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## Introduction

When I first started online, I didn't have a clue where to look, how to get started. I have found that is the case for 99% of people looking to start an online business and get a new source of revenue.

97% of marketers fail with their online business. A good number of them are simply because they spend a ton of money buying the next big idea after another.

People will want to sell you something. It is just the way the market is. Something has to be sold for people to make money. And you will need to invest into your business if you want to be successful. But that investment is not as big as you might think.

There are some essentials you will need, but I do recommend the biggest of your investment should be on yourself. 97% of marketers fail online simply because they don't have the right mindset for their online business.

Here are a few questions new marketers have been asking as they start their business. Hope they can clarify a few of the things stopping you from starting your own business.

## **1) Do I need to create my own product to succeed online**

The short answer is no, you don't need your own product. Many do make good money just been an affiliate marketer.

An affiliate marketer is a person who sells other people's products and makes a commission on it. The advantage of being an affiliate aside from not having to create a product is you don't have to deal with the customer service aspect, set up a merchant account, in many cases, don't have to do a sales pages.

This sounds easy, but in reality, in the long term, it is a lot of work. You do need to sell over and over again to make income. If you want to make a living online, eventually, you may want to consider creating your own product.

This does not only let you create a bigger source of income with different streams coming in from having your own affiliates, but it also sets you apart as an expert online.

There are different ways to set yourself as an expert and brand yourself. As long as you help people in your journey, people will follow you, learn from you, view you as an expert and buy from you.

No, you don't need to create your own product and can make it big online if you do it well and brand yourself as an expert in your field.

## 2) Do I Really Need a Blog To Run a Business?

You don't need a blog to run your online business. But I strongly recommend you do start one. This will help your rating with the search engines as their bots look for fresh content everyday.

By having a blog in the niche of the business you are promoting, you offer fresh content to potential buyers on a higher frequency. There are only so many new products or services you can add to your site in a year to refresh your content.

The possibilities with a blog are so much greater than just a plain website. Showing the advantages and disadvantages of a product, the new features coming out, how to use your product or service, testimonials, etc.

Being an expert in your field, I am sure there are many different things you can say inside your website. It is proven people are not reading long sales pages and you don't know which part of the information is valued to their eyes. A blog lets you separate it all and let them choose what is of value to them. Just learn to categorize everything and let them browse what they like.

If you have problems finding content to write on your blog, I cover different ways to find that content in our [newsletter](#).



### **3) Why Do I Need a Website Even If I Only Want to Promote Other People's Products?**

We covered a bit about getting higher rank in the search engines with your blog. This is also a reason to have your own website. Most, if not all search engines will not let you use an affiliate marketers website in their searches. And as far as the natural searches, your affiliate link will never appear in any of them.

Another reason to use your own website is to protect your affiliate link. Most people will not shop on the first day onto a website. But when they come back, they will remember the site, but will not remember your affiliate ID.

But even if they did remember your ID, when people see your affiliate ID in the address bar, they tend to take it away and go directly to the main website. For some reason, people would rather pay the main site for their product than see someone else get a commission on it.

If you ever see a product you like and want to buy, don't take out the affiliate ID out of the link that brought you to that page. If you clicked on it, it means that person did the work to get you there, they do deserve the commission that goes with it. Besides, you will not get a better price just because you bypass the affiliate marketer.

The third reason you should have your own site is to be perceived as a serious entrepreneur. When you use an affiliate link, to a lot of people, you are perceived as someone who will not be there in the future. Or you are perceived as someone who just jumps on the opportunity of the day.

And at last, you need a site to build your list. If you rely on someone else's site, that owner builds his/her list of buyers to market to and sell to over and over again in the future. And you are left finding new buyers everytime you want to sell a product online.

## 4) FREE Hosting Services

Yes, there are free hosting services out there. They all come with a catch.

You heard the saying: "There is nothing for free in this world."

If you are in business, you should find your own hosting service rather than a free one.

Free hosting services are usually too small for business. You will eventually run out of room. And moving your website to a paid service later is more trouble than it is worth.

These free services also come with advertising on your site. This advertising is what pays for your website. The owners of the sites keep the advertising profits, not you.

And in most cases, you are definitely limited with what you can do with your website.

But if you must start with a FREE hosting service, I recommend using [ViralHosts](#) . At least with this service, you will get to build a list at the same time.

## 5) Paid Hosting Services

You can easily get a good hosting service today for less than \$10 per month. That is a very minimal amount to start a business.

Actually, with the cost of registering your own domain name at around \$10 per year (easily can get one at [godaddy.com](http://godaddy.com) ), online businesses are the cheapest kind of businesses to start today.

With a paid service, you have more flexibility, more space and if you advertise, all the profits are yours to keep.

There are a number of different hosting service out there. One of the most popular for it's price and ease of use is [Hostgator](http://Hostgator)

If you like the feel and the way MLM businesses work, you may opt for a WS extension website. You can view all the [details here](#) on how this system works and how you can make money with your own website as you develop your business.

Personally, I use [GVO](#) . With GVO, you get a lot more than just a hosting service. If you are a serious online marketer looking to make a living, or even just to make some extra money online, this is a great solution. You find all the tools needed to build your business on the one site at a great price, saving you the fees that it would cost you to open diiferent accounts everywhere. We cover GVO more in details in a 10 part series in our blog at <http://blog.ks-interactive.ca/gvo-questions-part1>. The other 9 parts can be found in the GVO category

Basically, what I am trying to tell you is don't be dependant on others. There are plenty of tools to help you out there, and you can use those tools at your advantage. Not all FREE things online are the best tools for your business.

## 6) What should I look for in a hosting service?

When looking for a host for your business, you must have a minimum of features available to you. There is nothing more than developing a site only to find out half way through that you don't have enough room to run it.

To determine what space you need, you must first know what you will do with that space. Text files don't take much room, but videos files are space takers. Always over evaluate how much space you will need online.

Personally, I look for unlimited disk space and bandwidth. Be careful, unlimited space has different definitions from one server to the next. Read the terms of service for details.

The minimums also include:

MSQL 5.0 with 10 databases. At least 25 or more is best.

PHP 5.0 or more

Add-on domains: Make sure you can add on domains without paying for an extra account. Look for a hosting service with at least 20 add-on domains. This way, you can create more than one website on the same account without the extra fees.

Add-on sub-domain: You can also do so much with sub-domains. This is a site that would look like this...

[sub-domain.domainName.com](#)

Look for unlimited, but at the very least 100 for lots of flexibility.

Linux or Windows is a preference choice, but if you are not great with programming, windows is the way to go.

Make sure you have access to a Cpanel dashboard. This is the easiest way to manage your site. You will also need FTP access, the easiest way to upload your site.

## **7) Do I Really Need Auto-responders?**

I mentioned before your list. You read a list to be successful with your business online. Your list will be your most important asset. Those people are potential future buyers.

I suppose you can physically write down everyone's name and email address in a spreadsheet and individually email every single one of them when you have a new product to sell them. A small percentage of people will buy something just because you emailed them. SO that list needs to be big. Can you imagine manually inputting every single email in your email program and sending them out?

A responder will do that for you. All you need to do is write the email once and save it into the system. That auto-responder also makes sure your subscribers are also double opt-in. This means they received an email and agreed to be on your list of subscribers. Since they agree, it somewhat protects you from being accused of spamming.

To keep your list of people so they unsubscribe from your list keeping your list small even if you find new potential buyers is where your generosity comes in.

Nobody wants a sells pitch after another. Too many online marketers do that. Could you imagine a salesman knocking on your door to sell you a vaccuum? You are happy with yours, so you say no. The next day, that same salesman comes back on your door step to sell you a mattress. On the third day, he is back again to sell you that same vaccuum in a different package. He leaves you alone for a week, but then comes back with some books to sell you. You'd be telling that salesman a few words you normally don't use in everyday conversations.

It is the same in your emails. If all you are to the people on your list is a salesman looking to sell them something every time you talk to them, they will leave your list very fast. So you need to build a relationship with these people. Send them some free advice, free reports, etc. People opt-in these list to get free content, free information that can help them. If you are that person and offer great information to these people in your niche, they will seriously look at your offers when you do have something to sell.

Of course you have the select few only looking for the free stuff and will never buy from you. But your percentage of buyers will increase the more you are an expert genuinely offering quality products to your subscribers.

This is where an great auto-responder come practical. You can create that free content once, and then set them in a sequence you want your readers to read them. Then it doesn't matter if someone gets on your list today and then the next guy next week. The system will send them the information you created in the order you have pre-determined.

Can you imagine doing all these yourself manually? Even with only 50 followers, this is a lot of work. What happens when your list gets to 10000 followers?

The 2 auto-responders I like are [AWeber](#) which is very easy to use and starts off at a very reasonable price

And if you are already a member of [GVO](#) for your hosting services, then you already may have an unlimited size of followers included in your [EresponderPro](#) service. Just log into your back office and you will see the EresponderPro in the left margin in the marketing tools.



## 8) Does FREE advertising work?

There are different kinds of free advertising. Free advertising does work if you choose the right kind for setting yourself as an expert.

Let me explain what I mean here. If you do a search for free advertising in the search engines, you will find sites that offer free classified ads. In the most part, people using these sites are other people looking for free classified ads as well. Some do have some success with these, but it takes a lot of views from others before you get the kind of traffic you want on your sites.

Link exchange sites are usually even slower. If you are into a program where you view so many sites to be able to post your own site in their directories, they almost never work. Almost everyone clicks on links to be able to bring their count up, but never actually view the page they just clicked on. So a lot of exchanges going on, but not much relevant traffic to your site. Exposing yourself to this kind of free advertising will just use a lot of your time and frustrate you in the end.

The best free advertising you can get are article marketing, social bookmarking, social marketing, etc. Those are the kind of marketing that will set you apart from the others. You can be lazy like exchanging your link to a free service no one ever truly views anyway. Writing an article on a subject in your niche will attract the kind of readers you want as potential buyers.

Creating a blog is great free advertising. This is where you will funnel everyone in your social marketing efforts to build your list of people who are relevant to your market. Bringing people to your blog through your social marketing like Facebook, Twitter and other places like that combined with the articles you write will set you as an expert in your field and people will want to know more about what you say and do. They will follow you to your blog for more information on what you suggest.

You don't have to be an expert writer to do these things. There are plenty of ways to get content for your niche to your blog without having to write all of it yourself. If this is the kind of thing you are looking for, just follow our newsletter.

Create backlinks to your blog. A backlink is a link that points to your blog from another website or blog. The best backlinks are the relevant ones. In other words the ones that come from a site in the same niche. But any backlink will help your ranking in the search engines as long as they are not from the "link farms". If you don't know what those are, do a search on "link farms" and then stay away from them as they don't help you.

At first, having a backlink from a relevant site is hard to get. But if you write articles and submit them to article directories in the right category, you just created a link to your blog. All article directories will let you place a link or two to your site at the end of the article. They publish your article for anyone to copy onto their own sites with the condition that it must not be changed and your link must be included.

When enough of these articles are being distributed everywhere, you create relevant backlinks to help you with traffic to your blog and help your ranking in the search engines.

## **9) I keep reading the money is in the list, but how do I get one?**

To start off, you heard right, the money is in the list. The bigger your list of prospect is, the better your success.

To build this list you need a lead capture page. A lead capture page is a website page where people will sign up to be on your list of prospect. They fill a form with their names and email address. You can ask for more information, but this will reduce the amount of people signing for your list.

But it's more than just making a page and expect people to just follow you because you have a form. You must show value for them to follow you. Unless you are a well known expert in your field, no one will fill that form.

Offer an incentive to follow you, this could be anything related to your business. For example, if you have a membership site about dog care, you may want to give a free report about how to find the best veterinarian care for your dog.

Now that you have your "bait", for lack of a better word, you also need a description on what people will be getting as part of your email list. This can be in the form of a written page or a video, or both. That is the content you will use to build your lead capture page.

Now the only two things left to do is get traffic to your page either with free advertising or paid advertising. And create your communication emails for your list and load them into your auto-responder.

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