



Internet **A B C**'s With Brett McFall



3 really important statistics to remember:

- **In 2006 more than 250 BILLION searches were done**
- **Total online sales accounted for \$170 BILLION**
- **2 BILLION people will be online by 2010**

Source: Forrester Research



**8 reasons why the
"Internet Lifestyle" is so cool**

- **You can work WHERE you WANT**
- **WAKE when you want**
- **No staff to pay**
- **No premises to rent**
- **Freedom, your business can be nearly 100% automatable**
- **Create as many businesses as you want**
- **Beginners can do it**
- **Lots of money to be made**



**An important concept to remember if you
want to survive long term on the internet:**

**You want to be
the general of the army...**



**Not the soldier in
the trenches**



#1 easiest product to sell

- **Information**
- **Why?**
- **Quick, easy and very profitable**

3 beliefs of a successful internet marketer

- **1ST BELIEF: Creating information products is easy**
"What could you create?"
- **2nd BELIEF: The product is important, but marketing is king.**
"What is the one reason I should do business with you over anyone else?"
- **3rd BELIEF: You don't need to know everything in order to be successful**

8 steps to a profitable online business

1. Find a hot niche market BEFORE you decide what to sell

- A niche is a group of people who are going online to find a solution to their problem
- Do some simple research to find out what they're looking for
- <http://freekeywords.wordtracker.com>
– uses Google too
- www.goodkeywords.com (free)
- <https://adwords.google.com/select/KeywordToolExternal>

8 steps to a profitable online business

2. Create a powerful, compelling sales message that educates your prospect to why they should buy NOW from you

- Without doubt, THE most important part of your website
- Not confident? Don't worry, there's a formula
- Overall, you need to talk in BENEFITS ... what's in it for the customer
- Search for copywriting software or learn how to do it yourself
- www.burpiesbybrett.com

8 steps to a profitable online business

3. Create a winning website that converts prospects into buyers

- Follow Google's lead and keep it simple
- Use plain black text on a white background
- Make it easy for people to purchase
- Give them an opportunity to opt-in to your database so you can communicate with them later
- www.bigpixie.com

8 steps to a profitable online business

4. Bring traffic to your site using the internet's best search engines

- Over 90% of internet users start with free search engines when they're looking for information online
- 2 ways to use search engines to bring traffic
 1. Pay-per-click (best for starters)
 - Google Adwords ... Yahoo Search Marketing
 2. Organic (takes more skill, but still possible)

8 steps to a profitable online business

5. Discover the power of cheap traffic ... and even FREE traffic

- 3 of the most powerful techniques you will ever use to drive a ton of traffic to your sites are:
 1. Articles
 - articlecity.com / ezinearticles.com
 2. Press Releases
 - Prweb.com
 3. Adding your comments to forums

8 steps to a profitable online business

6. Use email wisely to turn even more people into customers

- According to PostFuture, 82% of online buyers have made at least one purchase in response to an email promotion
- Buying is all about trust – so you should use email to build this trust account up
- Educate people to your value and your product's value
- www.worldinternetoffice.com

8 steps to a profitable online business

7. Increase your profits by selling new products to existing customers

- Statistics show that 1/3rd of your customers will buy from you again if you just ask them
- Best part is, there are no marketing costs involved on the 2nd purchase, so more profit
- Include an offer on your 'thank you' page
- Even sell affiliate products that relate to what you're selling
- www.clickbank.com

8 steps to a profitable online business

8. Have an army of people sell your product for you at no up-front cost

- Once you have a website that is working... the smart thing to do is to grow it before you move on to another project
- Launch your own affiliate program
- Affiliates are people who will promote your website on the internet and take a commission on the sales they produce
- Meaning no up-front costs
- www.worldinternetoffice.com

SUMMARY: 8 steps

1. Find a hot niche market BEFORE you decide what to sell
2. Create a powerful, compelling sales message that educates your prospect to why they should buy NOW from you
3. Create a winning website that converts prospects into buyers
4. Bring traffic to your site using the internet's best search engines
5. Discover the power of cheap traffic ... and sometimes even FREE traffic
6. Use email wisely to turn even more people into customers
7. Make even more money by selling other products to existing customers
8. Have an army of people sell your product for you no at upfront cost



Is this the ONLY model for an internet business?

- **No, you have total freedom – but this one is solid as a rock**
- **There are many others, some of which you'll see this weekend**



Other internet business models

- **Ebay**
- **Affiliate programs**
- **Adsense**
- **Membership sites**
- **Product and service websites**



What is a domain name?

- **It's your address**
- **www.hostingbay.net**
- **www.godaddy.com**



How to design a
webpage in 5 minutes
www.bigpixie.com



How to accept money online

www.paypal.com
www.eway.com.au
www.mals-e.com
www.worldinternetpay.com



Let's summarise what
you've learnt

- What's the important concept to remember if you want to survive long term on the internet?
- Be the general of the...
army
- Not the soldier in the...
trenches



Let's summarise what
you've learnt

- What's the no.1 easiest product to sell?
- Information
- Quick, easy and very...
profitable

Let's summarise what
you've learnt

- What are the 3 beliefs of a successful internet marketer?
- 1. Information products are...
easy to create
- 2. Product is important, but...
marketing is king
- 3. You don't have to know everything in order...
to be successful

Let's summarise what you've learnt so far

What are the 8 steps to a profitable online business?

1. Find a hot niche market BEFORE you decide what to sell
2. Create a powerful, compelling sales message that educates your prospect to why they should buy NOW from you
3. Create a winning website that converts prospects into buyers
4. Bring traffic to your site using the internet's best search engines
5. Discover the power of cheap traffic ... and sometimes even FREE traffic
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Let's summarise what you've learnt so far

Is my 8 step model the ONLY model for an internet business?

- No
- eBay
- Affiliate programs
- Adsense
- Membership sites
- Product and service websites

In 1969, a formal study was made within the education system that reveals the effectiveness of different types of learning. That study is what they called "The Cone of Learning".

After 2 weeks we tend to remember...		Nature of Involvement
90% of what we say and do	receiving "by-the-hands" coaching asking questions and interacting with your mentor	ACTIVE
70% of what we say	doing the real thing, i.e. your Internet Business	
50% of what we hear and see	watching videos attending seminars	PASSIVE
30% of what we see	looking at pictures & diagrams	
20% of what we hear	listening to audio	
10% of what we read	reading E-Books, Books & Manuals	

Study Source: Cone of Learning Adapted from Dale, 1969

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IMPORTANT

**Don't allow
yourself to get
overwhelmed
at this seminar**



**You can do this
You just need to
know how
*Congratulations***