



INFINITE <WEB> INCOME



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Table of Contents

Introduction	3
Can you make a living online	3
Online Shopping	
Writing	
Online advertising	
Rights products	
Affiliate programs	
The keys to a successful online business	5
Why consider creating an online business?	6
Who typically starts an online business?	8
How to avoid schemes and scams	9
Data Entry	
Paid Surveys	
Piece Work	
Building the mindset of a successful entrepreneur	11
Setting realistic expectations for your business	
Setting goals for your business	
Coaching programs	
Choosing a niche for your business	14
Do what you know	14
Find an unfilled niche	15
Getting your domain name	15
Registering your domain name	17
Setting up your web presence - should you choose a site or a blog?	17
Pros and Cons	18
List building - the only way to have a viable online business	19

Opt-in lists	
How to get people to opt-in	
What do you do with your list	
Infinite Web Income Product Resources	25
Summary	28

Introduction

Are you fed up with the daily grind? Tired of working long hours to make someone else rich? Wishing you had the flexibility to do the things you REALLY want to do?

Then it's time to give your boss HIS walking papers!

Web 101 – The Official Guide to Infinite Web Income is going to tell you:

- How to start a successful online business
- How to find your niche and set up a website
- How to avoid common schemes on the internet
- Three secrets to becoming a successful entrepreneur
- The key to getting customers – list building

We've all heard stories about online businesses. But what is fact and what is fiction? The truth is that like any good business, online businesses require hard work and commitment – they don't run themselves. But, YOU will have an advantage because Web 101 is going to reveal some of the best kept secrets to creating a successful online business – right here!

Worried that you don't know enough about online concepts or terminology? Don't be. Web 101 is going to define everything for you. And by the end of this book you will understand how to get an online business up and running.

Don't waste another minute! Read on to start living your dream...

Can YOU make a Living Online?

Yes, absolutely. But it's going to take some work. Anyone promising you otherwise is setting you up for failure. There are a multitude of internet-based opportunities today such as:

- **Online shopping** - A customer orders a product through your website and you ship them a product. You continually update the website and handle all payment and shipping transactions.
- **Writing** – People are writing for blogs, ezines, articles, and other forums where income is generated from selling ad space or generating affiliate sales. To really take advantage of this you need to constantly generate many posts or articles.



- **Online advertising** – This includes Google AdSense where you place Google ads on websites you build. You then receive a commission when someone clicks on the ad. Alternately you could make a Google AdWords for your own business. Google places these in search results and you pay when someone clicks on your ad. Your income is generated by selling a product, generally an affiliate item, to the consumer who clicks on your ad.
- **Rights products** – If you don't have a product of your own to sell then you can sign up and sell these products which are usually video, audio, software and e-books.

You usually keep the sale price of the product. Rights products fall into three main categories:

- **Resell Rights** – You can sell the product to someone else.
- **Master Resell Rights** – You can sell the product to someone else and sell THEM the right to resell it.
- **Private Label Rights** – The product becomes yours and you can do whatever you want with it – sell it, modify it, or chop it up and sell it as different products.
- **Affiliate programs** – Online shopping representing someone else's products without the headache of handling payments or shipping products. You promote the product and earn a commission when someone buys it. Essentially you are the middleman for your customer. Memberships are usually required but a good example of a \$0 down program is IWI www.infinitemwebincome.com

Let's look at affiliate marketing programs a little further...

Affiliate marketing is one of the best ways to make money online. There are many advantages like:

- Fast and easy set up with virtually no overhead
- Work in your own home
- Set your own hours
- No boss
- No orders to handle
- No payments to process

There are many affiliate marketing programs willing to let you sell your products for them, but the trick is to find one that will offer you support as well. Many programs will simply give you access to their products and then cut you loose to sell with no marketing tools.

The Keys to a Successful Online Business



With any online business, you also need to do your homework too. It's not enough to simply drive traffic to someone else's site and hope to earn commissions. You need to invest some time, especially in the beginning, to creating a successful business. With an affiliate program, instead of just sending your prospect list to the affiliate program capture page, why not make your own capture page and build a relationship with your prospects? Good affiliate programs recognize this and provide you with the tools to set up your own homepage.

If you are writing about something or selling it, do your homework on the products – experience them, write a review, make yourself the expert. When you add value, potential customers will come to trust and appreciate your knowledge and that equals buying from YOU over the competition.

The bottom line is that online businesses still take work. Don't expect that you can do nothing and generate cashflow. There are a lot of sites promising that you can earn money for nothing – but what they don't tell you is that the more you put into it, the more you will get out of it. You may even come across opportunities that require no

membership fees but that doesn't mean you can sit back and do nothing. You still need to put some effort into building your business so that it can work for you. When you take the time up front with the essential components of your business like a solid landing page and customer lists, it will payoff ten-fold down the road.

Patience is also a key ingredient in the recipe of success. Many people jump around from one opportunity to another when they don't get instant results. For any successful business to grow it must gain momentum gradually. Any successful marketer will tell you that a business with steady growth will be most sustainable. And successful entrepreneurs will tell you that to be truly successful you need to invest in a solid foundation and then allow your business time to flourish. Don't pack it in with your first online opportunity too quickly, or at the mention of something new and promising.

To sum up, find the right online business fit for you, invest your time and then stick with it. Success awaits!

Why Consider Creating an Online Business?

Many people have a brilliant idea for a small business that they want to explore. For some it could be a small retail shop or the vision could be a large multi-employee company. Some think about a product and others think about providing services. But all of them think about the freedom and fulfillment they will achieve by running their own business.

Despite the romantic notion, we have all heard that 9 out of 10 traditional businesses fail within the first five years. And those people have lost not only their time and energy, but likely a substantial amount of money as well. Why? Because when you start a traditional business there are costs associated like:

- Rental or purchase of physical space
- Office supplies and equipment
- Product costs
- Staff
- Marketing

And the list goes on...

paid back whether or not the business succeeds.

With an online business, start up costs are usually much lower. And, if you aren't selling a product, then you can eliminate those associated costs. This not only applies to the cost of making or purchasing the product, but associated expenses when dealing with transactions, shipping, and returns that need to be honored to ensure customer service. The customer is always right, remember?

Any type of business requires the owner to put forth a strong effort in order to succeed. Most successful entrepreneurs would tell you that you get out what you put in. There are many promises of "get rich quick" opportunities, but deep down we all know they don't exist, despite our dreams to the contrary. So what you are left with is investing your time, effort, and money to make SURE you succeed. That is the commitment of the 1 in 10 that DO make it beyond the five year mark.

If you choose to pursue an online business, that time and effort can pay off at much faster rate because the business begins to run itself. A traditional business owner generally finds that he or she must invest even more than a 40-hour work week to get the business off the ground. And adding staff to help out usually only happens when the owner is completely drained and can justify the additional expense. Therefore, traditional businesses usually grow at a slow, steady pace and after a reasonable amount of time the owner can start reducing his or her hours, which may be only back to 40 hours a week at first!

With an online business, the growth rate can be much faster. If you choose to start an online business such as an affiliate program, very quickly the business will start working for you – assuming you have invested in a solid foundation upon which to build your business. By building a solid website and relationships with your prospect list you begin to generate sales. From here, your customers may become repeat buyers OR they may begin to sell for you. At the same time, because you have no products or transactions to handle, there are no backend processes for you to manage. Your time and effort can be channeled into marketing the business instead of managing the details.

This leads us back to one of the main reasons you wanted to start a business – flexibility in your life. What happens when your business is generating sales for you all by itself? You can take a break from it! Some people use that break for vacation and some people use it to start another income-generating business. For some, the flexibility is important insurance should they become ill or have some other emergency to deal with. And you can't put a price on that.

So we know that with any business the goal is flexibility and fulfillment, but starting an online business has some definite advantages over a traditional business such as:

- Ability to work from home for convenience
- Low start up costs
- No boss
- You can start part-time until it takes off
- A wide variety of opportunities exist so you don't need high level of knowledge in business
- The whole world is your market and the internet is a cheap and easy way to reach your prospects
- Some online businesses such as affiliate programs reduce financial investment and management headaches

If you want to start your own business but can't afford to take too many risks, then an online opportunity might be the right fit for you. Do your research to find the right business, invest your time and energy, and you should be reaping the rewards in no time!

Who Typically Starts an Online Business?

You might be wondering just who exactly is starting all the online businesses that you see on the Internet. It seems like more and more people are diving in and perhaps you even know a few friends that have dabbled with an online business. All of the people involved in online businesses have general goals in common such as flexibility and freedom, but who are they specifically?

They are regular people just like you and me. They are:

- Individuals looking to add extra income so that they can pay off debts or plan dream vacations
- Individuals who want to add extra income so that they can increase their personal savings or retirement fund
- People who want to pay off their mortgage faster
- Retirees who want to boost their fixed income
- Stay-at-home parents who want to earn an income without having to go back to a conventional job

- People from a variety of educational backgrounds and any age group
- People living in a variety of different communities from urban to rural
- Men and women who want to be their own boss and drive their own success

Does this sound like you? If so, you might be an ideal candidate for starting and running an online business. Essentially people from all walks of life are finding success online and enjoying the freedom of being their own boss. And you could be one of them!

How to Avoid Online Schemes and Scams



For many of us, it's hard to imagine that there could be so many dishonest business-people in this world. This is one case where the old adage "the best defense is a good offense" comes into play. To avoid the most common pitfalls with online businesses you need to be aware that they exist and do your due diligence with research before making a commitment.

There are several groups of commonly known Internet business scams:

➤ Data entry/typing

These companies advertise that they need help typing their ads. The misconception is that they will pay you to type them but revenue actually comes from new people falling victim to YOUR ads. You need to type them, place them on websites and hope that people buy through them. However, you are only paid when the ads generate a sale – NOT for doing the typing and placement. There are legitimate data entry/typing businesses. You can recognize them because they will provide training on how to write a good ad, give you suggestions on where to place them and leads on companies that are looking for typists. In other words, you are getting some value for your time and money.

➤ Paid surveys

Paid survey sites promise that you can earn money while sitting at home in your pajamas filling out surveys. They often promise that surveys will take only minutes to complete and you will earn a large amount of money for doing very little work. The scam is that often these sites are just collecting e-mail addresses to spam, or compiling e-mail lists to sell to other spammers. Legitimate companies will not require you to pay up front to access the surveys. A good way to confirm the legitimacy is to check an online survey

site directory and also search the company that the survey is being done for.

➤ Piece work

The most common examples of online businesses offering piece work are envelope stuffing and at-home assembly. The danger here again is that you often pay an up front fee only to discover later that there is no real business. A common scam with envelope stuffing is that when you finally get the information you paid for, you discover that you have to place similar ads to lure people into the business. You then become the scammer in order to earn your money back. At home assembly businesses may actually provide you with a product to assemble, however, the time required might far outweigh the fee for performing the task. Or worse, you will be set up for failure because nothing you submit will EVER pass their quality standard.

There are many types of online businesses and sometimes it feels like everyone is trying to sell you something. It's hard to know who to trust. The key to avoiding online schemes or scams is recognizing the most common red flags.

- Never pay up front fees to learn about a product or service – this is known as an “advanced fee scam” and preys on your curiosity. You have no idea where your money is going and if you do finally gain access to the member’s area it might not be what you thought.
- Look for contact information including a phone number. Call the company and/or send an e-mail to verify that they exist and see how long/what kind of response you get.
- Check out potential businesses on independent directory listings or discussion forums. You can even do a quick search at www.betterbusinessbureau.com. Don’t be swayed by the company’s own testimonials – they could be fake and really, are they going to post a BAD testimonial? Of course not.
- Make sure you deal with a company that offers a money-back guarantee. If the company is legitimate and stands behind their product or service then they will most certainly offer this guarantee.
- Only submit money if the company is PayPal “verified.” Otherwise there are no guarantees on how your money will be handled.
- If it sounds too good to be true, it may very well be. Look for realistic timeline to payment ratios – if you are being promised a ridiculous income from doing very little work, be cautious.

There are lots of excellent online business opportunities but you need to examine each one carefully before committing your time and money. Learn about the business and ask questions until you are satisfied. If you can't satisfy some of your questions or concerns, then perhaps you should move on to a different opportunity.

Building the Mindset of a Successful Entrepreneur

It doesn't matter whether you are thinking of starting a traditional company or an online business - the rules for becoming a successful entrepreneur are the same. You need to set some realistic expectations about starting and maintaining your business. Having realistic expectations will keep you grounded during the ups and downs of establishing a new business. Once you know what to expect, you can set some specific goals to help keep you on track. And, if you find that it's all getting a bit overwhelming, you need to do what any successful entrepreneur would do – ask for help.

› Setting realistic expectations for starting your business

Understand that starting your own business isn't going to be easy. It is going to take hard work and effort. If you expect that you are going to sit back and start earning money immediately without doing any work, then you are kidding yourself. You are going to need to be motivated and enthusiastic about your business to get it off the ground. Even if you aren't passionate about the product or service you are providing, you must be passionate about the change that your business will bring about in your life.

› Five realities that you need to understand about starting a new business:

- You can be good at most things, but sometimes a task will fall outside of your skill set. If you don't possess a certain skill that requires a lot of education or training, such as web design, then you need to outsource or get help with the task instead of making a poor attempt.
- You will have to use self-discipline to stay focused. It's very tempting to procrastinate but you need to remember that you will get out what you put into your business.
- It **WILL** take time for your business to earn money and for growth to happen.
- You will have to give up a lot of mental and physical energy to get your business running and to maintain it.
- Things never go completely as planned, but that's not a bad thing. You need to embrace the unexpected and adapt to change in order for your business to thrive.

These realities may have you wondering why you are thinking about starting a small business at all! But don't forget all of the financial and lifestyle advantages that we talked about earlier. You can most certainly get there but don't set yourself up for failure by having an unrealistic vision of what the journey will be like.

› **Setting goals for your business**

Once you have set some realistic expectations for starting your business, you need to set some goals. Your goals will define where you are going so that you can transform your idea from dream to reality. It's important to map out where you need to go so that you eventually reach your destination instead of going in circles and wondering why you aren't reaching your targets.

Every business owner will have personal and financial goals like being able to travel or paying off their mortgage. Or your goals might be a simple lifestyle change like a flexible work schedule with no boss looming overhead! It's up to you to define those goals but whatever they are, here is what you need to do with them:

Write them down! It's easier to have your goals easily available so that you can keep them at the forefront of your mind. Some people find that it's effective to use a "vision board" which involves cutting and pasting pictures of your goals to a board to help visualize your dreams.

Don't just make your goals and forget about them. Keep them handy or even post them somewhere in plain sight. Refer to your goals often and check in regularly to note what you have done each day/week/month to achieve your goals. This is particularly important to keep you on track when you are experiencing challenges with your business.

Assess and adapt your goals regularly. Use what you learn to make your goals more consistent with what your business needs to be successful. Don't wait for change to present itself either - stay on top of trends and constantly research and learn everything you can about your business and its marketplace.

By setting specific goals and using them to chart your path, you will be more effective at weathering the ups and downs typical of starting a new business. Written goals will help you stay on track and focus on your business. Even if you don't enjoy every aspect of your business, your goals will remind you of all the things you DO love about it.

➤ **Coaching programs**

Coaching programs are a booming trend right now. These programs are designed to give one-on-one assistance to help business people achieve their goals. Typically a coach will do an assessment of where you are with your business and where you want to be. The coach will then help you form a strategy to get there.

When do you use a professional coach?

If you are feeling discouraged or frustrated with your business and don't have a good plan on how to turn things around. Also, if you are just generally feeling overwhelmed with your business or that your life is out of balance then it might also be a good time to consider a coach. YOU are the company so it's important to recognize that YOUR issues are the company's issues. And you want to invest in your company right? So that means investing in yourself as well.

How do you find a coaching service and how do they work?

A quick search online will generate a list of coaches in your area or available virtually. Support can be offered online, over the phone, or in person and a fee will be charged depending on the level of support you desire. The coach will work with you over a period of time to develop your strengths and empower you to make positive changes. Recognizing what works for you and developing better habits will lead you to bring about positive change in your business.

What are the typical results after using a coaching program?

One result is that you will feel a weight lifted off of you and you will become a happier person because of it. You will gain confidence in your abilities and become more productive. All of these positive results will be reflected in the success of your business and you will more easily be able to achieve the goals that you defined above.

Choosing a Niche for your Business

In this day and age there are plenty of big players on the Internet but the beauty of online businesses is that everyone has access to the same marketplace. So there are lots of shoppers from across the country and even the world that can support your online business! It is important, however, to not try to be all things to all people because ultimately you won't be able to do a great job at everything. A better strategy is to focus on an area of expertise and become the authority on it.

So, how do you choose the right niche for your business? There are essentially two ways to approach this question:

Do What You Know

We have all heard the saying “do what you know and the money will come.” This is particularly true when it comes to online businesses. If you choose a business that you feel passionate about then you are more likely to be excited about it. This will naturally lead you to devote more time and energy to your business – and it won't feel like work. Wouldn't it be nice to want to wake up and start work in the morning? Or feel like you wished there were more hours in the day to spend on your business?

In order to determine “what you know,” make a list of your strengths:

- What are you good at?
- Do you feel passionate about anything?
- What interests you?
- What are your hobbies?
- Do you have a lot of work experience in a particular area?
- What do people tend to ask you about or consider you an expert on?

When you have answered these questions, you should have a list of areas that you are knowledgeable in to guide you in choosing your niche. Having a lot of knowledge in a particular area will shine through to your customers. Potential customers will quickly pick up on someone that is running a business they don't know a lot about. You want them to see you as the trusted resource in your area so when you have pre-existing knowledge or a natural interest it will be reflected in your business.

Find an Unfilled Niche

The second way to develop the area of expertise for your business is to find an unfilled niche and fill it! You may have an idea already or you may be looking for one. Either way, the first thing you need to do is research.

How?

- Go online and find out what is currently being done in the area that you are thinking about.
- Search online articles and find out what people are writing about in your potential niche.
- Visit blogs and forums and read about the trends and needs for your potential niche.
- Find out if there is a market already and, if there is, determine if there is a gap that you can fill. Sometimes niches are already filled but there is room to improve
- Evaluate your competition by looking at companies doing something similar.
- Determine what you think is the level of interest in a particular product or service judging by activity online. People need to be interested in buying from you but keep in mind that your market is global - a particular business might not thrive in your city, but your product or service could appeal to people across the country or beyond.
- The key to discovering your niche is to find something that customers want to buy and will come back for often. To make money in your niche market you need to ensure that you have a decent profit margin and ideally you will be able to deliver your product or service electronically – no shipping or return costs means an even higher profit for you.

Now, it's time to set up shop!

Getting Your Domain Name

The first step in setting up your online business is to purchase a domain name so that people can find your website. Your domain name is the address that links to your website and comes up when people search for you. Think of it like your online phone number. Domain names are commonly referred to as a web address, host name, URL, or simply a domain. Your domain name will be an extremely important way for customers to find you and will be heavily used in marketing efforts so it's important to pick the right one for your company.

Choosing a Domain Name

There are limitless possibilities so your choice is only bound by your imagination. However, many domain names have already been registered by other people so your first choice may be taken already. If that's the case, you may want to think about aligning your company name with available domain names. For example, if you have decided that your niche is going to be a site where customers download free resources you might want to call it Digital Downloads. Unfortunately, digitaldownloads.com is already being used by someone else. You could add other words into your domain name like cheapdigitaldownloads.com or bestdigitaldownloads.com but these names are becoming lengthy and less and less like your company name. If you are in the early stages of business development you might want to consider making a list of potential business names and checking domain availability FIRST. Then match the business name to the domain name to make finding you a lot easier.

Here are a few other tips for choosing your domain name:

- Make sure your domain name is relevant to your business.
- Create a domain name that is easy to remember.
- Shorter is better but make sure it's still relevant and easy to remember. For example, *casr.com* is short but probably harder to remember than *carsearch.com*.
- It is preferable to avoid hyphens if you can since they are harder to say when repeating and often get left out of the domain name when searched. You don't want people ending up at a competitor's site!
- If appropriate, use a popular leading letter such as e (electronic), i (internet), or v (virtual) to better describe your web-based business.
- Domain names are NOT case sensitive so make sure to read it as such so that you don't register an offensive or inappropriate name. For example, *womansextension.com* may not be read as Woman's Extension but as Woman Sex Tension.
- Try to get a ".com" extension when possible since it is the most commonly used extension in business. If it's not available you can choose your country extension such as ".us" for the United States or a ".biz" address. Note: some extensions have restricted use such as ".org" designated for non-profits and ".gov" designated for government organizations.

Registering your Domain Name

Once you have come up with a few ideas for potential domain names, you need to find a Domain Name Registrar to register your name. It's important to note that you DO NOT own your domain name forever. You buy your domain name for a limited time (e.g. 1-3 years) and it is YOUR responsibility to renew the domain when it expires. If you don't renew, another company might pay to register it which creates a huge headache for you.

Research prices to buy your domain name. Remember what we said about promises that seem too good to be true? If the price seems too low – investigate.

When choosing a registration service it's important to do your research here just as you did when researching your online business idea. The same rules apply to make sure you are using a credible business. Consider the following when selecting your service:

The service should be easy to use and have good customer support. Reputable services will have resources available online to answer all your questions so you know exactly what you are getting.

Expect to pay about \$35 to \$50 per year for your domain name. Remember what we said about promises that seem too good to be true? If the price seems too low – investigate.

Compare services offered by each company if there are added benefits that you require such as e-mail forwarding and web hosting. Additional fees may apply

You should now be armed with enough information to choose and register an effective domain name for your business. Don't rush through the process - instead, take your time to get it right the first time.

Setting up your Web Presence – Should you Choose a Site or a Blog?

There is much debate on whether it's better to choose a website or a blog to represent your business online. A website is a customized multi-page site that can include text, images, video, and transactional components. It has a menu or navigation bar that allows you to simply click on each subject. A blog is also a website but in the form of a journal that is made up of multiple text entries and sometimes images.

Let's look at some of the advantages and disadvantages of websites and blogs:

BLOG

PROS	CONS
Generates a lot of feedback	Need to monitor posts for inappropriate content
Interactive – people can post so you build a relationship/community	Limited design and style because they are template based
Low cost to start and maintain	Labor intensive because you constantly have to update content
Quick and easy set up	Some programs limit you to text and images only
Information is submitted to search engines whenever content is updated	If you don't want to include blog service in domain name (e.g. software.wordpress.com instead of software.com) then need to pay for hosting

WEBSITE

PROS

Formal, sophisticated business presence

Expanded functionality – not limited to text and images

Domain name as is – don't have to add blog service name (e.g. downloads.com instead of downloads.blogspot.com)

No design limitations – the sky is the limit with creativity

You can fill your website with all the information customers require in one shot – most of their questions will be answered up front instead of waiting for the next entry or answer to their post

CONS

Not formatted for continual updating

Increased costs and time if you have to outsource design and/or hosting

Doesn't provide interactive opportunity to build customer relations

Updating can't be done instantly if you are outsourcing the work

Customers will need a reason besides updated entries to come back and visit often

The other option is, of course, to combine the best of both worlds. You could consider having a website that incorporates a blog! With this option you get the best of both worlds but you also get the worst of both worlds. So review the pros and cons carefully before creating both at the same time.

List Building – the Only Way to Have a Viable Online Business

Once you have your website or blog up and running you need to drive traffic to it. There are many ways to push or pull customers to your website but one of the most effective is by building a list. Why? Because by creating a list of customers that have an interest in your business you are reaching your audience 100% of the time. And those are pretty good odds.

Building a list does more than just drive potential customers to your website. It also helps you retain existing customers and encourage them to become repeat buyers. If you have already sold to a customer, it's much easier to sell to them again than it is to find someone brand new. As long as the customer is happy with their prior purchase, you can easily suggest a new product or service to them by utilizing your list.

One of the great things about building a list is that you have access to a pool of resources already interested in your niche market. You can take the people on your list and ASK THEM what they would like you to sell. You can ask your list members to tell you what products or services they would like to see or to at least identify the need. You can get them to comment on existing or potential products and services and then tailor your offerings to what they would like to see. I'm sure you can imagine the success rate when you poll your members and then offer them EXACTLY what they have asked for. Your response rates and conversion rates will skyrocket.

Opt-in Lists



One thing to remember when building your list is that the most effective lists are “opt-in” – in other words, you haven't gotten your contact names by purchasing someone else's list or by surfing the internet. Instead you have obtained permission from every single person you want to add to your list, and have told them exactly what the list is for – to mail them information about your business. You are responsible for making sure your list is permission-based and will be held accountable under the law as such.

And incidentally, opt-in lists are the only legal way to build your list. You can send a personal e-mail to anyone's e-mail address but you can't send multiple e-mails to anyone that you find. In fact, many list building services require a double opt-in to make absolutely sure that the subscriber intended to sign up. Even with a double opt-in feature it is still possible that people will want to be removed from your list and it's common practice to make this very easy and user-friendly.

How to get People to Opt-in

There are two things to remember when building your list:

- You need to get customers to your site

We have talked about finding your product niche and purchasing an effective domain name to attract customers. Other ways to attract customers to your site include:

- Optimizing your site with search engines in order to drive more traffic to your site.
- Exchanging ads with other businesses. You can put a link to each other's websites on your site, or you can include the link in your e-newsletter. For example, you might say "I discovered a great product that I thought you might be interested in," followed by the link.
- Adding a "forward to a friend" button or link to your e-newsletter. Chances are that people interested in your site will have like-minded friends.
- Subscribing to forums that let you put a website address in your signature line and advertise your site through posts.
- Writing articles for other sites that link back to your own site.
- If there is an offline component to your business such as trade shows or networking, use every opportunity to ask for contact information to add to your list.
- Add your web address or link to join to your e-mail signature.

Essentially you should be using every point of contact you have to encourage people to visit your website. Once there, your job is to make it appealing for customers to join!

You need to get customers to opt-in to your e-mail list once they are on your site

Once on your website, you need to make it a) appealing for customers to sign up, and b) as quick and easy as possible. There are several tactics for getting your visitors to sign up once on your website:

Use a "squeeze page" which means that you offer the visitor something for to sign up. Incentives could include:

- A free e-book
- A special offer or discount on a product
- Free software
- Membership into a program *(make sure to outline member benefits)*

Optimize your sign up button size and placement by:

- Making sure that the button is easy to recognize and simple to use - name and e-mail address are usually the only input fields required.
- Ensuring prominent placement on the page
- Including a button on every page

Always have the following two things clearly stated on your site so that visitors feel like their information is safe and secure:

- A privacy policy, and
- An unsubscribe policy

Like the other aspects of building the foundation for your business, it is important to invest time up front to do it right from the beginning. With that in mind, establish a number of ways to drive traffic to your site and employ several different tactics to get visitors to sign up once they arrive.

What do you do with your list?

So someone has signed up – now what?

The most important thing is to take action. The very first thing you should do is have an automatic e-mail standing by to contact them as soon as they sign up. The first e-mail a new customer receives should include:

- A welcome note
- A thank you for joining statement
- An outline of what the customer signed up for and preferences that they indicated if applicable
- The double opt-in procedure if you are using one

After the first e-mail has been sent – whatever you do, don't forget about them! These customers have signed up because they have a direct interest in your business. There is a very strong chance that they are going to purchase from you now so you need to start targeting them. It's a commonly known marketing fact that the average customer needs to be targeted about 7 times before they make a purchase, so start targeting!

How? You need to send your list timely and relevant content on a regular basis. Don't just clutter up their e-mail or you may find customers want to be removed from your list. You don't need to write a book to keep them interested, in fact, short and to the point is more appealing. Customers would rather receive more e-mails with brief tidbits of information than a long-winded newsletter. Even just a short paragraph can be enough. The great thing is that you can use your list to generate ideas for your e-news. Ask them questions, solicit their feedback or have them complete a survey to learn about their needs. Then, take that information and address the questions and needs in your e-news. Voila – perfectly matched content!

The final piece to the puzzle is list hygiene. Don't just blindly send e-mails to customers. Take the time to manage your list so that you can make it work for you. There are a few easy steps that you can take to maximize the efficiency of your list:

- After you send an e-mail check bounce and open rates. If customers aren't getting your e-mails use their additional contact information to confirm their e-mail address. If the e-mail continues to bounce check error notices to see why.
- Look for trends in when your e-mail was opened and send them on days and at times when they are most likely to be read.
- Monitor which links are clicked through from your e-mail. Customize the next e-mail according to popular choices.
- Segment your inactive subscribers and strategize a way to get them active again
- If you have offered preferences to subscribers up front then send preference-specific information to them.

You can see by the information above that list building is a crucial part of your business. Follow the three step process to maximize results from your list:

- Drive traffic to your site.
- Establish an opt-in strategy
- Give your list the attention it deserves

It's a winning combination that will help you achieve the goals you have set for your business.

If you are looking for a proven turn-key system to get started with your online business, why not consider joining the IWI program?

IWI is an exciting new affiliate program that offers both free and paid membership levels so there is a fit for everyone:

➤ **Free Affiliate Membership**

- Replicated IWI website
- Earn affiliate commission on sales of Silver, Gold and Platinum memberships
- Access to a variety of marketing materials
- Limited access to IWI's Resource Library

➤ **Silver – Basic Marketing**

All benefits from the Affiliate level PLUS

- Full Access to IWI's Resource Library
- Access to member offers and partnerships
- Increased Commissions and Residual income on all Silver sales once qualified

➤ **Gold –Business Building**

All benefits from the Silver level PLUS

- Products with re-sell rights
- Intensive and detailed weekly Internet Marketing training sessions
- Increased Commissions and Residual income on all Gold sales once qualified and automatic Increased Commissions and Residual income on all Silver sales

➤ **Platinum –Ultimate Business Building**

All benefits from the Gold level PLUS

- Blueprint for running a successful business
- Personal Sales Assistant
- Increased Commissions and Residual income on all Platinum sales once qualified and automatic Increased Commissions and Residual income on all Silver and Gold sales
- AND much-much more!

[Join the IWI Free Affiliate Membership today and start earning commission while learning the basics on how to build an Internet business.](#)

Infinite Web Income Product Resources

Internet marketing top earners attribute their success to having the right tools to do the job.

As an entrepreneur who is starting out online, it can sometimes be complicated to find the right tools on your own because there is so much to choose from ... and how do you figure out where to get started?!

In order to make it easier for you to get the right tools to help you build your business from the start, here is a list of IWI product resources.

➤ **Affiliate Marketing**

Ewen Chia SuperAffiliates.com– Proven Step-by-Step System to Build your Super-affiliate Business From Scratch.

Click here to get this product:[Ewen Chia's Super Affiliates Inner Circle Membership Club!](#)

CB (ClickBank)SqueezeVideos- Professional Videos To Help Promote The Hottest ClickBank Products.

Click here to get this product:[CB SqueezeVideos](#)

Affiliate Sales Videos.com– Dr. Mike Woo-Ming. Receive affiliate videos, discover Clickbank essentials, domain name strategies, formulas and blueprints for CPA/lead offers, affiliate methods and tactics.

Click here to get this product:[Affiliate Sales Videos](#)

Affiliate Elite– Uncover all of the adwords/keywords any website on the internet is bidding on, see what they're paying per click, easily see adword trends by monitoring your competition.

Click here to get this product:[Affiliate Elite](#)

The Profit Praxis by Tim Godfrey– Failproof affiliate profits system. Get an online business up and running, more traffic to your website.

Click here to get this product:[The Profit Praxis by Tim Godfrey](#)

➤ Traffic Tools

Linkserp.com– Increase search engine traffic. Sends you valuable link partners.

Get a comprehensive list of all links pointing to your site. Get higher page ranking.

Click here to get this product:Linkserp.com

Website Traffic Explosion– Viral traffic exchange system – get huge amounts of visitors to your website. Receive visitors from other high traffic websites.

Click here to get this product:Website Traffic Explosion

Web Traffic Machines– Rogue software developer reveals the “underground” method to grab #1 search engines, tons of free targeted traffic, explode your online income.

Click here to get this product:Web Traffic Machines

Lead Page Generator – Chris Koehl– Secret technology that gets people to reveal what will make them buy from your website.

Click here to get this product:Lead Page Generator - Chris Koehl

Web 2.0 Stampede– Get a stampede of highly targeted traffic to your site using 2.0 Social Networking Web 2.0 power sites. Tons of power packed secrets that will change the way you do business.

Click here to get this product:Web 2.0 Stampede

➤ Market Research Tools

Keyword Elite: New Keyword Software- Go Here For Tons Of Affiliate Tools: Create 1000s Of AdSense Keywords, Dominate Adwords.

***Click here to get this product:**Keyword Elite

Seo Elite: New Seo Software- The Grand Daddy Of All Seo Software! Get A Top 5 Google Ranking In Under 30 Days!

Click here to get this product:Seo Elite

Adwords Killer– 2 approaches to crucial PPC, new “Google cash” blueprint towards 2008, create super relevant ads.

Click here to get this product:[Adwords Killer](#)

➤ **Internet Marketing Basics**

Day Job Killer Presents... The Google Assassin- Discover How To Ruthlessly Clone The Moves Of The Six Figure Google Affiliates.

Click here to get this product:[DJK Pesents the Google Assassin](#)

The Butterfly Marketing by Mike Filsaime– Drive insane traffic to your site today with home study course Butterfly Marketing.

Click here to get this product:[Butterfly Marketing by Mike Filsaime](#)

Private Label Publishing by Bob Bastian– Teaches you how to purchase the private label rights to a product or service.

Click here to get this product:[Private Label Publishing by Bob Bastian](#)

Hyper VRE – Generate thousands of fresh, unique content-rich web pages from highly targeted keyword lists of your choice, increase revenue streams with PPC, get a long lasting passive income stream of auto-created profitable niche sites.

Click here to get this product:[Hyper VRE](#)

Dotcomsecrets.com– Secrets to making money online. Create simple, yet powerful websites.

Click here to get this product:[Dotcomsecrets.com](#)

Guru University– How to make a full-time successful living on the internet. Guaranteed website traffic. Proven internet advertising techniques.

Click here to get this product:[Guru University](#)

➤ **Promoting your website**

Google Money Pro– Advertise websites with Google. Secrets, techniques and marketing strategies to generate thousands of dollars.

Click here to get this product:[Google Money Pro](#)

Blogging to the Bank by Rob Benwell– Truth about high profit blogs. Successful step-by-step blueprint for long term blogging success. Surefire promotion techniques.

Click here to get this product:[Blogging to the Bank by Rob Benwell](#)

Who Loves Money– Zero Investment Marketing Technique – Techniques based on real-life campaigns. Will teach you how to find those “sweet” niches that highly successful marketers are making money with. Show you how to do things like the “top” marketers in the world.

Click here to get this product:[Who Loves Money](#)

Xtreme Wealth Package– Various options – make money without a website, have your own automatic money making website, step by step training guide, secret methods and real-life strategies.

Click here to get this product:[Xtreme Wealth Package](#)

Summary

So, now you know what so many others understand about the world of online business – anyone can do it! Even if you had no prior knowledge about online business concepts or terminology before reading this book, you should now have a basic understanding of everything necessary to launch an online business if you choose.

Remember the basic rule: Take the time to build your business **RIGHT** from the start and you will set yourself up to achieve the goals that you desire. Invest in your company and it will pay off in the long run.

Wishing you success with your first online venture!