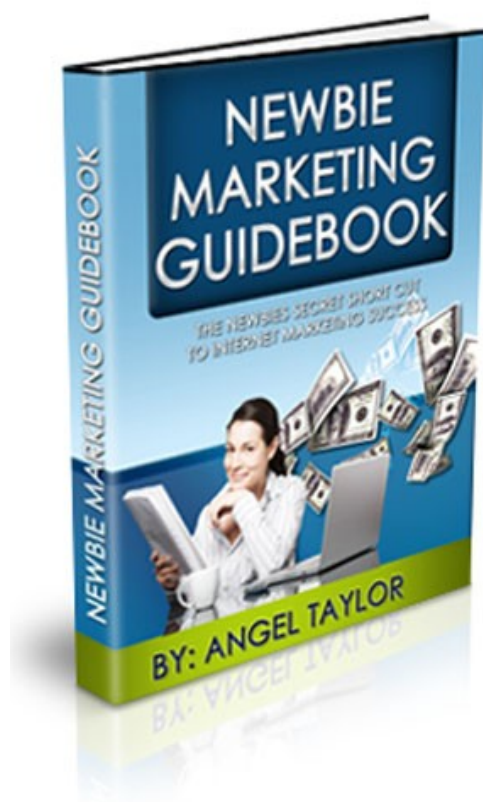


# Newbie Marketing Guidebook



## Newbie Marketing Guidebook

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## Chapter 1:

### Introduction and Welcome From Angel Taylor

I want to start off by thanking you for getting a hold of this book. It has taken me quite a while to gather all of the information that I share with you here, and I only want to give you what works. I hope that you find it exceeds your expectations and gives you all of the knowledge you need to get up and running quickly.

In case you don't already know who I am, let me give you a quick overview. My name is Angel Taylor and I am 24 years old from Columbus, GA.

Due to some unforeseen circumstances, I have become the sole supporter of my family and the guardian for my younger brother who starts college this year. I am so very proud of him and I have worked hard to give him every opportunity that I can, however I only make so much working full time as an operator for the phone company.

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So wanting to improve our situation I began to learn everything that I could about internet marketing and building an online business. There is simply so much information out there that it's hard to pin down the best options, but for me I have found that building a mlm business is a good way to go. However, getting to the point of success is far from easy and there is somewhat of a learning curve. With all of the information swirling around about how to build a list, drive traffic, or find quality leads, there seems to be an abundance of different routes you can take.

Venturing into the world of Internet Marketing can be a confusing and frustrating challenge, especially if you are brand new to online business, and aren't quite sure where to begin putting the pieces of the puzzle together. For many, they spend countless hours in front of their computers, doing everything possible to successfully crack the code, only to end up back at square one, no further ahead, and no profit to show for their hard work.

This is why the Newbie Marketing Guidebook was written. To provide newcomers with a clear-cut strategy for making money online by dissecting the most

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important aspects of Internet Marketing and breaking it down so that it is easy to understand, and more importantly, put into action.

I've done my absolute best to present the information in the more comprehensive format I could, and by the end of this guide, you will know exactly what you need to do in order to set up your money making system and see your efforts pay off, again and again. Whether you have been discouraged in the past because you simply believed that Internet Marketing was just too difficult to break into, or too saturated to make room for your own ideas, you really can make a full time income in this industry.

From niche research to generating traffic, the Newbie Marketing Guidebook guide covers the fundamental basics of getting started in Internet Marketing. I leave nothing to guesswork, or trial & error. It's all right here. Are you ready to start your journey in the right direction?

*Angel Taylor*

Let's get started!

## Chapter 2

### Creating Your New Business

When it comes to making money online, you need a solid strategy in place that will guide you through the critical elements to ensuring that your business is a success.

**You need:**

- ✓ A product that people will buy, and are currently buying within the market.
- ✓ A focused, hungry crowd of buyers within your target niche.
- ✓ A strategy for driving targeted traffic to your website and landing pages.
- ✓ Additional products to offer as backend products or upsell offers.
- ✓ Replication and Automation, so you can quickly set up your business on auto pilot.

When it comes to choosing your niche market, you will need to spend some time conducting keyword research as well as overall niche profitability.

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### **Don't skip out on this!**

It's a very important part of the process, and if you overlook it, you may end up building a website around a niche that simply isn't profitable.

This exact situation happened to me when I first started working online. I created a website around my personal interests rather than evaluate whether there were enough people out there who also shared the same interests as me, but more importantly, where looking for information on the topic and willing to actually buy it.

Failing to thoroughly research my niche prior to investing time and money into building my website, I learned a very hard lesson.

If you do things in reverse, and you fail to examine every niche before you even consider creating products for it, you are putting yourself at risk of building an online business without an existing customer base.

While researching a niche market isn't difficult, it will take a bit of time, as you'll

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have to go through the steps manually.

Unfortunately there isn't an automation tool that will dig into niche markets and tell you everything you need to know about it in order to make an informed decision, however by following my step by step guideline, you will be able to dissect your niche markets and determine which one is likely to yield the best results.

## Chapter 3

### Finding Your Niche

If you aren't sure what a niche market is, here is a summary offered by Wikipedia:

“A niche market is a focused, targeted portion of a market. By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers. A niche market may be thought of as a narrowly defined group of potential customers”.

All this really means, is that a niche market is a sub market, or a smaller market. Where a mainstream market is usually broad, a niche market is smaller, but still profitable.

Before you can even begin to explore how lucrative niche markets are, you need to jot down some ideas that you have for potential products.

Even if you don't intend on creating these products yourself, and instead purchase private label rights or resell rights to existing products, you still need to go through

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this process, and ensure that the demand is there.

Think of potential niche markets that you would be interested in exploring.

While it isn't always the best choice to focus on markets that you are personally involved in, from a profit based standpoint, as you become more experienced in marketing you will be able to expand your outreach and begin to cater to markets in a variety of categories and industries.

It's always best, when starting out, to focus on a topic that you believe you could personally create content for, and be actively involved in.

Are you interested in the "money making" industry, such as affiliate marketing?

What "niche" within that market could you get involved with?

Are you interested in personal development, parenting, crafts, weight loss, pets, music?

Take notes of as many topics as possible that you are personally interested in or

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experienced with so that you can evaluate each topic closely.

In truth, there are an endless number of opportunities and niche markets that you can penetrate and begin to make money in, that include everything from hobbies to self-improvement.

Within those markets are even smaller markets, called “micro niches”, that cater to an even smaller group of people, but if this niche is untapped and competition is limited, you can still make enough money to justify your time and effort.

Part of choosing a profitable niche market, involves evaluating the target audience itself. What do these people currently purchase? What are they interested in? What problems do they have that you could solve?

Understanding your market is as important as evaluating the profitability of it, because once you have a solid understanding of what your niche wants, you will be able to create products that are sure sellers, or choose third party products that you can promote as an affiliate marketer.

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Think of yourself as the middleman in a niche where on one side you have an active consumer base looking for specific products, and on the other side, you have the ability to choose those exact products and hand them over to your audience.

As an affiliate marketer, or even a product developer, that is exactly what you will do. Analyzing what people want makes it exceptionally easy to make money by simply giving it to them.

If you have a difficult time coming up with niche market ideas, here is a method that a seasoned marketer shared with me a few years back that **literally changed the way I did niche market research**, and opened up the doors to an unlimited number of profitable ideas.

Best of all? It takes **less than 5 minutes of your time** to generate a list of 10 potential niches to get involved in, based on existing demand.

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### Here is what you need to do:

Visit <http://www.dmoz.org> and review their existing categories. You will find everything from Business categories to Computers, Recreation and even Science.



Within these categories are sub categories and even smaller categories within those.

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To show you how it works, click on one of the main categories as shown below:

**Health**  
Fitness, Medicine, Alternative...

After clicking on the Health topic, I find sub categories that include: Alternative, Fitness, Mental Health and Medicine.

- [Addictions](#) (2,457)
- [Aging](#) (82)
- [Beauty](#) (510)
- [Child Health](#) (451)
- [Conferences](#) (0)
- [Dentistry](#) (569)
- [Directories](#) (6)
- [Disabilities@](#) (942)
- [Education](#) (146)
- [Employment@](#) (438)
- [Environmental Health@](#) (290)
- [Fitness](#) (325)
- [Occupational Health and Safety](#) (515)
- [Organizations](#) (92)
- [Pharmacy](#) (2,724)
- [Products and Shopping](#) (0)
- [Professions](#) (1,433)
- [Public Health and Safety](#) (3,379)
- [Publications@](#) (142)
- [Reproductive Health](#) (2,050)
- [Resources](#) (120)
- [Search Engines](#) (14)
- [Senior Health](#) (719)
- [Senses](#) (236)

Clicking on “Alternative” brings up yet even more results including “Chinese Medicine”.

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- [Acupuncture and Chinese Medicine](#) (790)
- [Acutouch](#) (6)
- [Alexander Technique](#) (104)
- [Apitherapy](#) (4)
- [Aromatherapy](#) (82)
- [Ayurveda](#) (80)
- [Biofeedback](#) (40)
- [Iridology](#) (15)
- [Magnetic Therapy](#) (14)
- [Massage Therapy and Bodywork](#) (416)
- [Meditation](#) (96)
- [Naturopathy](#) (240)
- [Neuro Linguistic Programming®](#) (190)
- [Non-Toxic Living](#) (58)

What you want to pay attention to, is the number of listings contained within each category. The higher number of listings, the more popular the niche is.

Clicking on “Acupuncture and Chinese Medicine” brings up some interesting results:

- [Acupuncture](#) (15)
- [Bodywork](#) (57)
- [Books®](#) (2)
- [Chinese Herbal Medicine®](#) (17)
- [Professional Supplies®](#) (35)
- [Qigong](#) (139)
- [Shopping®](#) (60)

Starting off with the generic, broad category of “Fitness”, we have narrowed down a handful of niche markets (and micro niche markets), in a matter of minutes!

Our niche “[Fitness – Alternative – Acupuncture – Chinese Herbal Medicine](#)”.

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By writing an ebook or offering a report on this topic, we could easily build a list and grow a following.

Spend some time going through the categories yourself, and in matter of minutes you will have a highly targeted list of potential markets.

Better yet, you can then browse through the actual website listings featured at dmoz, to explore potential affiliate programs, joint ventures and to simply get a feel for what people are already selling successfully.

Once you have a good idea of what your niche will be, the next step is to explore potential keyword phrases that you can use in your content. The reason why this is so important is that search engines like Google will determine your niche and ranking based on the keywords that its spiders find when exploring your website pages.

Furthermore, by using the same keyword phrases that people enter into the search engines manually, you are able to generate highly targeted traffic, as these people

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are looking for the same information that is featured on your site.

Even before you set up a website or register a domain name, you should choose your niche market and create a keyword swipe file of popular keyword phrases that people are using when searching for relevant information in the search engines.

## Chapter 4

### Keyword Research 101

Keyword research doesn't have to be a difficult task, nor does it have to be time consuming.

Using a handful of free tools, you will be able to create a highly targeted listing of relevant keywords for your niche.

**Here is how to do it:**

In the same manner that you began to generate ideas for your niche, you need to start by writing down keywords and keyword phrases that you believe sum up the niche market you are going to tackle, as well as phrases that people are likely to enter into the search engines when searching for information in that niche.

For example, if I had a website showcasing products on photography, my keyword list might look something like this:

**Photography Enhancements**

**Photography Equipment**

**Photography Tutorials**

I would also include question based keyword phrases that people might enter into the search engines like:

**How do I edit digital photos?**

Then, when creating my article content on my website, I would feature these keyword phrases throughout my pages.

You also want to consider possible synonyms for your niche topic. For example, if you were catering to the “freelance” marketplace, you could also use words like:

**Ghostwriter**

**Writer**

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### Telecommuter

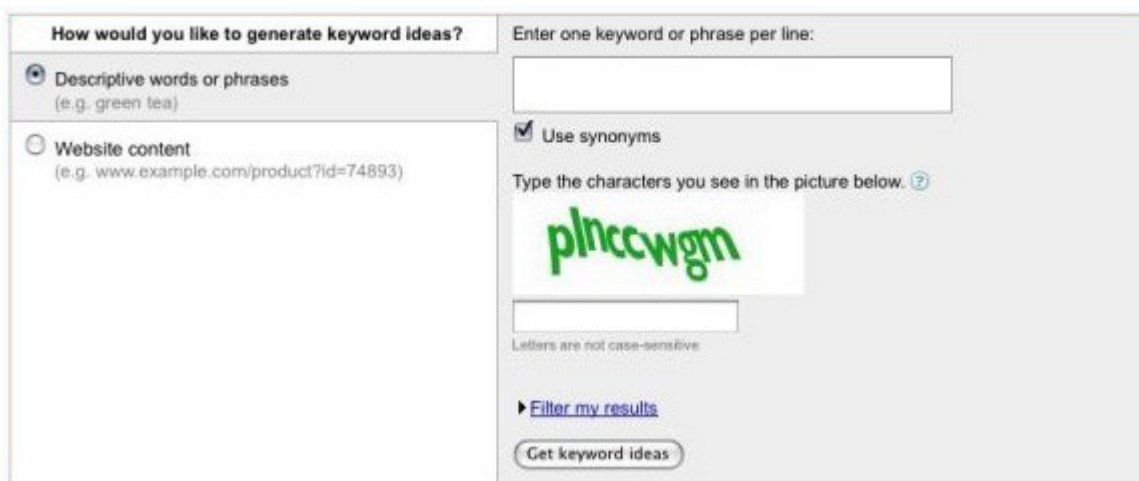
### Work At Home

Write down everything that you can think of that relates to your niche market.

Then, once you have a listing of potential keywords, run them through Google Adwords Keyword tool to verify popularity, and break down your list so that all you are left with, are active keyword terms.

### Here is how to do this:

Visit: <https://adwords.google.com/select/KeywordToolExternal> to begin.



The screenshot shows the Google AdWords Keyword Tool interface. On the left, under the heading "How would you like to generate keyword ideas?", there are two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)". On the right, there is a text input field labeled "Enter one keyword or phrase per line:". Below this is a checked checkbox for "Use synonyms". Underneath is a CAPTCHA challenge: "Type the characters you see in the picture below. ?" with a small image showing the characters "phccwgm" in a green, stylized font. Below the CAPTCHA is another text input field, a note "Letters are not case-sensitive", a blue link "Filter my results", and a "Get keyword ideas" button.

Start by entering in one of your keyword phrases or primary keywords into the

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search box. Then, click “Get keyword ideas” to generate a listing of results.

Let’s start by entering in “**Photography Equipment**” per my earlier example.

You should see a page that looks similar to this:

Keywords	Advertiser Competition <sup>?</sup>	Local Search Volume: June <sup>?</sup>	Global Monthly Search Volume <sup>?</sup>	Match Type: <sup>?</sup> Broad <span>▼</span>
<b>Keywords related to term(s) entered - sorted by relevance <sup>?</sup></b>				
photography studio equipment		4,400	135,000	<a href="#">Add</a> <span>⌵</span>
photography equipment		201,000	301,000	<a href="#">Add</a> <span>⌵</span>
professional photography equipment		22,200	22,200	<a href="#">Add</a> <span>⌵</span>
digital photography equipment		2,900	4,400	<a href="#">Add</a> <span>⌵</span>
photography lighting equipment		5,400	135,000	<a href="#">Add</a> <span>⌵</span>
used photography equipment		2,400	2,400	<a href="#">Add</a> <span>⌵</span>
wedding photography equipment		1,300	1,300	<a href="#">Add</a> <span>⌵</span>
photography equipment lights		Not enough data	1,300	<a href="#">Add</a> <span>⌵</span>
photography equipment backdrop		Not enough data	1,600	<a href="#">Add</a> <span>⌵</span>
photography equipment backdrops		Not enough data	590	<a href="#">Add</a> <span>⌵</span>
calumet photography equipment		Not enough data	140	<a href="#">Add</a> <span>⌵</span>

Using this tool, you will be able to verify your existing keyword phrases, to determine profitability, but you will also be able to generate a quick listing of

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other keyword phrases relating to your market.

In this example, keyword phrases including:

“Photography Studio Equipment”

“Photography Lighting Equipment”

and “used photography equipment” are other keyword phrases that I hadn’t thought of, but are being entered into the search engine consistently.

Scroll through the listing of keyword phrases and click “Add” with each keyword phrase that you believe you could create content for and download the list to use when you create your website pages.

When you are evaluating keyword phrases that are generated by Google’s Keyword tool, note that the approximate search volume shown above the search results is not an exact number of searches conducted for each keyword phrase, but rather provides you with a general idea of how popular each of your keywords are.

Another great way to come up with ideas for content and products is by visiting

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Yahoo! Answers, and exploring the different questions that are being asked within your niche.

<http://answers.yahoo.com>

You begin by searching for questions in your niche using the search bar on the main page:

A screenshot of the search bar on the Yahoo! Answers website. The search bar is a horizontal green bar with a white input field. The text "Search for questions:" is on the left, followed by the input field containing "Photography Equipment". To the right of the input field are two buttons: "Search" and "Advanced".

Search for questions:	Photography Equipment	Search	Advanced
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This will generate a listing of recently asked questions from people interested in this topic (you can also use the advanced search tool to review archived questions as well, to determine any patterns).

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### Search Results for "Photography Equipment"

#### Photography Equipment?

...decently priced equipment and what kind of **equipment** I would need. I don't want to spend... for all kinds of lighting **equipment** at a great price for starting out...

Asked by [Kelly S](#) - 1 year ago - [Photography](#) - 4 Answers - Resolved Questions

#### What kind of **photography equipment** do I need to start out with?

... and have a great passion for **photography** but don't really know how to begin. What...Canon SLR 35mm. Also, what other kind of **equipment** is imperative when beginning... to use it to its best. **Equipment** can cost a lot, especially when more specialised - much food **photography** for example needs larger...

Asked by [yorkiepop](#) - 2 years ago - [Photography](#) - 3 Answers - Resolved Questions

#### what type of **photography equipment** would I need?

I was wondering, what type of **equipment** would I need for a **photography** studio? ... SLR camera, lighting, backgrounds, chairs, and if you want to print pics there too, obviously...

Asked by [BU](#) - 2 years ago - [Photography](#) - 5 Answers - Resolved Questions

#### Does anyone know how I can purchase wholesale **photography equipment**?

I have my own (very small) **photography** business and I am looking...find just about nothing as far as studio **equipment** goes, mostly just developing... b&h **photography** is the best I think

Asked by [Theresa](#) - 3 years ago - [Small Business](#) - 1 Answer - Resolved Questions

By reviewing the listing of questions above, I see that people are looking for wholesale or discount equipment as well as what they need to start out.

You can also join Yahoo! Answers as a contributor and answer questions that are being asked in your market. By doing this, once you have your website created and ready to go, you can include a link back to your website in the "Source" box of every question you answer. A great, free way of generating highly targeted traffic to your website!

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So far, you have chosen a niche market and have a keyword swipe file of popular keyword phrases. You are over half way through the initial research process, and will be able to create your website and start to make money very shortly.

Before you do that however, there is yet another step that you should complete, and it only takes a few minutes.

If you are planning to offer your own products on your website, this is STILL an important part of niche research because it will give you an idea of how many competing products are available, in the event you wish to promote relevant products and generate a profit from affiliate commissions.

To begin, visit <http://www.Clickbank.com> and click on the Marketplace tab in the navigation bar.

I start by entering in my primary keyword (if you enter in a keyword phrase, make sure to wrap quotations around it so that the ClickBank search engine will pull up relevant results, instead of every listing that includes one of your keywords).

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**Search the ClickBank Marketplace**

Category:  Subcat:

Keywords:  Sort by:

Product Type:  Language:

Show:  results per page

Since “Photography” is my target niche, I enter in the keyword and press the “go” button to bring up listings from merchants selling information in that niche.

- 1) Learn Digital Photography Now.** Learn How To Quickly And Easily Start Taking Awesome Photos With Your Digital Camera, Even If You Are A Complete Newbie - Very High Conversion Rates.  
\$/sale: \$27.74 | Future \$: - | Total \$/sale: \$27.74 | %/sale: 75.0% | %refd: 42.0% | grav: 15.78  
[view pitch page](#) | [create HopLink](#)
- 2) Easy Photography Business - Digital Camera - Make Money!** Genuine Home Business Opportunity Lets You Earn \$200+ Per Day Taking Simple Digital Photos Of Real Estate, Cars, Trucks, Boats, Etc. In Your Local Area! Computer, Internet Access And Digital Camera Required. Huge, Virtually Unknown Nationwide Industry!  
\$/sale: \$16.60 | Future \$: - | Total \$/sale: \$16.60 | %/sale: 50.0% | %refd: 66.0% | grav: 23.26  
[view pitch page](#) | [create HopLink](#)
- 3) Photography Posing Secrets.** A Resource For Posing A Model For The Camera. Never Be Stuck For A Pose Again.  
\$/sale: \$16.54 | Future \$: - | Total \$/sale: \$16.54 | %/sale: 75.0% | %refd: 96.0% | grav: 11.72  
[view pitch page](#) | [create HopLink](#)
- 4) Digital Photography Success.** 'At Last! How To Take The Digital Photos Youve Always Wanted, And Finally Have Them Turn Out Like A Professional Photographer Has Taken Them... ...Even If Youve Never Used A Digital Camera Before And Dont Know Anything About Photography.'  
\$/sale: \$31.16 | Future \$: - | Total \$/sale: \$31.16 | %/sale: 50.0% | %refd: 80.0% | grav: 9.58  
[view pitch page](#) | [create HopLink](#)
- 5) Wedding Photography Secrets! #1 Book On Wedding Photography.** Best Product On Wedding Photography. Highest Selling Product With Easy Conversions. Free Sign Up Lessons Provided. Max Payout Too!  
\$/sale: \$19.29 | Future \$: \$21.74 | Total \$/sale: \$21.27 | %/sale: 75.0% | %refd: 27.0% | grav: 3.87  
[view pitch page](#) | [create HopLink](#)

Within the search results, you will be able to explore merchant websites that are already catering to the same niche that you are going to get involved in.

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This is an important aspect of niche research because it allows you to see the types of products that are already successfully selling, as well as provides you with ideas and information on the types of products YOU can create as well.

For your reference, here is what the different symbols and date below each ClickBank product listing means:

**\$/sale:** - This represents how much you will earn if someone buys the product from your referral link.

**%/sale** – This represents the percentage that we would earn from the products price. Some merchants offer a percentage rather than a flat fee.

**Grav** – This represents what is known as “Gravity”, and simply depicts how popular a product is. You should focus on promoting products that feature a high gravity, so you know that they are currently hot sellers.

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If you look at the ads above, you will see two links below the statistics. One is titled “View Pitch Page” and “Create Hoplink”. View Pitch Page will lead you to the merchants website, while Create Hoplink will create an affiliate link that you can use when promoting the product and earning commissions for each sale.

Niche marketing research is quick and easily, and by this time, you should have a good idea of the market that you are going to focus on.

## Chapter 5

### Setting Up Shop

In order to create your online presence, you will also need a domain name and a hosting account.

While there are hundreds of domain registrars and hosting providers to choose from, from a cost effective angle, I suggest going with [NameCheap.com](http://NameCheap.com) for your domain name and [Hostgator.com](http://Hostgator.com) for your hosting account.

Since you are a reading this ebook, I'm going to give you your first month with Host Gator for a penny (yes, you read that correctly, one cent for your first month). Just use the coupon code: **nmgpenny** when you check out.

You're welcome :)

When it comes to choosing your domain name, you will want to make sure that it is memorable and easy to spell.

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Here are a few things to consider:

- ✓ Choose a top-level domain name (.com) whenever possible.
- ✓ Make sure your domain has less than three words, so that it is easier to remember for direct type-in's.
- ✓ Includes your primary keywords, based on your niche and website topic.
- ✓ Contains no numbers or hyphens, for easier spelling.

Once you have registered your domain name and set up your hosting account, there are a few other tools that you will need in order to maximize your income and grow your business successfully.

The first is an autoresponder account. As an online marketer, you need to focus on building a targeted list of subscribers, and buyers, that you can broadcast promotional messages to on a regular basis.

By spending time building a list, you will have a built-in customer base that is interested in your products (and the products you promote as an affiliate marketer), making it even easier for you to jump-start your launches, and drive traffic to your

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websites.

There are many different autoresponder services available, including:

[Aweber](#)

[Getresponse](#)

Personally, I use Aweber simply because it's very easy to set up and customize.

All of these autoresponder services are affordable, so spend time evaluating each one and determine which provider you'd prefer.

### **Here is how an autoresponder works:**

You can set up what is called "campaigns", where you can write a series of email messages that are delivered to your subscribers after they confirm their request to join your email list.

Each email can be assigned a specific date that it is released, meaning that you can have your welcome email message delivered instantly, with follow up emails sent

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out, in sequence, throughout the upcoming weeks.

As an email marketer, you will want to work hard to establish a reputation with your list, and build a relationship that shows them that you are someone they can trust. You can do this by offering valuable, free content, as well as in recommending only solid products that you have personally evaluated.

Building a targeted mailing list is CRITICAL if you want to be successful online, so don't overlook the power of having a responsive customer base at your fingertips.

When it comes to finding your subscribers and building your list, it's a very straight forward process. To begin, you need to create a product of some kind that you can give away, in exchange for their subscription.

Many marketers create a short report covering tips associated to their market with an advertisement located within the report that links to a sales page for the full product. Others use e-courses or email training, which offers your subscribers

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with the opportunity to subscribe to your list and receive weekly tutorials or guides focusing on your topic.

Whatever you decide to create, you want to make sure that it represents you and your brand in the best possible light. Don't just throw something together and assume that because you are giving it away for free, the quality isn't as important. It is. This is your introduction, your message, that can either reflect your focus on providing high quality, or can give people the impression that if the report or product you are offering free is of low quality, perhaps all of your other products are of the same grade, so keep this in mind.

One problem that many new marketers encounter is that they simply don't know what to write about, or they don't believe their writing skills are up to par.

A quick solution is to simply hire a freelancer who is experienced with your topic. You can find them on freelance marketplaces as well as niche specific forums.

Here are a few freelance marketplaces to help you get started:

[www.Getafreelancer.com](http://www.Getafreelancer.com)

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[www.Elance.com](http://www.Elance.com)

[www.Guru.com](http://www.Guru.com)

If you are interested in hiring someone from a community forum, you should check out:

[www.Warriorforum.com](http://www.Warriorforum.com)

[www.ConquerYourNiche.com](http://www.ConquerYourNiche.com)

Remember, the report doesn't have to be long, it just needs to be of high quality, and provide solid information on your niche.

If you are planning to create an ebook product to sell on your website, the report should serve as a primer, an introduction to your ebook, offering your subscribers with a 'taste test' of your quality and your focus.

Once you have your giveaway product created and ready to add to your autoresponder, you simply need to create a squeeze page.

Squeeze Pages are designed to showcase the benefits of your mailing list (what

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people are going to receive in exchange for subscribing) as well as the actual optin box that asks for their name and email address. This code is generated from within your autoresponder account, after you create your new campaign.

If you know a little about web design you can put together your own squeeze page, or search Google for free templates.

In case you don't know, a squeeze page is a very basic web page that features your opt-in box and autoresponder code. This is where potential subscribers enter in their name and email address to be added to your list.

You want to focus on keeping your squeezes pages simple, and avoid posting any external links or complicated navigation bars, in fact, squeeze pages should consist of ONE page that prompts your visitor into subscribing to your list, eliminating any distractions or chance of your visitor being distracted by internal pages.

If you are an experienced designer, you can create your own customized landing pages, however regardless whether you decide there are important aspects to your

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landing page that you will want to keep in mind, including:

### **Powerful Headline**

Just like a headline to a sales page, you need your squeeze page to capture your visitor's attention and prompt them into action (subscribing to your list).

Your headline should be written so that you are able to keep them on the page long enough to subscribe, while your secondary headline should feature one of your major points of interest (or main benefit).

You want to really spend some time crafting your squeeze page's headline, because it's ultimately the most important part of your page. Consider what your target audience is looking for, and speak to them directly.

If your niche will focus on losing weight, create a report titled "Ten Tips To Ten Pounds Lighter", and use emotion response headlines such as:

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“Free Report Reveals Exactly How To Shed 10 Pounds In 10 Days! Limited Time Only. Download Now!”

### **Body - Summary**

With squeeze or landing pages, you should typically keep the body text to a minimum, describing only the highlights and benefits of subscribing to your list as well as a brief overview of what your subscriber can expect to receive once a confirmed member.

You need your headline to meld with your body text to create a sense of urgency, and motivate them to sign up quickly, before your offer is gone.

The body text of your squeeze page should be brief but descriptive. What this means is that you need to cut down the amount of text featured on this page, yet still highlight

what it is that you are offering and what your subscribers will receive.

You will also want to ensure that your summary creates a sense of urgency and

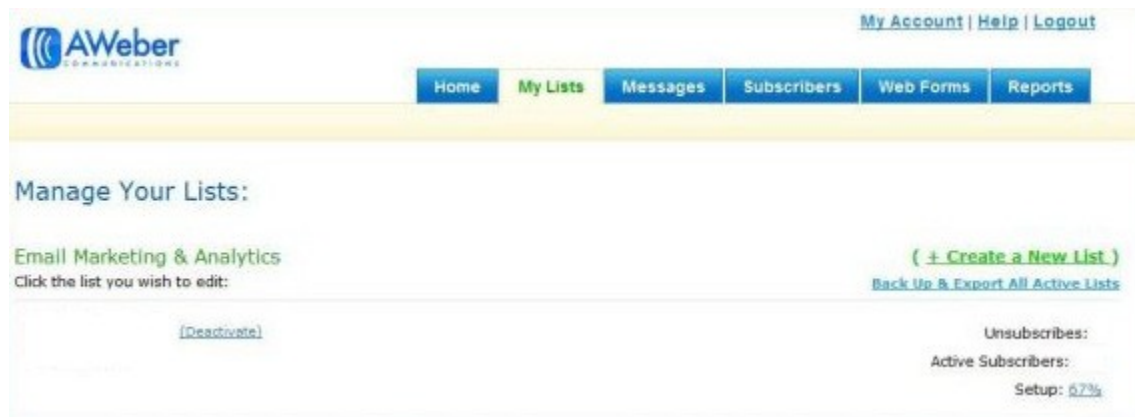
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prompts your visitor to sign up before your free offer is pulled from your website.

When it comes to setting up your autoresponder account, here is exactly how I create my campaigns (using Aweber in my example below):

First, log into your Aweber account.

Click on the “Lists” top tab then click “Create a New List” on the right.



This will setup your new list and it will then walk you step by step on how to fill in all of the information.

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The screenshot shows a web interface for creating a new list. At the top, it says "Current List: default957167" with a dropdown arrow and "(Create and Manage Lists)". Below this is a green success banner with a checkmark icon and the text "Success: Created new autoresponder, please fill out the details for your new list." Underneath is the "List Settings:" section with the instruction "Set your list name, 'from' address and unsubscribe page formatting." There are two input fields: "List Name\*" containing "default957167" and "Description\*" which is empty. At the bottom, there is a yellow box with the heading "Enter a List Name:" and the text "Let's set up your new list! First, name your new list (so you can tell it apart from any other lists you create later)." with a green "Watch Video" button. To the right is a blue "Setup Wizard" progress bar showing "9%" completion, the list name "List: default957167", and a "Next" button with a right arrow.

Once you have your campaign set up, it's time to enter in a series of emails. The first one should consist of a brief thank you or welcome email, that is sent out automatically after a new subscriber confirms their request to join your list.

You could include information on what your subscriber can expect to receive from you, and should also include a download link to the free report or giveaway that you are offering on your squeeze page.

In order to create the follow up emails that are sent out each week, you will need to determine your objective:

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- ✓ Are you promoting your own product?
- ✓ Are you planning to promote affiliate products?
- ✓ Do you wish to promote both?

I highly recommend both if you are in the position to create your own info product (or outsource it to an experienced freelancer), but when just getting started it is often easier to cut your teeth on email marketing by promoting third party products.

To do this, you simply go back to the ClickBank marketplace and explore categories relevant to your topic.

You can create a ClickBank account at no cost, and generate customized affiliate links instantly.

Simply include these within your email broadcasts and each time someone purchases the product using your affiliate link, you will earn a commission.

One thing to keep in mind however, is that you should balance both free content

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that feature absolutely no advertisements, with promotional based material, so that your list is able to receive useful information, without feeling as if they are being spammed with continuous offers.

Remember, you want to build a relationship with your list so that each time you recommend a product, they trust your judgment and purchase from your affiliate links. You also want to develop a reputation as someone who is honest, straightforward and interested in helping your subscribers.

That means that each time you promote a product, you need to make sure that you have personally evaluated it, and feel it is beneficial to your list.

Do NOT abuse your list by spamming them with offers that you have never even looked at yourself. If you do this, you will lose all trust with your subscriber base, and end up starting back at square one, all over again.

One way of being able to evaluate potential products to promote without having to purchase a copy of every one, is by joining visiting JVNotifypro, which

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will notify you of new product launches, and offer joint venture opportunities to marketers.

You can go to [www.JVNotifypro.com](http://www.JVNotifypro.com)

If you are at a complete lost as to what to write, check your email for messages you have receive from others about their products. See how they have written them and once you find some that you find are effective copy them into a file and call it your “swipe file”. While you don’t want to copy these emails word for word, it is completely acceptable to use them as a starting point for your own emails. Find what works and copy it!

Here are 5 steps you can take in order to build up a responsive list.

### 1. Personalize Your Emails

One of the easiest ways to help increase your emails effectiveness is to use personalization. Your prospect will be more inclined to open it if they feel it is directed to them. Plus it makes them feel as if you really connected by simply

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calling them by name.

### 2. Brand Your Emails

Just as it is important to use your prospect's name, it is equally important to use your name as the sender. You want to get your prospect used to seeing your name and to be able to recognize your emails on sight. This is all part of branding yourself.

### 3. Stay in Contact With Your List

The whole point of building your list is to build a relationship with your prospects so it is important to stay in contact with them. Some will say to send them everyday, but I know that the idea of writing that many emails is daunting. So try and have about 30 emails planned out and send them every 3 or 4 days. This way they will be used to getting your emails and they will be looking for them.

### 4. Give Great Free Content

One of the best ways to build trust is to give your readers great free content. You should be giving your prospects tips and tricks on whatever your subject may be.

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The more free content you give away, the more your prospects will look to you for answers. Thereby making it easier for them to buy from you when you make suggestions.

### 5. Share special promotions or offers

A great way to show your prospects you are there for them is to offer them some kind of special discount or promotions strictly for them. Give them a reason to want to stay on your list. Show them that they benefit by being on your list, and that they get special treatment because of it. It's not quite a bribe but it's close!

## Chapter 6

### Affiliate Marketing Profits

Now that you have your domain name, squeeze page, have chosen your niche market and have your keyword swipe files ready to use in all of your content and autoresponders, it's time to take a closer look at the tactics used by the top affiliate marketers to generate insane amounts of money every single week.

Whether or not you intend to become a full time affiliate marketer or you are interested in using affiliate marketing as a 'doorway' into the world of online business, it's a very profitable industry to be a part of, in fact, many of the Internet Marketing's top gurus got their start by first becoming a skilled affiliate and then going on to create their own products.

Affiliate marketing is by far, one of the easiest industry's to get involved in as well, and you can use these strategies to not only make money without having to create your own products, but as a way of learning the ropes to online business, including traffic generation, pre-selling, exploring markets, and of course, building

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your email marketing list.

In order to become a successful affiliate marketer, you need to find a hungry crowd of buyers and connect them with relevant products available by established merchants. You want to focus on promoting products from those who have already developed a brand, because it will be easier to pre-sell the product, and convince potential prospects that the product is of high quality and contains valuable information.

Consider earning \$50.00 for every product you sell, without ever having to deal with customer support, create your own products or build websites.

All you have to do is find customers, pre-sell customers and guide them to the merchants website. It's no wonder affiliate marketing is such a popular market for both newcomers and seasoned professionals alike.

Here is a quick start method to helping you find hot products, and begin promoting these offers.

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ClickBank – [www.ClickBank.com](http://www.ClickBank.com)

We've already discussed how Clickbank works, and as an affiliate marketer, you will quickly become very familiar with the marketplace, and categories featured within it. ClickBank is the largest network of affiliate marketers and products, containing over 200,000 products spanning over a dozen categories.

Once you create an account at ClickBank as an affiliate, you will be given a unique referral ID that will look something like this:

<http://affiliate.publisher.hop.clickbank.net>

Affiliate will be replaced with your ClickBank username, while Publisher is the username of the merchant who owns the product that you are promoting.

Whenever you preview products from within the marketplace itself, you can simply click on “generate hoplink” to have the ClickBank marketplace script create a custom affiliate link attached to your account.

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ClickBank isn't the only network that you will be focused on as an affiliate marketer, however it is the largest and easiest to get involved with.

Another marketplace worth considering is [www.CJ.com](http://www.CJ.com), which stands for "Commission Junction".

Commission Junction is the second largest affiliate network online and contains both digital products as well as physical products, that typically sell at a higher value, than the products featured at ClickBank.

When you begin to select the products that you intend to promote, you want to make sure that you choose ones that are likely to convert well.

After all, you will be spending your time generating traffic and pre-selling customers, and you need the merchant to take care of things on their end, both with the structure of their website and sales copy, and in the actual product itself.

As an affiliate marketer, whenever a customer receives a refund, websites like

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ClickBank.com will remove your commission from your account, so you want to do your best to focus on products that are solid, and less likely to generate a lot of refund requests (another reason why you should personally evaluate products that you intend to promote).

To start, you should choose between 8-12 products to promote to your list. These products should be highly focused on your niche market and recent releases (anything that has been on the market too long is difficult to sell because it's likely that your subscribers may have already seen it).

You can use tools such as [www.CBEngine.com](http://www.CBEngine.com) to evaluate products as well as stay on top of new releases across the ClickBank marketplace.

Another useful site is featured at [www.CBTrends.com](http://www.CBTrends.com) that provides information on product performance, overall statistics as well as what other products specific merchants are promoting.

When selecting products, keep the price point in mind as well. You should include

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both products on the higher spectrum as well as lower priced products, to ensure that you cater to your entire list.

You also want to make sure that you will earn a decent profit from your promotions, so pay attention to the percentage that is being offered per sale and focus on products offering at least 40% commissions or higher.

## Chapter 7

### Quick Traffic Generation

Regardless whether you are focused on affiliate marketing campaigns or in promoting your own products, your website needs traffic, preferably highly targeted traffic.

Thankfully, this doesn't have to cost you a lot of time and money, in fact, you can use a handful of free resources to set up an automated traffic generation system that will send traffic to your landing pages, websites and blogs within days. Here are my top traffic generation strategies:

#### **Social Networking**

With websites like Twitter ([follow me on twitter](#)) and Facebook ([add me on facebook](#)) it's very easy to quickly establish an online presence and attract new visitors and subscribers.

With social marketing, the more active you are, the more your brand will be seen,

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creating an opportunity to consistently generate traffic to your website.

I suggest spending an hour a day, going through the various social communities, posting updates and communicating with other users in your niche.

Here are a few social communities to help you get started:

<http://www.StumbleUpon.com>

<http://www.Digg.com>

### **Blogging**

Blogging is a great way to not only generate traffic but become an authority in your market, by posting relevant, high quality content and communicating with your website visitors who will leave comments and messages on your website.

Search engines absolutely love blogs, and it only takes a few minutes to register a domain name and install a copy of [www.Wordpress.org](http://www.Wordpress.org) on your hosting account, and using the built in installation options with Fantastico, you can have a full featured blog set up and running within minutes.

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Apart from using your own blogs to generate traffic, you can also build a list using blogs, and since they are so quick and easy to set up, you can create blogs covering multiple niche markets.

This is, by far, the easiest way to create a large network of websites without ever having to hire a designer, mess around with code, or learn HTML.

You should also take your blog marketing one step further by joining blog networks, which are social communities designed for bloggers.

The ones that have produced the best results for me, have been:

<http://www.MyBlogLog.com>

By far, the easiest way of generating quick traffic to your website.

<http://www.FeedBurner.com>

Creates and broadcasts RSS feeds.

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<http://www.Technorati.com>

A blog based search engine (has been responsible for generating a TON of traffic to my websites).

<http://www.BlogCatalog.com>

Blog Catalog is essentially, a blog directory that offers the option to join relevant groups, create lists of contacts, and interact with other bloggers in your niche market. Very worthwhile community to be a part of.

Other Resources:

<http://www.BlogCarnival.com>

<http://www.Blogarama.com>

<http://www.BlogPulse.com>

Here are some other ideas to drive traffic to your sites, all of which are free!

-Write Articles

The biggest way you can create and distribute content on the web is to write

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articles on a subject related to your product or service. Offer up information on how to do something or maybe write a review of certain products your are offering. Then submit them to article directories. There are a number of directories out there but you need to stick with those that have high page rankings or else it is a waste of time. You are after all trying to build traffic so you need to submit to a directory that actually has traffic to give you. You can check rankings by visiting [alexa.com](http://alexa.com).

Some Article Directories:

[www.ezinearticles.com](http://www.ezinearticles.com)

[www.goarticles.com](http://www.goarticles.com)

[www.articlecity.com](http://www.articlecity.com)

-Participate in forums

This is a great way to build traffic and you can meet some great people while doing it. However when posting on forums you don't want to actually push your product, this is a no no. You will want to find forums that you are interested in and then become involved. Post messages, answer others posts, make yourself visible.

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Then you want to make sure that every one of your posts have a signature file at the end. It just needs to be a quick 1 or 2 sentence description or ad for your product and a link to your site. You'll be amazed how effective this can be.

Some of my favorite forums:

[www.betternetworker.com](http://www.betternetworker.com)

[www.warriorforum.com](http://www.warriorforum.com)

[www.work-at-home-forum.com](http://www.work-at-home-forum.com)

-YouTube

Last but definitely not least is posting videos on YouTube.com. This has become one of the greatest free ways to market your business online. YouTube videos are completely viral and you could be receiving traffic for a year from posting only 1 video. Think about how this could explode if you posting a couple of videos a month or a week even.

## Chapter 8

### Conclusion

The Newbie Marketing Guidebook is a comprehensive primer into the world of Internet Marketing.

While you know have the knowledge you need to begin to create your websites, generate profit from affiliate campaigns, and create a traffic funnel that will draw in targeted prospects to your websites, you should dedicate yourself to continuously expanding your library of knowledge, and exploring other markets and methods of making a living online.

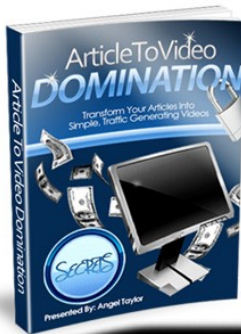
Even after several years of doing business online, I am still constantly learning new things that help maximize my outreach and my bottom line.

It's truly an industry where you should never stop growing and evolving, so that you are able to effectively cover more ground, and in turn, make more money.

I wish you the very best with all of your future endeavors! -Angel Taylor

**\*\*Bonus\*\***

## **FREE GIFT:** Article to Video Domination



This **step by step training report** will show you exactly how you can take your old boring articles and turn them into simple traffic generating videos in just **10 minutes or less.**

[Click Here To Download Now](#)