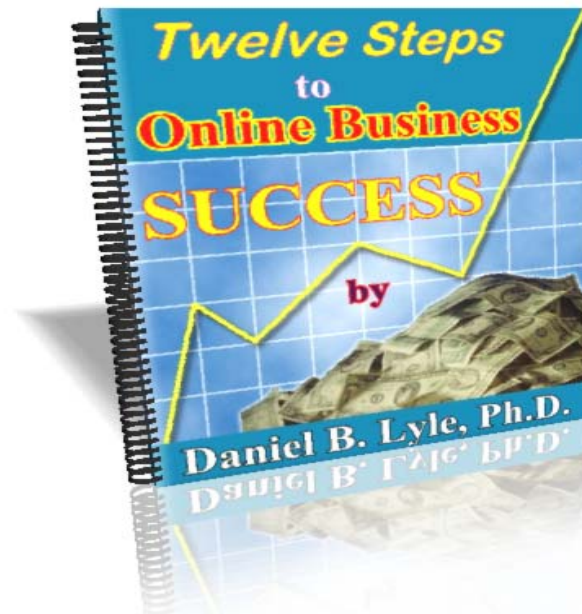


12 Steps to ONLINE BUSINESS *SUCCESS*

Twelve Steps - to - **Online Business *Success***

[Please Note: This is a free e-book. As long as you do not alter the links or content, you are welcome to send it to any of your friends who might benefit from its contents and would like to see it, as a gift from the author.]



A **Resource-Guide** of Excellent Tools

To help you *avoid problems and steer towards success.*

by

Daniel B. Lyle, Ph.D.

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INTRODUCTION:

I've gathered into one place some of the best e-books in the world that provide *key, detailed information* on [how to establish and succeed at online business](#).

I've broken down the main, critical tasks into 12 topics, under each of which are clustered 1 - 5 e-books.

For each of the 12 critical tasks, I give a short overview-explanation. Beneath each explanation are the e-book links, each with a brief explanation of its own.

This provides you with fast, easy, overviewed-access to carefully selected groups of top e-books.

E-books are better than store-bought hard books in that the e-books give you **ONLY THE VERY KEY INFORMATION, ORGANIZED FOR FAST, EASY USE**. In other words, you don't have to struggle through a bunch of junk to get at the information you really need. *E-books don't waste your time on academic discourses of little value.*

On the web, there are many come-ons, trivial e-books, and outright misleading schemes. I've selected only the very best of the most focused e-books that help you understand *how to really succeed at all phases of online business success*.

You will see by clicking-into the information links I've provided that these e-books are substantial, filled with valuable information, and well worth their modest cost for crisply and quickly *helping you to succeed where many other people have floundered and failed.*

Having started up my own online business from scratch ([LylePublishing](#))---and initially knowing nothing about business, with little upfront money---I've found the information contained in these e-books to be eye-opening, "ah hahs," super-important, and on-the-mark.

I'm certain you will have the same reaction as you acquire some of these e-books to help meet your particular needs.

I've gathered together here in one place a fantastically-good collection of **LINKS TO DETAILED EXTENSIVE ADVICE FROM SOME OF THE ONLINE BUSINESS FIELD'S BEST EXPERTS**---which I give you for free in this e-book!

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Why am I giving away this unique resource-guide for free? First of all---to get it quickly into your hands, and perhaps help you with some of life's most frustrating problems: when you've tried your best, invested huge amounts of sweat and your money, and have little or no success at online business.

I've been there myself---before I acquired detailed e-books myself, did my "home work," and learned what I really had to do, and HOW to make those things work. I may never have met you in person, but I still care about you.

I don't want you to have to go through the frustrating years of failure that I had to experience. I want you to jump "to the head of the line!"

To offer advice that is of real help to you in your online business struggles gives me great pleasure in having accomplished something of real significance.

Secondly, if you should decide to go further and purchase any of the e-books through the links here, then I'll make a small commission on each sale.

In other words, I only get money from you if you first find something of potentially great value to help with your particular, specific problems/opportunities in starting and running your own online business!

These "e-books" which cost only a relatively small amount of money---and which you can purchase on-line, instantly download, and be reading in just a few minutes from now---give you "just the facts, Ma'am"...offering you the KEY, DISTILLED, HITTING-AT-THE-PARTICULAR-PROBLEM INFORMATION that you really need to help with your particular situation.

E-books do not waste time with lots of theorizing. They are not academic textbooks full of mostly irrelevant, useless information---which you need to fight through to find some rare item hidden-away in mountains of text that will actually be useful to your situation.

E-books are PROBLEM-SOLVERS...which give you quickly and clearly **PRACTICAL, POSSIBLE SOLUTIONS** that may make all the difference in solving or dealing with your real problems.

I've organized this invaluable information into the *following twelve topics---in a logical sequence, the things you need to figure out HOW to do* in order to have a reasonable shot at success in starting and running your own online business.



12 CRITICAL STEPS TO ONLINE BUSINESS SUCCESS:

1. How to establish an online business.

So you'd like to establish an online business.

You may have an existing bricks-and-mortar business you want to expand out onto the Internet. You may have a product or service you want to offer not only to just a few local people, but also to the entire world. You may have an idea for a product you'd like to develop and sell over the Internet.

Or, you may want to use the Internet to make money by selling other people's existing products.

Regardless of your starting point, you need to establish and develop an online business. This is not trivial.

Chief amongst many challenges for establishing a viable online business (*instead of one that just sits there, sucks up your money, and fails to make a profit*) are:

- Legal matters
- Federal, state, and local tax requirements
- Accounting system necessities
- Product manufacturing needs
- Storage systems for your product(s)
- Delivery systems for your product(s)
- Design of a website
- Getting the website securely hosted
- Putting in place payment acceptance mechanisms
- Figuring how to bring visitors to your site, and
- Getting visitors to actually buy your products!

Those are the main challenges, though there are many other of lesser but still critical concern.

Below are links to information on five e-books, which give you excellent detailed views of the big picture. Before jumping in and just "trying out"

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things, I'd highly recommend your acquiring and studying one or more of these expert guides.

Not only to these powerful e-books give you solid, sound strategies plus a broad understanding of what really works---they also tell you what does *not work!*

As in any worthy pursuit, there are a thousand ways for e-businesses to crash and burn!

By doing your home-workup-front---with these easy-to-read, quick, expert overviews---you may well avoid "train wrecks" while "greasing the tracks" for your ultimate success.

.....



[Online Business Basics](#)

(click for more information or to purchase and download)

A Practical Guide to Building an Internet Business on a Shoestring Budget.

“How many times have you wondered how other people are making money online, when *you* seem to be "stuck"?”

Truth is, while there are lots of people quietly and happily making money online... many others are just trying to make a quick buck by selling *other people* their version of "how to make money online" -- even if they've never made a dime themselves! Yet they still claim that you can make loads of cash if only you would follow their ultra-powerful money-making "secrets".

Obviously, if that were true, everyone would be living the good life without a money care in the world.

Most of the internet marketing manuals I've seen tend to fall into one of two categories: a) they're written by someone who's never made a dime online themselves (or they've made very little); or b) they're written for people who already have traffic and contacts.

So Where Can A "Newbie" Turn For Help?

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Right here. I won't hype things up or make ridiculous claims. And I will be the first to admit that making money online is a challenge -- although a very fun and rewarding challenge!

You see, this is what I do. I make my living from the web, full-time. And not just by selling internet marketing information. I started by promoting affiliate programs. They weren't in areas that I was passionate about, yet I still did so well that I was fortunate to be able to quit my corporate job. Now I sell pet and travel items and services too.

What does that mean to you? It means that you can learn from someone who's "been there, done that". You can learn from both my mistakes (so that you don't have to go through them too!) and my experiences (so that you can get a headstart on your own profitable marketing strategies).

Lots of manuals show you how to create your own product. Maybe you already have a product of your own. But even if your product is the most amazing thing in existence, it won't matter unless *people know about it*. And that's where marketing comes in.

Why Stand Back and Watch Others Make Money...

When You Could Be Doing the Same?

Internet Marketing Truths, Tips, and Tools really is for *beginners*. You'll find instantly usable tips to both increase your traffic and improve your sales. And most of these tips can be done on a shoestring budget... you *don't* need wads of cash to succeed online! What's more, there are dozens of excellent links throughout the guide, to additional tools and resources that can help you save time, save money, and continue to build a profitable business.

Inside this guide you'll find:

- **The truth about building a business online...** no hype and no lies, just the pros and cons about what it means to operate on the web.
- **Discover a very effective way** to build credibility, draw interested, targeted prospects to your site, and get free advertising in newsletters and websites -- and all for free!
- **How to sell advertising** in your own newsletter... and arguments for why you *shouldn't!* Read this first to make an informed choice. Both options offer different ways to profit from your list.
- **How to start and build a profitable newsletter.** Everything from layout, to list managers, content, promotion, getting past spam filters, and more. Your own responsive, opt-in list is a vital key to significant long-term profits.
- **Save time and money.** How to easily track all your advertising efforts, and interpret the data you gather to make sure your efforts pay off.

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- **Find out how to automate parts of your business** so that you have more time... time you can use for other business tasks, or just to enjoy for yourself.
- **Easy ways to create your own free eBook**, even if you don't have a clue about writing. Use it to build your very own network of websites who will gladly promote your business for you!
- **Common 'partnerships' you can use to get traffic and sales you may otherwise not have.** Approach another business with a win-win proposal, and you'll *both* benefit!
- **Where to find ezine advertising, dirt-cheap!** Or use a simple but highly effective method to get your URL in other ezines, absolutely *free*.
- **Traffic-generating methods which are a waste of time and money.** This summary will steer you away from the biggest time-wasters so that you can focus on other more profitable ventures.
- **An excellent list of research tools and links** that offer useful statistics for businesses operating on the web. Includes stuff like internet trends and eCommerce statistics.
- **A little-used method to continually increase your profits with your existing customers.** Most businesses know about it, but don't use it much, if at all. Yet it's incredibly powerful!
- **Linking basics:** where and how to get linked from across the web on *relevant* sites. The more quality sites your link can be found, the better! Find out how many easy ways there are to both get and encourage links.
- **Accept credit card orders from your website quickly, easily, and affordably** -- without an expensive merchant account! You can get started in just a few minutes and it won't empty your wallet.
- **162 "Power Words"** you can pick and choose from to help you create provocative ads and sales copy.
- **Helpful hints and warnings** to alert you to the things you may want to give extra attention.
- Why engage in a constant struggle for more traffic? Discover some practical tips on how to get *more sales with the same traffic*.
- **How to sell more to the visitors on your site.** You see this technique used in your daily life, and it's very effective in increasing your profits.
- And much, much more."

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[The Lazy Man's Guide To Online Business](#) (click for more information or to purchase and download)

How to Work Less, Get Paid More, and have Tons More FUN with your online business!

“How to become a ‘Lazy Achiever’!

If you are **struggling** to get your online business on track...

If it seems you **work endless hours** and **can't get ahead**...

If you aren't enjoying the **success** you know you **deserve**...

If you look at other people and wonder why they **get ahead** by **working less**...

If you can't understand why the **more you work** the **less you make**...

If you **want more time, more money** and a lot **more fun** in your life... Then the ‘The Lazy Man's Guide to Online Business’ just might be the most important ebook you ever read.

Here's why:

Your own **online business** can be a 'lazy man's' low cost, **high-profit dream machine** (making real world cash) if you understand the key principles that anyone can apply and use immediately to **work less, make more money** and have **tons more fun** in life!

We'll teach you the **exact tips, tricks, techniques** and -- **most importantly** -- the **correct mindset** to improve and grow your own 'Lazy Man's' **dream business** - no matter what type of online business you currently (or want to) operate!

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Here are just a few of the things you will learn:

- **Learn how to get paid for a one-time action over and over**
Easily identify opportunities to perform **one time actions** and then **make money** from them **over and over** for months, even years to come. (page 59)
- **'X' Marks the spot!**
How to literally create your own **online 'treasure map'** that will lead you to **your own personal pot of gold** – 100% guaranteed! (page 43)
- Learn how automobile tycoon Henry Ford's **assembly line technique** can revolutionize your online business by slashing the time it takes to roll out any online project! (page 50)
- Learn the **secret to making money** from **other people's mistakes and problems**. This one tip is responsible for creating **\$100,000's in sales** of ebooks, info-products, tape programs and more! (page 63)
- What an appliance mover and a short order cook can teach you about **simplifying your online business** to the point that virtually **everything** you do **makes you money**. (Page 30)
- **The Lazy Man's '15 Commandments'**
Obey these and you will enter the **heaven** of **working less, earning more** and having tons **more fun!** Disobey them and you are doomed to the **other place** – where everybody works just too darn hard! (page 35)
- Learn and use the **single most important key** for creating and living the Lazy Man's online dream business. Get this one and every other part of your online business almost magically falls into place. Things will **come to you**, **help** will appear seemingly **from nowhere** and everything in your business will work for you – instead of you working for your business. (page 36)
- **What an 1849 gold prospector can teach you about operating online...**
... and no, it's not how to work 18 hours a day in the mud and freezing water picking through tons of rocks hoping to find little specks of gold (like most online marketers). This one will teach you **how to go straight to the gold** without taking one extra step or making one extra effort. (page 39)
- Ever heard of multi-tasking? Well a lazy man would never be caught dead taking more than one action at a time – though a lazy man also knows how to **get 3 to 4 times the results out of every single action** they take. Find out why 'hard workers' who do several things at once actually shoot themselves in the foot when it comes to success online. (page 46)
- **Learn to automatically prevent and avoid online business disasters...**
... before they happen! A lazy man never gets caught short when operating an online business. (page 56)

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- **What does James Bond know about online business?**
What even the worst 'Broadway Play' can teach the best, most experienced online marketers. A Lazy Achiever always uses the techniques that helped **Tom Cruise** and **Sean Connery** deliver the best performances of their lives! (page 53)
- How a **\$17 shopping cart saved over \$20,000 in sales** in less than 15 minutes – this story alone is worth the entire price of this book! (page 55)
- How something you're already doing (but don't know it) can **eliminate 93.4%** or more of **wasted time answering emails** (page 58)
- How bringing a pet "bull snake" to English class in the 10th grade to terrify the teacher can virtually guarantee **every product** you ever promote online is a **success!** Never waste another minute promoting a "dead duck"! (page 61)

But that's not all!

Nothing teaches like the voice of experience, so we also give you...

'13 Internet Superstars reveal their proven tips for saving time and getting more done online so they can sleep late, go to the beach, and squeeze every last dollar out of everything they do!'

The people who 'make it' online are no smarter than you... they just **know a few critical things** you need to learn. **What you need most is instruction and encouragement.** Get this book NOW and **learn the 'Lazy Achiever's Mindset!'**

Work At Home Business

[Home Business Secrets](#)

(click for more information or to purchase and download)

Starting a work from home small business such that you avoid wasting your time and money, avoiding unpleasant surprises.

"Starting work at home businesses--where to begin?"

- Information overload from all those Internet gurus who contradict each other?
- Many people offering info on starting a work at home business, claiming you can make incredible amounts of money fast with no risk?
- Are you afraid of getting ripped off by work at home business scams?

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- How can you feel safe starting Internet home based businesses?

Starting a work at home business *can* be safe and rewarding as long as you *avoid the land mines.*

You can be successful with your own business without investing much money or time, *so long as you do the right things.*

Find out what works so you can start a successful work from home business. Earn money day and night.”



[Proven Online Money Making Strategies](#)

(click for more information or to purchase and download)

Everything you need to start, build, promote and run your own web based business.

“Crazy Internet Marketer **GIVES you every genuinely useful tool, marketing tip, resource and piece of software in **one place** and you can get **INSTANT** access to the whole enchilada in just **5 mins.****

You really can make money online.

It's not hard either. Provided you have the 'know-how' and the right tools. In the next few moments you'll discover **how to get both - quickly.**

Generating a decent income stream online is simple. When you boil it down to basics there are **only three things** you have to be able to do.

- **How to create or find hot products,**

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- **how to promote them,**
- **how to get people to buy them and**
- **how to get customers to spend even more.**

So what's in this E-business Toolbox?

- ✓ **Exclusive manuals, guides and reports that show you how to find or create a product, build a web site, write sales copy, advertise and promote, and generate an income from the Internet.**
- ✓ Hundreds of dollars worth of software that gets those jobs done. Use just a couple of these tools and your lifetime membership has paid for itself right away.
- ✓ **Over fifty easy to install scripts for your web sites. Automation is everything and it's never been easier. Just install a script for the job and you're done! And don't worry if you don't know the first thing about installing scripts - we've even included an idiots guide.**
- ✓ Access to the 'Inner Room Private Reports', these are not available anywhere else and NEVER will be. Addressing all the vital topics, marketing, promotion, design, etc. - you can't afford to be without these.
- ✓ **Sales copy writing lessons from a master. EBusiness Toolbox now includes the Ted Nicolas Master Class audio's. Listen and learn while you do other things online.**
- ✓ The product research center, a mass of product creation resources and materials you can use.
- ✓ **Transcripts from top marketing seminars that cost over \$3,500 to attend.**
- ✓ The free publicity directory - if you want to get the best in free promotion you need this. You'll pay \$39 for this on it's own, but I negotiated a deal with the author and it's included here.
- ✓ **Press release software, don't pay online PR services a fortune, use this database to get your releases direct to the people who count.**

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A special e-book edition of "Start and Succeed with your own online business"

Because not everyone who becomes a member of EBusiness Toolbox will have any experience, this 120+ page guide is included.

It covers all the basics (and lots more) so, **even if you've had no experience** at all you'll be able to get started making money from the Internet.

- What sells on the Internet. and what doesn't, you'll find out how to **find or create products** that **sell** like ice water in 120 degree heat.
- How to build an incredible **selling machine** web site. Even if you have **no experience** of HTML and all that technical stuff, we'll have **you** designing super-sales sites in no time flat.
- How to start **your own e-zine** , why you need one, and how you can do it without being an accomplished writer or publisher. **ANYONE** can use these methods.
- How to **promote your web site** and pull **BIG traffic without spending a dime** on advertising.
- How to **write ads** that **pull like crazy** . I've seen entire books devoted to this that don't teach the **super-effective methods** we reveal here.
- Sales copy writing tricks that virtually **force the reader to take the action you want** them too (send their email, fill out a form, place an order, etc.).
- Learn about one **simple technique** that I used and made **\$5160 in just two days** . Could you use this same method?
- Find out how a simple **one word change** to an ad increased the pulling power by a whopping **1700 percent** .
- Identified and detailed: **Twenty one killer mistakes** that even the professionals have (and are) making. **All of them are explained** here so **you don't have to learn the hard way** .

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- Dozens of other easy to follow, **wealth building** , web business tricks.

Remember, that's only a very small selection of the powerful techniques you'll learn from this book.”

2. How to make a business website.

After figuring out the general legal aspects, tax matters, accounting, and product storage and delivery systems---at some point you will need a website.

Whereas non-commercial sites can be structured in many ways without hurting their intent or function, the design and structure of a commercial website is critical to its success.

Typically, *you may have only one second to grab and hold the attention of a visitor* before he or she clicks half-a-world away.

Plus, if you have more than one product, you probably will need more than one web-page. You have to then consider how to organize and place your links. Many other aspects of website design are crucial to business success.

The following links are to information on e-books for understanding how to easily, quickly, and inexpensively construct and place on the web a viable business website.



[Create Sizzling Sites In 10 Simple Steps](#)
(click for more information or to purchase and download)

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Video tutorials and stunning templates show you how to create your own website from scratch in the next hour!

"How To Create **Stunning Web Pages** All By Yourself **Within Minutes** - Even If You Don't Know HTML And Have Never Designed A Web Page In Your Life



Discover the shockingly simple 10 step DIY website design system for creating professional web pages from scratch!

Have you ever seriously wanted to know how to create websites all by yourself? Have you dreamed of making a living by designing websites for other people?

Perhaps you've gotten lost in the maze of a 300 page book on HTML...I know I have.

Want the truth? Creating great looking websites is easy. Literally anyone can do it...and I'm here today to prove it to you.

The unique hands-on, step by step Instant Profit Websites video tutorials can have you building your own web pages from scratch **within the next hour** - even if you've never done it before!

It doesn't matter if you think HTML is a secret government project. It doesn't matter if you've never done it before, and you **definitely** don't need an IQ of 152 or a college diploma.

Best of all, you can do it **all on your own**, in the **comfort** of your **own home**, in front of **your own computer**, with a cup of your **favorite beverage** in your hands! No pressure, no deadlines, no tutors looking over your shoulder.

It's true - I do it all the time, and so do hundreds of happy Instant Profit Websites members. You'll hear from more of them further down on this page.

And again, you don't need to be a genius. I know I'm not, but that didn't stop me from not only learning how to do this, **but also showing you** how to do it - **step by step**.

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No messing around. No hour long videos to sit through or thick, boring tutorials to read.

IPW was created especially for non-technical people who just wants to get the job done! Who has the time or patience to sit through 3 hours of video training or read a 200 page tutorial?

It's nuts! That's why IPW is a breath of fresh air.

You get **practical, time-saving nuts and bolts training** on creating your own websites immediately when you become an IPW member.

Instant Profit Websites is presented in an easy to follow, hands-on practical step by step format which will help you **design your first website from scratch within one hour of starting the tutorial, even if you've never done it before!**

I'm talking **short, crystal clear and straight to the point** instructions and videos that anyone can follow and apply quickly and easily.

Here are just some of the web design techniques that are revealed in the vivid full color, fully audio narrated video and screenshot enhanced IPW tutorial:

- A graphical, step-by-step tutorial that will show you **exactly** how to create your own **multiple-browser compatible** websites in a matter of minutes using totally free website editors.
- A full set of short, powerful demonstration videos to back up each tutorial - see **a website being created step by step, from scratch, right in front of your eyes.**
- See how I put it all together to create an **entire webpage layout** in just 3 minutes and 24 seconds
- A full chapter and video on **using FTP** to upload your pages to your web server.
- An incredible range of integrated how-to tips and videos, revealing the answers to the most frequently asked web design questions.
- A **hot list of online resources** where you will find all the free web design answers and tools you need - from HTML tutorials to keyword analyzers.

Inside the **jam-packed step-by-step tutorial and bonus volumes** you will also discover the web design how-to answers people are wasting time trying to find in the search engines or oversized HTML books every day:

- how to **create and manipulate pop-up windows** (bonus volume)

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- how to **create highlighted text** (Chapter 1)
- how to **insert autoresponder forms** into your page (Appendix A + Video)
- how to **change the color of hyperlinks** (Chapter 2 + Video)
- how to **create striped backgrounds** (Chapter 3)
- how to **create redirect pages**, very useful for disguising affiliate links (Appendix A)
- how to **create "jump points" within a website**. For example "Back to Top" links that jump back to the top of the page. (Chapter 2 + Video)
- how to **FTP your pages and images** to your web server (Chapter 6 + video)
- how to **know exactly what your site looks like on other people's browsers** (this can be a shocking eye-opener!)
- **20 website design tips** that will help you create a great website right from the word go
- and there is tons more in there

YES, you can SEE me designing a website
right in front of your eyes -
and just duplicate what I do

I've mentioned the demonstration videos before. Well, let me tell you...

...watching these videos is like having a website designer in the seat next to you showing you exactly what to do.

Here's just a quick taste of what you'll learn in these punchy, easy to follow videos:

- **Video 1** - how to insert text on your page
- **Video 2 & 3** - how to insert and manipulate images on your page
- **Video 4 to 6** - How to create hyperlinks and email links on your page
- **Video 7 to 11** - how to insert, edit and create site layouts with tables
- **Video 12** - How to easily edit the HTML code of your websites
- **Video 13** - How to create an entire web page from scratch in 10 easy steps that takes just over 3 minutes to execute
- And more!

Everything is explained to you in vivid step-by-step detail. Creating your own sites is as simple as following my instructions on screen: Click where I click, modify what I modify.

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It all happens in **real time** right in front of your eyes.

In fact: To make sure nothing is left to chance, I discuss my actions in every video with a detailed step by step explanation and screenshots in the tutorial.

It just cannot get any simpler.”

3. How to create website pages that effectively sell your product.

Now, just because you have a "dot.com" business website does *not* mean it will be effective at selling anything!

Incorporated into your website---or even comprising the entire website itself---should be exquisitely-targeted, focused, one-page sales letters.

This structure is the most effective at getting people to actually buy your product, and contains critical elements you need to know about, understand, and use.

The following links are to information on e-books for "fine-tuning" your business website, so that people are appropriately encouraged (by solid, good information appropriately presented) to buy your product(s).

.....



Mini Site Machine

***Amazing software,
that can help your online business grow FAST!***

[Help Your Online Business To Grow Fast](#)

(click for more information or to purchase and download)

Create dynamic mini web-sites and auction ads without any html knowledge.

“Killer AD_SITE Creator software offers a lot a freedom for you to use your imagination!

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SOFTWARE FEATURES:

- You can place images on the page, as many as you wish
- You can place these images where you want: on the right, left side or in the middle !
- You can gather emails from your customers straight from your page
- You can make different sizes borders and place them from both sides, one sided or even make your page without borders at all!
- You can make different size frames and different color backgrounds.
- You can add a payment link.
- You can add hyperlinks and emails, that look as a picture or as simple text.

You can do **much much more** with this software , when you design your page !

The most important thing to remember is:

With this software you will be able to create beautiful ads, mini sites, attractive emails and ebook pages

Without any knowledge of HTML!

When You Place Your Order Online , you will receive instant access to download this incredible software.

You will be able to get it within just a few minutes... and using it to create your own massively profitable sites, auction ads, email and ebook pages!"



[Web Design Wisdom](#)

(click for more information or to purchase and download)

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Success-proven website design and internet marketing strategies that will jump-start your business.



“FINALLY!
A website design course
that truly
SHOWS YOU HOW
to get it right
the **FIRST** time!

This is the one you've been waiting for!

A no nonsense, **show me how**, step by step guide that takes you by the hand and teaches you how to quickly design and build a marketing website the right way.

Thirteen **video clips** containing 72 minutes of instruction let you **see it in action**.

Each video clip lasts from 3 to 9 minutes and plays in a full 640 x 480 window right on your computer. The video's balloon notes explain the action as it is happening. Use the **VCR-like controls** to stop, start, back up, or move forward at your own pace.

There's **no HTML to learn** and you don't have to run out and buy web authoring software. The course uses the popular FrontPage Express that Microsoft included with Internet Explorer through version 5.1. Don't be concerned if you don't already have FrontPage Express. Where to get it and how to set it up on your computer is covered in the course.

Here's a **small sample** of what you'll find in this **valuable** ebook:

- What makes a website **successful** and how to design YOUR site for success
- What the essential web page **elements** are and how to use them
- How to control web **page layout** regardless of monitor resolution
- How to make your site look right in **all browsers**
- Which fonts and colors are **web safe**
- When, where and how to use graphics
- How to optimize your site for **search engines**
- How to make your site easy to navigate
- How to add "**stickiness**" to your site

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- How to get your pages from your computer to the web server
- How to choose the right **web hosting** for your site
- How and where to promote your site (**free and cheap** ways)
- Where to **get help** when you need it
- Where to find webmaster resources (many of them **free**)
- What "**viral**" **marketing** is and how to use it effectively
- Why publishing a newsletter is essential to success
- Where to find "**businesses in a box**" for instant marketing
- How to use affiliate programs to create **multiple streams** of income
- And much, much more!!

A Pictorial Guide to Website Design is written **specifically for the novice**. The step by step illustrations and the animated tutorials speed the learning process so that anyone can get their first site up and running in a very short time. **Aspiring Internet marketers** will find the included "quick start" resources particularly valuable. Learn to build a marketing website and get your product online in short order.

You'll learn to use FPXpress while you actually build your first web page. **No need to waste time** trying to first learn everything you can do with FPXpress. Our method shows you how to make the software do what you need it to do AS you are doing it. You'll naturally **acquire skill** and speed as you continue to build the pages for your website."



[The Amazing Sales Letter Creator](#)

(click for more information or to purchase and download)

Just plug-in your product data and out pops a 100% formulated sales letter!

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“Here are 3 Reasons Why This Software Is Crucial For Your Business...

1. If you are running your own Internet business then **knowing how to write a sales letter is a MUST!** Fail at this and your online business will fail quicker than you can count to three! Using my software requires little to NO skill and allows you to write all the sales letters you could ever need!

2. You'll get the little known **15-minute sales letter "blueprint" process** that any 12-year old can use that literally forces you to write a focused, tight and sales generating letter. Just answer 12 questions and your sales letter will write itself!

3. **Make money** while you play with the kids, cut the grass or simply do nothing...**This software will turn your dream into a reality!**

Let me cut right to the chase.

If you are marketing **anything** online, then you need to know how to make your words **SELL** your product(s) for you while you do other things!

The **words, phrases** and **sales process** I use is what **makes** my sales letters generate **cash flow** while I do other things.

The software that you are about to learn about focuses on one thing...How to write a sales letter using **words phrases and a sales process that sells like hotcakes!**

You will be able to put this tool to work the minute after you download it!

"The Plain Truth About Writing Your Own Sales Copy That Sells"

Writing good sales copy that sells can be hard work!

If you fail to write as clear as a bell you will fail to get read. Fail to get read and your business could very well go belly up!

The most difficult and overwhelming tasks in direct marketing today on the Internet is having to create clear, concise and compelling sales copy that makes sales.

I developed a tool that let's me create clear, concise and compelling sales copy any time I need to basically with the click of a button!

It's the ultimate sales letter creator system. You'll like it because it's all contained on **ONE SINGLE PAGE.**

It's called the **Amazing Sales Letter Creator!**

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Here's What You Get With This One Of A Kind Software

I've gathered every marketing resource that I know and packed it as tight as I could into this 12-step software that downloads right to your computer.

With just a click of a button you can load up the software fields with all of the reference data you could ever use for writing your sales letter.

With the click of your mouse you can access:

- ✓ **350** proven money-making headlines
- ✓ **999** power words and phrases
- ✓ **23** opening letter statements
- ✓ **48** example bullets
- ✓ **5** price introductions
- ✓ **11** guarantees
- ✓ **9** limited offer statements
- ✓ **10** act now or lose out closes
- ✓ **16** p.s.'s
- ✓ You can **save** your letter to any folder on your computer.
- ✓ You can **reload** your sales letter and pick up right where you left off.
- ✓ You can **view** your letter step by step, as you build.
- ✓ You can **format** your letter with html to post on your site.
- ✓ You can **print** it out so you could edit various sections.

So now, when you sit down to write your sales letter everything you need is at your fingertips. Say goodbye to staring at your computer hour after hour trying to write one paragraph...those days are over!

But you'll also get:

- ✓ **How to use the easy to use sales letter creator software that let's you create all the sales letters you want...There's no limit!**
- ✓ How to create 100% formula-crafted sales letters with a click of a button!
- ✓ **Access a list of 375 words and phrases, headlines, sales copy and more that's built right into the template to use as your easy reference guide!**
- ✓ How to extract the right data from your product that causes your sales letter to write itself!
- ✓ **Dozens of example bullets, guarantees, closes and p.s's that you can copy and paste to use as a template to create your own that will make your readers buy now!"**

4. How to inexpensively and easily accept credit cards on-line.

Although some people online are still reluctant to purchase items using their credit cards, most will *not* take the trouble to "snail-mail" to you order forms and checks.

The reality is you *must* have a credit card-accepting mechanism to succeed at online business.

Unfortunately, for many start-up and small businesses, this is almost impossible to acquire based on one's own merit. Banks simply don't give merchant accounts (necessary for credit card acceptance) to unproven small companies. Plus, even if they would give this to you---its a big hassle and quite time-consuming for you to have to do all this on your own!

Fortunately for the entrepreneurs, though, several online companies will handle the entire thing for you---for a small start-up fee and a modest cut of each purchase price.

You just put the proper links on your site, and a visitor seamlessly links to shopping carts and payment mechanisms for that particular product.

The following links provide you with information about the details for hooking up to excellent credit card-accepting, online companies.

.....



2CheckOut.com

(click for more information or to purchase and download)

For a small sign-up fee and small cut of the profit, 2CheckOut.com handles all the hassles of taking credit cards and operating a shopping cart system on your site. You just put appropriate links on your site.

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“WHY BUYERS LOVE 2CHECKOUT:

- ✓ Safety and Security
- ✓ Thousands and Thousands of Items to Choose From
- ✓ Fast, Responsive Customer Service
- ✓ Fast and Easy Checkout
- ✓ Privacy, Buyers Information Never Sold
- ✓ 2CO's Strict Antispam Policy
- ✓ Card Numbers are Never at Risk
- ✓ Multitude of Payment Methods
- ✓ Buy from Anywhere in the World
- ✓ Online Order Lookup
- ✓ Better Business Bureau Affiliated

WHY SELLERS LOVE 2CHECKOUT:

- ✓ No Waiting Weeks, Get Started Immediately
- ✓ No Term Contracts
- ✓ No Equipment or Software Needed
- ✓ Easy to use Plug-N-Play Code
- ✓ Simple Commission Fee Structure
- ✓ Worldwide Availability
- ✓ Supports Tangible and E-Goods
- ✓ Supports Recurring Billing
- ✓ List Just about Anything

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- ✓ Works with Existing Shopping Carts
 - ✓ Comprehensive Account Management Tools"
-

5. How to bring traffic to your site.

Now, since you have a good product, a great website, and a customer-friendly online credit card-accepting mechanism, you can just sit back, relax, and wait for the money to start rolling in...right?

Wrong.

There are only about a gazillion websites out there on the web. No one is going to find your site by accident.

If you're registered on the major search engines (unless you are already a highly-active, single-subject site), yes you will come up on a person's search for your topics---but probably as 4,831,932 out of six million hits!!!

In other words, a searcher on Google or Yahoo will never get down the list that far to see your site. Unless you are in the top 10 or 20, don't expect search engines to feed you free customers.

Yes, the great potential of worldwide exposure to your product(s) still exists. But the actual traffic you get to your site may be next to nothing---if you do not aggressively seek-out and attract them!

So just how then do you get potential customers to your site?

Its called "marketing" and "advertising." It's been said that to have a decent chance of launching a financially successful dot.com business, one needs to budget *ten million dollars* for advertising. Unfortunately, most of us small start-ups don't have ten thousand dollars for advertising, let along 10 million!

So what do you do?

For one thing, definitely do not give in to the lure of the spam "come-on's" that promise to blast your add to a million people! All that will get you is

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numerous spam-complaints that may get you kicked off your host server, or worse!

The major search engines such as Google and Yahoo are excellent advertising vehicles by way of using their "pay-per-click" options.

However, though effective, they are not as easy to master as they may seem.

Fortunately, there are super-good e-books that lay out the exact techniques and strategies for getting pay-per-click mechanisms on Google and elsewhere to work for you.

Google AdWords, especially---after mastering those not-so-obvious but logical, easy techniques---can get you a steady stream of highly-targeted, interested visitors to your site---acquired inexpensively and fairly easily.

The following links are to information on e-books for inexpensively, easily, and honestly attracting interested visitors to your site who are predisposed to buying your particular product(s).

.....



[The Secrets Of Traffic!](#)

(click for more information or to purchase and download)

Learn the most vital techniques to get hits to your Web site!

“It's hard to generate traffic...

The plain truth is that it's very difficult to get quality hits to your site. If you're a new Webmaster, you'll soon learn this. And if you've been promoting sites for a while, you already know this. To get hits, you need to:

- Spend tons of money (to buy listings in Overture, etc).
- Waste lots of time (optimizing your pages, and so on).

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It's so hard because you have to either outspend or outwork your competitors. You're fighting against people who are master marketers, great programmers. You're going up against companies that have vast resources -- money to outspend you, programmers to outwit you, relationships to outflank you.

I'll show you what to do!

Now, I'm not offering you a magic bullet. There aren't any tricks that actually work to get "thousands of hits overnight". But I will tell you the most important techniques to generate solid traffic.

See, I've been promoting sites on-line for close to 10 years. I started the largest on-line ad agency in the Northwest. I've developed sites for Molson, Levi's, Columbia Records, Visa, etc. I've conducted guerrilla campaigns for small and large Web sites alike.

I know what works. And I know what doesn't.

I can tell you how the "little guy" -- small Web sites with limited budgets -- can get much more traffic than larger sites. That's the great thing about the Internet -- with a little smarts, you can outfox your bigger competitors.

This site offers my manual, *Secrets of Traffic*, to help you generate hits to your Web site or affiliate URL. I've boiled down everything I know to the 12 most important, most essential techniques to raise traffic. You'll learn what you must do tonight to start getting real visitors. You will learn the foundations:

- **How to get listed** in search engines! And how to get better search engine listings!
- **What you need to do** to get traffic from Yahoo!
- **How to get** other people to work for you to generate traffic to your site!
- **How to "steal"** your competitors' traffic!

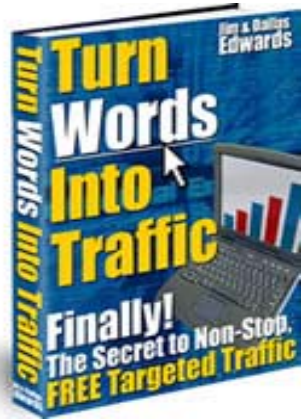
What will you Get?

In all, we walk you, step-by-step, through 12 techniques. These aren't outdated or stale. I wrote *Secrets of Traffic* in April, 2002, and have updated it twice since. You will refer to this "Bible" of Internet marketing over and over. And when you buy right now, you'll get access to our manual updates for life.

New Webmaster? I cover all of the basics that you must know to generate hits to your new site, or affiliate URL. Even if you haven't built the first page of your site, it's essential that you start your traffic generation now!

If you're an advanced Webmaster, we'll show you solid hidden techniques to maximize your hits from search engines, pay-per-click engines, domains, cross-linking, expert postings, and more!"

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[Turn Words Into Traffic](#)

(click for more information or to purchase and download)

Simple 'Traffic Machine' Creates Instant Avalanche of FREE Traffic to your website or affiliate links!

“(...and NO, it doesn't involve pay-per-click, Spam, FFA links, banners, "safe lists", complicated search engine tactics, classified ads, or any other crazy traffic scheme!)”

- ✓ This Simple "Traffic Machine" works for ANYONE - no matter what product, service, or information you sell.
- ✓ The targeted traffic it brings you is as good or better than anything you could pay for... except you don't have to pay for it.
- ✓ It brings Thousands of NEW visitors to your website for weeks, months, even years... without spending a dime on advertising.

Here's my question to you: Even if you're making sales from your website, are you paying through the nose for the traffic that gets you those sales?

If you're making less than \$500 a month from your website sales -- or even if you're making a lot more -- read every word of this letter very carefully and I will share with you information about **my method for getting free traffic** that turns into hard cash month... after month... after month!

Have you ever asked...

**"How can I get more visitors to my website
without spending a fortune in advertising?"**

I used to ask that question daily until I discovered a dependable traffic source that

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- **Doesn't run dry...**
- Requires **no complicated knowledge** or skills, and...
- **Doesn't cost *any* money to advertise!**

Every website could use more traffic!

Every website could benefit from an **extra** 100, 200... even 500 visitors a day - especially if you didn't have to pay for them!

Those extra visitors translate into spendable cash... and I like that. However, if you're like me, you're not a search engine guru and you don't have an unlimited advertising budget. Also, you know that traffic schemes like "safe lists", FFA links pages, and "exit traffic" exchanges simply don't work.

So what do you do?

Well, I've found a system for generating steady traffic to my websites that ***doesn't*** require you to become some sort of "**guru**" who can manipulate HTML code or install strange scripts. **I've found something far simpler and effective that anyone can duplicate** that drives targeted customers to your website as well or better than all the complicated and costly traffic schemes in the world!"



[Pay Per Click Search Engine Secrets!](#)

(click for more information or to purchase and download)

The ultimate guide to pay per click search engines and how to use them effectively to increase sales immediately!

"Your website is complete. You've submitted your site to the "major" search engines. You're ready to conquer the Internet! But is it enough?"

A recent study by InternetWeek showed that an average website took about a year to become established. We say, "That's too long!" You want your site to be established now! We'll show you how...

Let's go over the basics.

What is a Pay Per Click Search Engine?

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A Pay Per Click (PPC) search engine is a search engine that allows a person to bid an amount of money on related keywords so their site is ranked according to the amount bid.

Basically, if you bid \$0.25 on the keyword "book" and that is the highest bid on that particular keyword, your site would be #1 in those results. If your competition bids \$0.26, they will become #1 and your site will be #2.

The Pay Per Click industry is relatively new and there are new Pay Per Click search engines popping up to get a piece of the action. Some are good, some aren't. We'll show you the ones that will pay off immediately.

We'll also show you how to:

- Find the best keywords for your your site.
- Track your bids and adjust them so you won't be charged more than necessary.
- Choose which Pay Per Click Search Engines give you the best results.
- Write your site description so you'll receive a higher click rate.
- Beat your competition without bidding higher.

We will show you everything so you can get set up within minutes after reading this book! You can download our book and get started right away!"



[Google Ranking Secrets Revealed](#)
(click for more information or to purchase and download)

Grab this step-by-step eBook to obtain **GUARANTEED** top-20 site rankings on Google no matter what type of site you run.

*"In this web-based, no-hype guide, I'll reveal my simple step-by-step **search engine optimization** strategy that I have been using for 2 years on over 350 clients and that anyone can use to get a front page ranking on Google:*

Do you want:

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- ✓ More web site traffic?
- ✓ More orders?
- ✓ A better cash-flow?
- ✓ A healthier Internet business?
- ✓ A front-page ranking on Google and all major search engines?
- ✓ More money than you thought humanly possible?

... if so, keep reading. Get ready to become a **search engine optimization 'insider'**. What I'm about to teach you are **the actual secrets** that I have used to get *unlimited daily traffic* for over 350 of my clients from Google. For the sake of your business, you can't afford not to read my search engine optimization guide!

Did you know that Google is the most popular search engine in the world? In fact, Google dishes out over **200 million searches every single day!**

Is your web site getting its fair share of hits from Google? Seriously, think about it... If it's not, then why not?

Is it because you...

- don't have the time or expertise to setup a **proper search engine optimization plan** for your web site?
- are scared of being ripped off by so-called '**search engine optimization experts**' who can quote **anywhere up to \$50,000** to optimize your site for the search engines?
- don't want anyone messing with the design of your web site?...

If you answered 'yes' to any of these 3 questions, then it's time for me to let you in on a little secret that I've been closely guarding -- until now that is... [see ebook]

If you think it sounds too good to be true then **think again**. You see, my guide is not written for marketing gurus. It's not written for programmers. It's not written for high-level executive managers. It's written for the average person who runs his/her own web site and who wants more traffic from Google -- the **most popular search engine** in the world. It's as simple as that! If you've setup your own web site and are wondering why Google sends you no traffic, then it might be time to '**wake up and smell the coffee**'.

Stop Suffering With Pathetic Search Engine Rankings -- And Get ALL of the Traffic that You Deserve!

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What if I told you that within just 4 short weeks, your web site could come up on **the very first page of Google** for keywords relating to your web site -- even the popular ones. What if I then told you that my simple, step-by-step guide will teach you how to:

- ✓ Optimize your entire web site for an almost guaranteed **top 20 result** on Google.
- ✓ Find the top 5 keywords that you should use to optimize your web site.
- ✓ Guide you through **every single step** to optimize your web site, including 3 ‘insider’ tips that most search engine experts haven’t even heard of.
- ✓ Use 2 simple optimization methods to skyrocket your web site from the 10th page of Google directly to the 1st -- within a matter of days!
- ✓ Relate your page titles, page names and page headings to each other to achieve the **perfect keyword density** and blow your competition out of the water.
- ✓ Get hundreds and even thousands of other web sites linking back to your site using one simple, free, application that you can download from the Internet.
- ✓ Use 1 ingenious optimization tip that no one else uses to create and optimize **the perfect site map for your web site**.

...and many, many more strategies that you can use to get your web site to the very top of Google -- **for any keywords that you choose!**”



[Mastering Google AdWords](#)

(click for more information or to purchase and download)

Optimization of Google AdWords Campaigns.

“Mastering Google AdWords Select’ is a comprehensive guide to optimizing your [Google AdWords](#) cost-per-click campaigns. Includes step-by-step instructions to squeeze the maximum out of your advertising dollar, explained with large screenshots and examples. Learn how to -

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I. CUT ADWORDS CAMPAIGN COSTS

Cut campaign costs by choosing the optimum cost-per-click for your keywords.
Reduce costs FURTHER by the "right" usage of AdGroups.
Calculate the maximum CPC that you can afford to pay before you start your campaigns.

II. ACHIEVE HIGH CLICK-THROUGH RATES

Learn why maintaining high CTR is important.
Learn how to create eye-catching text ads.
Learn how to choose the right keywords for your ads.

III. GRAB AND HOLD ON TO THE TOP POSITION

Learn how to hold on to the top position WITHOUT outbidding your competitors.
Learn how to improve the traffic (number of clicks per day)
Tips & Tricks to boost your website conversion rates. (Number of sales per 100 visitors).

Also Includes –

Google AdWords Select FAQ (you won't find this on Google's website)
Google AdWords Content Network ad syndication - Is it worth it?
CASE STUDY: How to manage a Google AdWords campaign in a competitive environment.
Importance of Google AdWords keyword ROI tracking.
How NOT to use Google AdWords.
Numerous tips to promote your website by getting better ranking in Google search results for your keywords."

6. How to build your own online potential-customer selling list.

Long-term, big-time business success cannot depend on paying for customers. You need to build up your own extensive list of people who are interested in your products, who are willing (even eager) to receive e-mail information/ads from you, and are your own large pool of potential customers.

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Not only do you use this list for rolling out your own new products, but also for offering them affiliate products from other people for which you get a large chunk of each purchase.

That all sounds great, of course---but just *how do you actually accomplish it?*

The following links are to information on excellent e-books that walk you step-by-step through strategies and methods for building up your own opt-inlists.

This doesn't happen overnight. But by putting in the proper mechanisms into your site (such as "autoresponders" loaded with information valuable to your potential customers) it can become almost totally automated.

.....



[AutoResponse Plus](#)

(click for more information or to purchase and download)

Follow-up autoresponder software for your web site with **NO MONTHLY FEES!**

"AutoResponse Plus™" is powerful permission-based follow-up and mailing list software for your web site. It's written in Perl and PHP, making it compatible with most Linux shared and dedicated servers.

It gives you the ability to run an unlimited number of follow-up campaigns to thousands of prospects, right from your own web site.

AutoResponse Plus is installed on your own web site or web server, meaning... **NO MONTHLY FEES!**

With AutoResponse Plus you can run follow-up sales campaigns, courses, newsletters, ezines and all your other e-mail marketing campaigns.

» [**How does AutoResponse Plus work?**](#)

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After installing AutoResponse Plus on your web site, you place subscription forms on your web pages or invite prospects to subscribe by email.

AutoResponse Plus automatically follows up with those prospects long after they have left your site!

It can handle thousands of simultaneous follow-up campaigns. Just Imagine trying to do that manually!

» **AutoResponse Plus is online when you're not!**

All this happens 24 x 7 x 365 whether you are online or not, with plain text, HTML or multi-part messages that are completely personalized to each of your subscribers.

And without affecting those follow-up campaigns, you can contact your subscribers whenever you want with your newsletter, ezine or time sensitive offers using plain text or HTML fully personalized messages.

» **How does AutoResponse Plus benefit your business?**

Everyone knows that running a highly effective permission-based follow-up system is the best way of increasing sales in the short and long term.

AutoResponse Plus adds that vital profit-building power to your web site."

7. How to make your own e-zine.

Another excellent method for effectively promoting your products and business website is publishing your own e-zine (electronic magazine.)

If it's really good, then folks will happily sign up to receive it.

How do you make it good? This is not a trivial task, but it's certainly do-able, even if you're not an avid author/writer.

The following links are to information on two excellent e-books which carefully walk you through each step in establishing your own vibrant, promotional e-zine.

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[Ezine Writer!](#)

[\(click for more information or to purchase and download\)](#)

How to get More Traffic, More Sales.

“Ezine Advertising is the #1 Internet Marketing Technique - and it's FREE!

How To Sell More Products and Earn More Referral Fees without Spending a Cent on Advertising...

Are you tired of all the scams, the hyped-up programs that don't work, the latest fads that promise success and leave you seething with frustration and disappointment?

If you want a complete marketing system that delivers results every time, that will increase your traffic and sales, this could be the most important message you read this year.

Discover a simple technique that delivers high-quality, targeted traffic to your website:

- **#1:** Get an endless source of **publicity, promotion, and prospects** without paying a cent in advertising
- **#2:** Stand head and shoulders above **your competitors**
- **#3:** Build your list fast, using **other people's lists**

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- #4: Be a provider of **the one thing** everyone wants on the Internet
- #5: Become a well known and **respected authority** on the web
- #6: Boost your link popularity and get a **higher ranking** in the search engines
- #7: Save **hundreds of dollars** in advertising

Your Own FREE Traffic Machine!

Everyone on the Internet faces **the same problem** - getting enough traffic to their website.

You can buy traffic - a paid listing in the major search engines, pay-per-click search engines, a Top Sponsor Ad in a Newsletter, a Solo Mailing etc.

Or you can get your traffic for free.

That's what I do and it's what I'm going to show you how to do!

What Do People Want On The Internet?

They want **information** - free information. People very rarely go online to buy things. Mostly they go online to be educated, entertained or informed.

If you can do that - by writing free articles - you have the secret to getting as much traffic to your website as you want.

And that's why free articles are one of the fastest ways of building a prosperous online business.

Most people trying to make a living online don't understand this - they just want to sell. But in order to sell, first you must **give** something away: Give and ye shall receive!

Of course, your articles aren't completely free because at the bottom of your article is your Resource Box, your own 5-line ad.

That's the trade-off with the publisher - they get free content for their Newsletter and you get a huge ad in their Ezine.

In **Ezine Writer!**, you discover *exactly* how to write short articles that bring **paying customers** to your website.

Part I shows you how to write successful articles (page 1 to 70). Part II shows you how turn your articles into **traffic and sales** (page 71 to 121)

Start Writing Your Way to Traffic and Cash Today!

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Some of the things you're about to discover:

- **A simple technique for writing powerful ezine articles** - even if you think you can't write! (page 25 to 40)
- Five great ideas for your next article - you will wonder why you didn't think of these! (page 11 to 20)
- **How to get your articles published in the BIG circulation Ezines** for an explosion of free traffic (page 97) - **send your traffic counter berserk!**
- **75 opening sentence templates** that grab your readers and keep them reading all the way to your Resource Box (page 33)
- **4 simple techniques** for using your articles to promote your affiliate products (page 67 to 75)
- How to use your articles as Doorway Pages that bring you **hundreds of *free hits* from the search engines** (page 65)
- **The biggest article writing mistake** and how it's LOSING you thousands of hits each and every month (page 74)
- **How to interview Internet celebrities** and create an endless supply of new articles - this is like having someone else write your article for you! (page 30 - 34)
- How to write book/product reviews - a great way to increase your affiliate commissions (page 16)
- **How to use *Radiant Thinking*** (mind mapping) to quickly and efficiently organize your ideas and access the full power of your creativity - including a real-life example of a **mind map** I drew for an ezine article (Page 23 - 25)
- How to turn your articles into a fast spreading marketing virus by adding one line beneath your name (page 37)
- **Template Email Messages** for submitting your articles to Ezine publishers - tried and tested by the author for over 3 years (page 104)
- The one vital ingredient that virtually guarantees that your article gets published (page 17)
- How to turn your articles into a **profit-making** email course (page 108-111)

Why your title will make or break your article and how to

12 Steps to ONLINE BUSINESS *SUCCESS*

write titles that Ezine editors love (page 37)

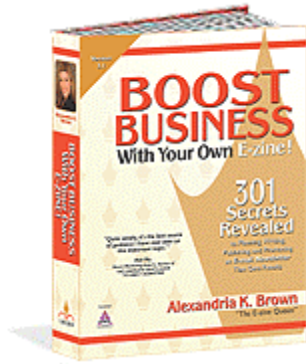
- **The secret about Resource Boxes** that Ezine editors won't tell you and that you NEED to know if you want to get your articles published in Newsletters - **this small detail could be costing you dearly!** (page 75)
- Triple the response from your articles by making one small change to your Resource Box (page 77)
- How to get your articles in front of thousands of Ezine editors with just ONE Email (page 84)
- **How to get hundreds of websites linking** to your sales page without even asking! Forget about link exchange programs - you won't need them (page 92)
- The top 6 Automated Email Marketing Tools (AEMTs) and how to use them to send out your articles to publishers in a personalized message (page 104 - 106)
- **How to build a list of loyal publishers** who keep publishing your articles and practically beg you for your next article! This is the secret to a steady flow of high volume traffic (page 100 to 104)
- How to get your articles working for you 24/7 - bringing you sales while you sleep! (page 109)
- How to 'proof' your articles against spam filters - a MUST if you want to get published in Newsletters (page 82)

But I failed High School English - How Can I Write an Article that Will Get Published?

Of course, if you're like me, you might be thinking that you couldn't write a good article to save your life. I was in your position back in 2000 when I wrote my first article. I really didn't think anyone would publish it. But I submitted it anyway. Two weeks later it was published in WebProNews (WebProNews, May 15, 2000) to an audience of 500,000 readers!

I'm a firm believer that anyone using my techniques can start churning out highly desired articles that DO get published."

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[Boost Business With Your Own E-Zine](#)

(click for more information or to purchase and download)

This award-winning manual shows you how to publish for profit, step by step.

"One of the **best** and most **proven** ways to attract new business is to gain status as an **expert** or **resource** in your field. And one of the easiest, most effective ways to do this is to publish an e-mail newsletter or 'e-zine.'

I'm Alexandria K. Brown, 'The E-zine Queen.' My award-winning tutorial package — "**Boost Business With Your Own E-zine**" — will show you, step by step, how to plan, write, publish, and promote an e-zine that's guaranteed to **help you gain business**. (Yes, I just said "guaranteed." More on that later!)



I am going to show you the benefits you can enjoy by simply sending out **one e-mail** as little as once a month! But **what** you put in that e-mail and **how** you send it out will make the difference between your success and failure.

First off, let's quickly review what publishing an e-zine can do for **your** business....

- **sell more** services and products, online and offline.
- establish yourself as an **expert in your field**, so you attract more and better-qualified clients.
- keep your name at the **top of your clients' and prospects' minds**.
- show your current clients **everything** you can really do for them.
- build a **loyal base of 'fans'** who are ready to hire you and buy from you.
- **effortlessly spread the word** about your business via "viral marketing."
- **package your knowledge on a regular basis** into articles that can be reprinted in other publications for tons of additional exposure and traffic.
- **create new revenue streams** from selling ad space and recommending other products that you're an affiliate of.
- **enjoy all the privileges** of being a recognized publisher.
- **capture your Web site visitors**, gaining permission to market to them over and over again.
- **save thousands of dollars** in design, printing, and postage by producing your newsletter **online** instead of printing it.

REVEALED: 301 Secrets to Planning, Writing, Publishing, and Promoting an E-zine That Gets RESULTS

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I'll Guide You Through the Entire Process ... From Start to Finish

Many entrepreneurs are interested in sharing their valuable knowledge by publishing an e-zine, but they're **overwhelmed** with all the components involved. Or perhaps you're not even sure where to start!

Well, I'm going to show you **exactly** how to **publish and profit** from an e-zine, step by step. Thanks to the efforts I've put into my own e-zine, I gain tens of thousands of dollars in new business each year. But you will benefit **instantly** by harnessing the knowledge it took me over three years to acquire.

And as you'll see in a minute, I not only guarantee you'll love this package, but **I guarantee my tips will work for you!**

Version 3 of 'Boost Business With Your own e-zine' is a **comprehensive** tutorial that covers e-zine publishing from A to Z, including:

- How to provide your readers with **practical content**, issue after issue, even if you can't write your way out of a paper bag.
- How to effortlessly manage your list with a **service or software** that's perfect for your needs and won't break your bank.
- 12 simple ways to use your e-zine to **sell more of your services and products**.
- The perfect ratio you should use of **useful content** versus **self promotion**.
- Step-by-step instructions on **how to format your e-zine** so that everyone can read it — whether you publish in **text or HTML**.
- How to **grow your list quickly** from 0 names to thousands — legitimately and without using spam tactics.
- all the tricks on **avoiding spam filters**, to make sure your e-zine actually reaches your readers!
- hundreds of **hand-picked resources** for publishing your e-zine, managing your list, and exploding your subscriber base (and which ones I've tested).
- **FREE TEMPLATES** for both HTML and text e-zines, as well as dozens of letters and forms you'll need for your e-zine administration."

8. How to write, publish, and sell online your own e-books.

A bit more aggressive and complicated (but not by a lot) beyond an e-zine is an e-book.

This can be a terrific mechanism for promoting your website or product, for selling as its own stand-alone product, or as a vehicle for selling other "back-loaded" products.

You might be thinking, I could never write a book!

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Wrong.

If you've got information of value to others---particularly if it's useful for solving critical, identified problems---then the following e-books can show you how to relatively easily put together your own viable e-book!

E-books are particularly nice products in that you don't have to go to a printer, pay a lot of money to manufacture hard-copies, pay more money to store them, and pay even more money (plus all the trouble) of shipping them to customers.

E-books, after all, are just electrons!

Customers pay money, instantly download them (instant gratification!), then pay themselves to print-out their own hard-copies (if they wish; or they may just read them off their computer screens).

The following links are to information on [excellent e-books that walk you step-by-step through writing and selling your own excellent e-books.](#)

Consider that right now you are considering purchasing problem-solving e-books. In your subject or product-area(s), other people might in like manner also want to *buy* your e-book.

Even if not a hot product unto itself, consider that your e-book could also be a powerful free offering to attract others to your site, get people onto your opt-in mailing list, and promote your actual for-purchase products.

.....



[eBook Secrets Exposed](#)

(click for more information or to purchase and download)

How to Make MASSIVE Amounts of Money In Record Time With Your Own eBook - Whether You Wrote It Or Not!

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“Here are just a few of the many important things you’ll learn:

- My secret **5-Step Ultimate eBook Success Formula** (even some of the biggest players on the Web never get past Step 1 – but you can believe my \$1 million a year friend follows all five)
- A “quick and dirty” way to **instantly** determine whether your ebook will sell or not
- **The top 10 reasons people buy ebooks** – and how to use this information to create a best-seller!
- A simple change I made to one Website that **quadrupled the sales overnight!**
- **Little-known secrets of building up your online ebook sales force** (you’ll smack your forehead with an open palm when you see this one!)
- How the ‘**Santa Claus Strategy**’ can instantly rack up hundreds and even thousands of **extra sales** for you
- **The very fastest way to make big money** with ebooks – and when it makes sense to use it
- **Two ‘no-brainer’ ways to make additional money immediately** from every customer who buys your ebook
- A little trick that can make you **more than \$1,000 extra a month** – after your ebook is already sold and paid for!
- **Why ebooks are the ideal – and quite possibly the only – “clean” and legal way** for the average person to **make money online.**
-
- How some ebooks have generated over **\$10,000 profit in less than a week** – even for first-time authors
- 9 ways to create your ebook **FAST!**
- Why you don’t even have to write your own ebook to make a **lot** of money (**I’ll show you 6 ways to get someone else to write your ebook for you – for next to nothing!**)
- **5 ways to sell your ebook and generate passive income**

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- **'The Refund Slasher'** – a secret method I developed to reduce refund requests by as much as 95%
- **How to find people to sell your ebook for you** and you don't pay a dime until after **you've** been paid
- How to make from **\$250 to \$2500 a week** with an ebook (there are more people doing this than you realize)
- The 2 things you **must** tell any major Internet player **immediately** to get them interested in promoting your ebook
- How to avoid spending **months** writing an ebook, only to find there's no way in the world you could sell it for a profit
- How to get valuable ebooks that are already written **FREE** – and sell them for **100% profit** (it's completely legal if you know where to look)
- A clever method to **get paid to create your ebook** (get this: you don't have to write a word using this method, and you own 100% of the ebook yourself)
- The **subtle mental shift** you need to make (it spells the difference between **best-selling success** and financial flop)
- You may naturally ask, "How will I make money with this?" **STOP!** I'll give you a much **better** question that will make you **infinitely** more money!
- Why you must always be open to new ideas (it can mean the difference between fortune and famine)
- A unique method (discovered totally by accident) that turns people who were all set to ask for their money back into loyal affiliates who **make money for you!**
- How to set up an autopilot system to **take the payments, deliver the ebook and follow up with customers –virtually 100% by remote control – WITHOUT mortgaging your house or needing a degree in computer science!"**



[How To Write Your Own eBook In 7 Days!](#)
(click for more information or to purchase and download)

12 Steps to ONLINE BUSINESS *SUCCESS*



Write and publish your own **OUTRAGEOUSLY** Profitable eBook in as little 7 days - even if you can't write or type!

“With your own ebook you get...

- **Extremely High Profit Margins!**
- **"ZERO" delivery cost** - no printing or postage
- A low-risk **business you can operate virtually anywhere** in the world (just need a phone line)
- **Make money on "autopilot" 24 hours a day!**
- **Prestige and recognition** as a "best selling" author

We'll teach you **how to write and publish** your own **OUTRAGEOUSLY** Profitable eBook with **less than a week's work** – even if you feel like you can't write a complete sentence, can't type to save your life and still have nightmares about finishing term papers!

Now that's certainly a tall statement, but let us show you how it's **very possible**, in fact, **quite straightforward** to turn out your own highly successful ebook using the methods we'll teach you in this course...

Here are just some of the amazing secrets, tips & techniques this course will teach you

- The ***sure-fire* secret** to creating an **ebook that sells like crazy** while having **more fun** than you ever thought possible! (page 43)
- How to **quickly avoid the #1 Mistake authors make** that causes them to take months or years to write a book... **so you can finish in just a few days.** (page 63)
- A **step-by-step explanation** of how one author **sold \$15,561.49** worth of ebooks in less than a week. (page 108)
- The absolute 'bullet-proof' **best ebook to write** and **sell** online **-FAST.** (page 27)

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- The '**right**' way to **publish your ebook** so virtually **everyone** connected to the Internet can **buy it** and **read it**. (page 48)
- How one author used **Download.com** to expose his book to **3,198 extra potential readers** in 3 months... with **no advertising costs!** (page 157)
- **3 *Proven* methods** for turning out a **highly profitable ebook** in record time... even if you have **no idea what to write about**. (page 65)
- The '**7 Commandments**' of ebook **formatting** and how one "sin" can cost you plenty in time and sales. (page 75)
- The **fastest and BEST strategy** to generate **\$\$\$ thousands** of dollars in ebook **sales**... sometimes in just a few days! (page 92)
- Quickly and easily **overcome the single greatest obstacle** any author - new or experienced - ever faces! (page 63)
- The **single 'Step'** that virtually **guarantees success** in writing and selling your ebook. (page 20)
- How to **accept virtually every major credit card** on the planet for a paltry \$50 setup fee and **no minimum monthly fees!** (page 175)
- How writing about **a subject you hate** can actually **make you rich!** (page 25)
- How answering **one simple question** virtually **guarantees your success** with your very first ebook. (page 31)
- How to structure your ebook so it creates not only **sales**, but '**passive income**' for months and years well into the **future**. (page 89)
- How to **harness** the power of your **subconscious mind** to practically **write** your ebook on **total 'auto-pilot'**. (page 39)
- How including just **one simple image file** on your website can **skyrocket** your ebook **success and sales** into the stratosphere. (page 179)

Here's the bottom line on this incredible resource...

'**How to Write and Publish your own eBook in as little as 7 Days**' will guide you step-by-step to:

- **Identify a Target Market** with laser-beam focus
- Create an **ebook idea** that will sell

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- **Write your ebook** quickly and more effortlessly than you ever dared to dream possible
- Get **free editing** services
- **Publish** your ebook to sell through the web
- Start **marketing, selling** and **making money** with your ebook online!
- ... and much MORE!"

Easy-to-use Software for creating your own E-Books

[E-Book Compiler Software](#)

(click for more information or to purchase and download)

Create your own E-Books to sell or to promote your site (Free trial download available)

“Award-winning¹ software makes it shockingly easy to publish an electronic book.

Have you ever wanted...

...to have a **simple** method of creating your own products?

...to have something **unique** to your business?

...to be able to get other businesses to **promote your business for free**?

...to have something that you can **sell** on the Internet?

If you answered yes to any of these questions, then creating your own electronic book ("E-Book") could be the answer to your prayers:

- **E-Books are simple to create:**

You do **not** need to be a programming genius or computer wizard!

You do **not** need any special hardware or other gadgets.

You do **not** need stacks of money to get started.

Even small and home businesses can, and have, successfully created their own E-Books using our software.

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- **Your E-Books are unique to you:**

You decide what you want to write in your e-book ...which means your finished E-Book can be totally unique product that nobody else has to offer.

- Maybe you're an expert on a particular subject?
- Do you have valuable experience in, or insight into, a subject like animal/pet-care, astrology, business, child-care, computers, cosmetics & make-up, education, design, education, farming, fitness, graphics, history, marketing, planning, retail, sales, sports, technology, travel, wedding planning ...**or any other subject where your in-depth knowledge could be of great benefit to others.**

- **E-Books can be a powerful marketing tool:**

You can make an E-Book and give it away for free:

- You could use your free E-Book as a bonus, or thank you gift, for your customers, web site visitors or ezine subscribers.
- You could use the E-Book to remind readers about your business or products.
- You could even include advertising within your free E-Book.

Or, you could make an E-Book and allow **other businesses** to give copies away free to their customers, web site visitors or ezine subscribers. It could be the start of a beautiful a win-win relationship:

- The other business benefits, because their readers/customers get something free.
- You benefit, because your E-Book presumably tells these new readers about your business.

And best of all, our software includes a powerful Rebranding feature, which allows you to set up parts of your E-Book for easy customization. You could allow other businesses to insert their name, web site link, or change an affiliate ID - which gives them an extra incentive to pass on copies - **helping promote your business or web site.**

- **Your E-Books can be sold over the Internet**

While we offer a free trial of most features of software: if you do want to sell E-Books that you make using our software, we do require that you register (US \$29.95* (plus VAT if you a resident of a European Union country - see note at bottom of this page) one time fee if paid online²) first.

E-Books created using our software can be ideal products to sell over the Internet:

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- The E-Books are self-contained programs all wrapped up in a single file: so it should be **easy to deliver** to your customers, say as a download from your web site.
- Delivering a downloadable file over the Internet can be **extremely inexpensive**. Check with your web site host for details, you may even already have everything that you need at no extra cost.
- We do **not** charge you any per-copy royalties for E-Books that you make or sell using our software.
- We do **not** place any restrictions on what types of e-commerce systems that you use. While we do make some suggestions about third party services for things like accepting credit cards (some may have costs associated), you are free to use something else if it suits you better.”



Want Killer Covers That Sell Like Mad?

(click for more information or to purchase and download)

Get A 3D Representation Of Your Product and Watch Your Sales Doubling Within Minutes!

The Secret Magic Of Professional Graphics

Subconsciously, when your prospects first see the care and attention to detail put into your professional graphics, they'll mentally credit you, and figure you probably put similar professional care into your products that are behind the graphics.

It pre-conditions their expectations, and pre-sells your products. **You'll quickly get new sales and new profits, as a result.**

Professional Graphics Quickly Pay For Themselves

From your increased profits, your new professional graphics will quickly pay for themselves. Actually, **there's no expense involved**. By paying for themselves, the price of your new professional graphics become a "hidden bargain" in disguise. Eventually costing you nothing!”

9. How to successfully market your online product(s).

All right. So let's say you have a good product(s), a viable business website, solid web selling-pages for your products, a customer-friendly credit care-accepting mechanism, and a steady though modest stream of highly-targeted, interested visitors...but few sells!

What's wrong? Why aren't the fish biting??

Ok. Take a step back. First, realize that it's a tough, market-drive economy out there. Probably, many equally-fine products are competing with yours. Plus, your purchasing-visitors will always be only a fraction (1% is doing quite well) of your interested visitors.

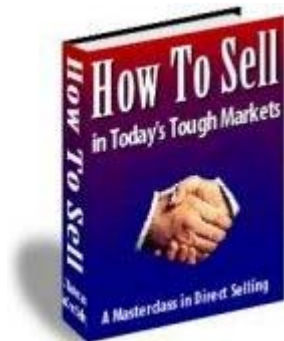
So how do you get around those roadblocks, and take your business/products from occasional few sells to *many*!??

The following links are to information on two excellent e-books for helping you make the leap from a potentially-successful online business to a solid success.

A key to making it up this large step is not to depend only on your own sites selling power---but also hooking-into the selling-power of many other sites.

These e-books tell you how to multiply and expand your selling-power far beyond what you can do on your own.

.....



[How To Sell In Today's Tough Markets](#)

(click for more information or to purchase and download)

Supercharge your earnings with the phenomenal techniques from the acclaimed Direct Selling Masterclass Sales programmes.

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"Even the hardest of sellers can be worn down by the repeated rejection and frustration that goes hand-in-hand with losing sales - especially when they know that, on many occasions, the 'think it over' should have been a sale.

We all know that today's buyers are razor sharp. They're also educated and experienced in handling sellers. They have everything on their side - consumer reports, TV Watchdog, newspaper articles plus a vast resource of information on the Web. They're spoilt for choice!

But what do most sellers do to handle this new breed of 'super buyer'. **Nothing.** That's right - **most sellers do NOTHING.** They carry on blaming their low conversions on the economy, the price of their product, the world markets, the weather, the time of year, the buyer - anything that prevents a good look in the mirror!

What do they do to improve their technique? **Nothing.** What do they invest in improving? **You've guessed it - nothing!**

Conversely, let's ask the same questions of the top pro sellers and in particular, what do they do to remain at the top? The answer is - **EVERYTHING!**

They hunt down information like hungry wolves. They listen, they question and they observe. They sell through rain, shine and recession. Their bookshelves groan under the weight of books on selling, psychology, motivation, NLP and more. They breathe the business of closing sales. They never think in terms of average weeks. They smell of success.

Sharper than these 'super buyers'? You bet!

What's needed is a book that takes you step by step through the vital 'real world' stages needed **TODAY.** Moving the buyer from 'just looking' to buying, without the battle that it usually is. A book that you can relate to **INSTANTLY.** Where the techniques can be applied **INSTANTLY.**

A book that's been written by the top gurus in the business **TODAY** and one that contains the secrets of the methodology that's used by the very top pro sellers. A book without filler, padding, generalities or rehashed theories. One that contains a blueprint for each call.

"How to Sell in Today's Tough Markets"

The information and techniques in this new book are bang up to date. It was written in association with **Direct Selling Masterclass** Sales Training UK, the UK's top direct sales trainers. They know the direct selling market place and teach what works NOW, not five years ago.

They teach the psychology behind the selling process and the way we must change to stay ahead of the game. And much, much more.

12 Steps to ONLINE BUSINESS *SUCCESS*

Their wealth of experience in selling and in sales training means that the information in this book will probably provide **the greatest single positive influence on your professional selling career**. It will give you a blueprint for direct selling **TODAY!**"



[Coyote Marketing](#)

[**\(click for more information or to purchase and download\)**](#)

Marketing help for Newbies, e-books and e-publishing.

10. How to find and start existing online businesses.

Probably you already have in mind or are pursuing your own business idea or product.

If, however, you are looking for a business or would like to add to your existing business, there are a number of additional money-making on-line ideas all set for you to hook-into.

The following links are to information on excellent e-books containing many good ideas, existing franchises, and solid possibilities for expanding-out your online money-making potential.



[**Practical Home Business Ideas**](#)

[**\(click for more information or to purchase and download\)**](#)

Over 130 Business Ideas You Can Start From Home.

"Practical Home Business Ideas From AHBBO

Over 130 Business Ideas You Can Start From Home
With Little Or No Cash Outlay

Are you **fed up** with your **boss** deciding how much money you're going to earn this year ... and what you're going to have to **do** to get it? And **when**?

Had enough of your hard work growing your **boss's** bank account ...instead of **your own**?

Tired of **wasting time** on an endless **commute** ... while **someone else** raises your **children**?

Worn down from worrying about your **financial future** ...when you can barely make ends meet **today**?

If you want to **ditch the rat-race** ... take back your **time** and your **life** ... if you dream of **financial independence** ... if you want to **keep** the **rewards** of all your hard work ... instead of **handing them over** to your boss ... if you want to be **home** for your **children** ...

then you know that a **Home-Based Business is the answer.**

So, what's stopping you?

If you're anything like **most people** it's coming up with an **idea** for a business that **you know** you can make work for you from home.

No doubt you're inundated with **money-making offers** all the time. 99.9% of the time, they're touting ways to make money on the Internet, with your computer. **But what if you don't want to run an Internet business?** What if you just want to run a business out of your home the **old fashioned way**?

That's what this book is for. **It's an idea-generator.** You won't find a lot of **fancy graphics** or **sophisticated prose** in this book. What you'll find instead are **Over 130 Practical Ideas for a Home-Based Business** that you can start with **little or no cash outlay.**

Some of the ideas you'll look at and think, "**You must be nuts!** How could anyone make money doing **that?**". (Just be aware that **some of the richest people in the world** got that way by pursuing what are, to you and me, completely **oddball** ideas. Little four or five page reports on the most obscure subjects delivered by mail order is one example.) Other ideas you'll look at and think, "**I could probably do something like that**". And hopefully, **hopefully**, there'll be that **one idea** that, when you see it, a light bulb will go on. It may or may not be the exact idea that's in this book but, if not, it could just spark an idea of your own. You'll know it when you see it.

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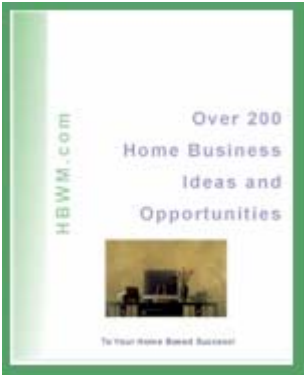
So, if you know you want your own home business but you just don't know where to start, this little book of ideas may be just what the doctor ordered."



[100's Of Home-Based Businesses](#)

(click for more information or to purchase and download)

Step-by-step business guides.



[Over 200 Home Business Opportunities](#)

(click for more information or to purchase and download)

A list of over 200 home businesses you can start from home today! Added bonus: 15 Steps to Starting Your Home Business!

“Are you looking for a home business opportunity, but don't know where to start or what to do? We have the answer for you. Our 'Over 200 Home Business Opportunities & Ideas' eBook lists over 200 companies that offer home business opportunities that YOU CAN START! As an added bonus, our eBook includes a section on **15 Steps to Getting Your Home Business Started as well as **How to Avoid Home Business Scams!****

Save yourself TIME AND MONEY! You could easily waste months and hundred or thousands of dollars trying to find the right home business opportunity. Don't get taken by scams! Save yourself the frustration, money, time and heartache by ordering this incredible eBook for only \$18.95!

Passion is the key to home-based business success. Most people who choose to work from home do so because of the passion for their family, their time and their lifestyle. That same passion applied to your decision to work from home must be applied to the type of work you choose to do from home. **Do what you love and the money will follow.** Fulfill a need and take the lead!

Don't go it alone!

You don't have to with the help of our [Over 200 Home Business Ideas & Opportunities eBook](#).

What does it take to succeed at working from home?
It takes drive, determination and a little help from this great eBook.

Page 56

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Our job is to provide you with the tools you will need to succeed. Your job is to find the right home-based opportunity for **YOU** and **make your dreams come true!**

By purchasing the [Over 200 Home Business Ideas & Opportunities eBook](#), you are taking a step in the right direction.

Success for all who want to work from home is our goal....and our eBook offers you just that....the tools and resources to take your dreams and turn them into reality."

11. How to find and sell online products already made by other people.

Another very good possibility for adding to your existing products is **"affiliate products" that will give to you a big hunk of the profits for each sale.**

You can put pictures and information onto your site, with special links that identify you as the provider of the customer---that interested visitors will click-into and link to existing information/selling-sites elsewhere. If that person buys the product being sold at the other site, a portion of the profits go to you.

That's what I'm doing here in this online business success-page.

If you link-into one of the e-books, like it and buy it---then I get a cut of the profit. I didn't write all these many e-books. But I can still sell them, having collected them into a very well-organized and time-saving package, having attracted you and others to come look.

You can do the same for items that relate to your own line of interest or existing products. **Many affiliate programs exist, for many types of products** (not only e-books).

The following links are to information on e-books that can help you know the details of how to set up and succeed with money-making affiliate mechanisms.

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learnhomebusiness.com

[Become A Global Home Business Pro.](#)

(click for more information or to purchase and download)

Free eBook download -17 FREE! Grab \$1300 worth Super-Quality eBooks FREE! Make money with our 40 high-demand products.



[Products With Resale Rights](#)

(click for more information or to purchase and download)

Acquiring the resale rights to quality products is the quickest way to add an automatic cash flow stream to your website.

“The Keyword is Success

Building a profitable business is no longer pure destiny.

A team of professionals from Ethos Media, consisting of psychologists, marketing wizards, academicians, businessmen have created a range of products that allow even a common man to aspire for a business and make it a success.

Getting to know such efforts in the form of website marketing e books could be a golden opportunity for any aspiring professional.

Since more and more businesses are foraying into the cyber world, these innovative products including website marketing e books, give you all the vital inputs without having to go through any extensive internet marketing training. Online e books not only help you in devising a better Internet marketing or E-marketing strategy but also help you in making money faster by selling e-books online.

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While you start an online business, planning for the right product mix of website marketing e books could be one of the most crucial decisions that you have to take.

You may either plan to start Internet business of your choice or even start an online ebooks retail store.

Whatever it may be, ultimately what matters is to start an internet business that gives you returns sooner than most other online ebooks businesses.

Possibility is you could be saved from a lot of hassles right at the planning stage itself. Online ebooks can soon become your source of huge income.

Just pick-up any of the website marketing ebooks here which is most suitable to your business and begin your online ebooks business today.”

12. How to get other people to sell your products.

The last step I want to tell you about in building up a viable online business is to **go beyond you selling other peoples things to other people selling your things!**

Yes, affiliate programs are an excellent means (assuming you have a solid, good product) for recruiting many sales-people to go out and show your products to many people who otherwise would never make it to your site or see your products at all.

But there are **pitfalls and problems to watch out for...**things you need to do and not do in order to succeed.

The following links are to excellent e-books that show you exactly what to do and not do for you to make and have your own, powerful affiliate program.

Again, this is not totally simple or easy. You need the detailed, key information below in order to have the best chance for success.

But if you do get it right---then you have the **potential to expand from a one-site, modest business to a true world-wide, expanding, highly-successful money-making Empire!**

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Affiliate Viral Marketing

[The Affiliate Marketing Primer](#)

(click for more information or to purchase and download)

The place to start - and succeed - with your affiliate programs.

“Practical steps you can take to put viral marketing into effect in your affiliate (etc.) business



You've probably heard about viral marketing - maybe often. ...It's just a matter of setting things up so that a promotion is taken up **by other people**. ...Undeniably fine! That sounds like the epitome of marketing efficiency - you start it, others continue it without your making another move or paying another cent.

But has anyone given more than a handful of examples of **what** a business can do that's "viral"? ...And have the examples you've seen been pretty useless, because you're not a mega-corporation with a brand-new viral concept to initiate?

That's what I've encountered - very frustrating! (If I have to hear about the HotMail 'proof' one more time, I'll scream.) I don't **do** major Web business launches at the moment, I'm into affiliate marketing.

Diagnosis: Too much definition, not enough description. Lots of talking **around** the subject, hardly any nitty-gritty help for the person who wants to put some feasible viral marketing strategies into effect.

First, I was interested. Then discouraged. Finally, I got kinda mad... And that makes me want to **do** something about it.

Affiliate marketing is a preoccupation of mine. I wanted there to be at least a few workable ways to make it viral, for both affiliates and affiliate program merchants - there **had** to be. I sleuthed around, and brainstormed, and learned here and there the secrets of other folks...

Indeed there **are** viral marketing strategies for affiliate marketers - **lots of them!**

I've put together an e-book containing all the ones I've found - so that you can have access to them all **now**. In 13 chapters, I've identified over **70** different

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tactics that can be used specifically by affiliates and affiliate merchants in 11 categories of viral marketing possibilities.

Plus, I've described over 40 resources one might choose to get the strategies implemented - and I tell you why I think they're good options. (I hate it when people tell you about things you can do and then don't even show you where to get started in your investigation of the means to do it.)

I'm building my affiliate business with a number of these techniques as you read this... And there's no reason why you can't do the same.”

“How Will I Make Money With This Home Business Opportunity?” ... answered.

[The Truth About Affiliate Programs](#)

(click for more information or to purchase and download)

Secrets to Making Money with affiliate programs REVEALED!

“Based on extensive research, it is estimated that **between 80% and 90%** of all affiliates in affiliate programs earn little if any money each month.

The single biggest reason for this is **'Lack of Focus'**. They just join too many affiliate programs. They base this on the theory that 'one of these programs has to make me a fortune'.

What I want to give to you are the **lessons I have learned** to become part of the other 10% to 20%.

As painful as it was for me at first, I started concentrating on the things that **WERE** making money for me with affiliate programs.

That's when **my home business changed**. But it didn't happen overnight. It took time but eventually the checks started getting bigger and the hard work I put in started to pay off.

Let me tell you a little story. Very early on with one of the affiliate programs I joined, I decided to **sell to my affiliates**, rather than direct. (Don't worry if this doesn't make sense to you here, as I go into great detail in the ebook about selling to your own affiliates).

That one decision meant that my monthly check from that one affiliate program today is made up entirely of sales that 'other people' make, not me.

'Well that's great David, but what's in it for me...'

Why Should You Start with Affiliate Programs as Your 1st Home Based Business?

Here's what you'll learn from these proven affiliate strategies:

1. The 7 secrets to designing a **'high quality'** affiliate web site that will ensure you are maximizing your click throughs.
2. A detailed summary of why affiliate programs are the **best low-cost** way to start a home business.
3. How to use the very powerful **'2nd tier'** of affiliate programs. This is a unique concept which can mean the difference between success and failure with affiliate programs.
4. The **5 golden rules** for getting started with affiliate programs. 90% of all affiliates do not follow these rules!!
5. The 9 questions you **MUST ASK YOURSELF** before you join any affiliate program. This will save you time and effort later down the track. Most affiliates are lucky if they ask 1 or 2 of these questions.
6. What the 'conversion ratio' is and why it will determine **how much** money you make with affiliate programs.
7. The **5 most powerful** marketing and promotion strategies for affiliates. These strategies are different to what you may have already been told about marketing your home based business online. That's why they work!!
8. A list of over **40 affiliate directories**.

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9. The 9 top affiliate networks on the internet.

10. A directory of over **20 affiliate resource sites** providing articles, tips, reviews, newsletters, marketing tools, marketing resources, affiliate news and free courses all to help you succeed as an affiliate.

11. The 6 leading **affiliate forum** sites where you can discuss issues with successful affiliates.

12. **Over 100 webmaster resources** sites including information on web design, web hosting, cgi scripts, html lessons, free software, free downloads, free autoresponders, article resource sites, e-book resources and more. If there are tools to help you succeed as an affiliate based at home, **THEY ARE HERE!**"



CONCLUSION:

I've gathered into one place links to the key information on **HOW TO** actually *get your online business successful*.

What works for one type of business may not work for another type. What works for you may not work for someone else. Online business is tricky. You have to do careful study, come up with a plan, test it, refine it, and keep experimenting.

Remember the ***main thing you must achieve***: come up with a product that people actually want, and are willing to pay for.

Then, you have to put together the systems needed, which are absolutely critical, to allowing people to easily give you their money.

Then, you've got to get people to be aware of your product and its benefits.

These steps are not easy. However, it **CAN** be achieved.

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Sure, it helps if you have a few millions dollars to fund the above steps. But the beauty of the Internet is that you can get going for a few thousands dollars or even less.

The POTENTIAL is enormous.

Taking advantage of the potential is up to you. If you're willing to put out a small amount of money to buy the key information (*such as offered in these excellent e-books*), do your "homework" (studying them as to what applies to your particular desired online business), then carefully experiment as to what actually works for you...you CAN be successful.

Don't give up! Keep at it! Learn from your mistakes and failures!

You may have to have a "day job" to pay your bills while you're slugging it out, learning, and progressing through the applicable 12 steps. It may be very discouraging, particularly at first. There's a lot to learn, a lot to accomplish.

But **it's always exciting, and always creative.** There's unlimited room to exercise your imagination and your talents.

The whole world is at your fingertips!

To your success!

Dan

Dan Lyle, Ph.D.
Rockville, MD -- 6/11/04.
