic are the worst when you're first starting out. You put money in but may not start seeing results for weeks or months).

Spend some money to find a [quality traffic course](#) that will teach you how to generate traffic. When looking for a course, avoid those that talk about "loopholes" or other questionable techniques. These traffic sources generally won't work long-term, they're here today gone tomorrow... and that is not what you want!

Also, when creating your marketing plan, be careful not to mislead people.

Ads are "hypey"... they just are. You see it on t.v. hear it on the radio. They want you to buy their product, so they list all the great things about their product, and more importantly, *how great you'll be if you use their product!*

That's ok. It's what everyone does. Just be careful you never cross a line and lie about your product or service. In the long run you will lose far more than you'll gain if you mislead people. You will lose your reputation and you will get a lot of refunds. It's not worth it.

Build up your business in an honest fashion for long term success.

What To Spend Money On And What Not To

If you've read this whole book you know a little about me. I've told you how much time and money I wasted trying to build an online business.

I frequently talk about the importance of staying away from "shiny new thing" syndrome. Don't allow yourself to be distracted by systems or courses promising huge money overnight.

I know that when you're first starting out and you're hungry for that first big success these types of promises are very hard to ignore, but if you want success quickly ***you have to ignore them.***

Every time you pause what you're currently doing to chase the next "sure thing", you're stopping all the momentum you've begun to create in its tracks.

DON'T!

This may be the most important section of this whole book! Read it and follow it!
There are really only 3 categories of things you should spend money on:

1. **A system.** This is the method you choose to use to make money online. Whether it's affiliate marketing, blogging or ecommerce you will need to spend money on tools such as a website, hosting, etc. (as I said above, you can hold off spending money on these things as an affiliate marketer, but you will want to buy these tools eventually if you want to grow your business). But you should spend money on a course to teach you how to do it. Once you've picked your path and invested in education on how best to follow that path to profitability, don't get sucked in to paying money for another "system". Stay on your path!!!
2. **Education.** Things change quickly online and you want to keep up with those changes. Buying courses that will teach you a new skill, or help you improve an existing skill, are great investments to make. One of the first educational products you want to invest in is a [course to teach you how to get traffic to your website](#). The lifeblood of any business, online or off, is a steady stream of paying customers. Online we call this traffic. You should invest some money in a course that shows you how to get traffic. You may eventually buy several courses to learn additional methods for driving traffic. But to start, pick one method, learn it inside and out before you move on to another method. Ideally, you'll want multiple streams of traffic. For example, you can get traffic from social media, then you can add in some paid traffic from ads, and eventually you're search engine optimization (SEO) efforts will start getting results. Don't put all your eggs in one basket, have multiple traffic sources. But perfect one before moving on to the next!
3. **Automation.** One of the nicest things about building an online business is the ability to automate much of it (you can also outsource many of your tasks - simply hire people to do somethings for you). Technically

outsourcing is different from automation, but I'll lump them together because the purpose is the same: get help doing tasks you either don't like to do, aren't good at or are just too time consuming. There are tons of tools that can automate your business for you. One of the most common is an autoresponder. This is an email service that automatically sends out email messages to the people who sign up to your list. You write the emails once and they get sent in a certain order to everyone who signs up. Set it once and forget it!

Stick to this list of things you need to spend money on, and if you get an email trying to get you to buy something that doesn't fit into one of these categories... IGNORE IT!

This way you'll be saving time and money and will focus on your path rather than chasing the next "sure thing" and losing all the momentum you've already built!

Building a Customer Base

Most people have heard the saying that it takes up to 7 different contacts with a person before they trust you enough to buy from you. That is largely true.

But, if you've got an online business, how do you stay in touch with your website visitors to build up that trust?

With an email list.

Another common saying online is that "The money is in the list". This too is true.

If you build up a list of email subscribers and nurture that list by providing helpful content on a regular basis, you can build an army of rabidly loyal customers that will buy from you over and over again.

Building an email list is pretty simple – add an optin box to your website and give something away as an incentive for people to sign up. You don't have to give something that costs you money, just something that provides value to your customer, like a free ebook that provides helpful information. Then create follow-up emails loaded with more valuable information that is congruent with whatever your website is about.

For example, if you have a food blog you could include new recipes, or cooking tips.

Using an autoresponder makes this process really easy. You can create your option box, create a series of follow-up emails and you're good to go. There are many autoresponder services available. The top 3 are Aweber, Mailchimp and GetResponse. I have used all of them at one point or another. If you have an extremely limited budget, I would recommend MailChimp because as of right now they offer totally free plans.

As you build out your list, nurture it. Give the people on you list information that is valuable to them.

It's ok to send them emails that have a link to a product or service you want to sell. These sales pitches are how you make money.

BUT... don't go overboard. No one wants tons of sales pitches landing in their email inbox every day.

A good rule of thumb is 3 strictly informational emails to every sales pitch email.

You can experiment and find out what works best with your list, just don't overdo the sales pitches or people will click that "unsubscribe" button and you won't have a list for long!

The Most Important Thing

Now that you have a basic overview of the various types of online businesses and how to build them, you're ready for the "secret sauce".

This is the one component of your business that will not only determine how quickly you succeed online, it may also determine *if* you succeed online.

That one thing? It's your mind.

I'm not talking about your intelligence level or your education level. For the most part, none of that matters.

What I'm talking about is your ability to control your thoughts, to stay focused on the goal at hand and to not give up at the first sign of trouble.

This is a skill that can be nurtured and grown. Without this skill you will struggle, and not just online but in every aspect of your life.

I have read many business related motivational books over the years. One of the best is "Think and Grow Rich" by Napoleon Hill. If you haven't read it I highly recommend it.

It's a classic and in it Hill talks a lot about the importance of controlling the negative thoughts that live in your subconscious, and oftentimes conscious, mind.

This is just so important if you want success in your business. You'll probably have people telling you that your dreams of an online business are not realistic, or that you're lazy or other unflattering and negative things.

If you don't learn to control your mind so that these negative words just roll right off of you, you are going to struggle, and I can almost guarantee you'll give up.

So, as you go through this journey, take time out to hone all of your skills. Not just the skill to drive website traffic but the skill to control your mind too.

That way you can snuff out negative thoughts and doubts as soon as they rear their ugly little heads!

Helpful Resources

This book was written for total beginners to learn about the internet lifestyle and find a path to get started.

Here are some resources that I have actually used and that I found helpful. Maybe you will too!

Business Systems: Here are some courses that can teach you how to start your online business:

- [Compoundly](#) – a system that will teach you how to create your own online business in as little as 24 hours. Not only can you make some money fairly quickly, you can also scale it virtually as big as you want.
- [AppCoiner](#) – this business shows you how to make money by testing apps. Perfect for someone who wants to make some extra money.

Traffic Course: I personally recommend starting with one type of traffic. As you become more experienced and have more money, you can add in other forms of traffic. First start with free traffic.

- [Evergreen Traffic Academy](#) – this is a really good traffic course. This is the method I used when I first started...and I still use today!

NOTE: I have personal experience with these products and think they will help you too. These are affiliate links and if you make a purchase I may earn a small commission.