Online MARKETING Start-Up Guide

Start-Up Your Online Marketing
Business Using 3 Simple Steps
- Part 1 The Tools -

Brought To You By:

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CONGRATULATIONS!
THIS REPORT COMES WITH
"GIVEAWAY RIGHTS"

[YES]   Can be given away

[YES]   Can be offered as a bonus

[NO]   Can be packaged

[NO]   Can be sold

[NO]   Can be edited completely and your name put on it

[NO]   Can be used as web content

[NO]   Can be broken down into new articles

[NO]   Can be packaged into an eBook or new product

[NO]   Can sell Resale Rights

[NO]   Can sell Master Resale Rights

[NO]   Can sell Private Label Rights

[NO]   Can giveaway Private Label Rights

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INTRODUCTION

If you are new to the online business and internet marketing world, not sure how to get it started or wanting to give the making money online thing a go, in this report I am going to show you an easy path to follow.

The online business thing isn't that hard once you work out what works for you and what you need to become successful.

I am not an Internet Marketing Guru. I don't drive a fancy sports car or own a million dollar mansion I can't guarantee or say that this will make you rich overnight, but after spending over 7 years working online one thing I have learnt is that you need the right tools and the right steps to give your business a chance of succeeding.

My easy 3 little steps will give you what you need and where to start to get your business heading down the right path.

Let's get going with the tools you need to get started.

STEP 1 - THE TOOLS

Without having the right tools you will not succeed in your online business ventures. That's a guarantee!

A mechanic can't fix a car without the right tools, a builder can't build a house without the necessary tools and equipment. It's the same with your online business.

If you don't get the proper tools for your business, you're not going to succeed.

So, what are the tools that you need?

TOOL #1 - A DOMAIN NAME AND WEBSITE

You will not have very much success with your marketing efforts without a website. You may have heard it all before but this is an essential tool so you can brand yourself.

Branding yourself allows you and your business to become known online. It gives you the chance to give your business its own unique presence on the Internet and make your business stand out and be noticed with the millions of other websites out there.

It is important that you have your own website so you can control your own content. You want to be able to advertise and promote your products and business on it.

Keep in mind when getting your website up and running that there are free websites and blogs out there but these also have strict advertising policies so it is best to purchase your own domain and website hosting. This way you can control your own content on your website.

To get started Hostgator can help you with your domain name and website hosting.

You can set up a website in a number of different ways, but the fastest and most cost effective strategy is to install a copy of Wordpress. You can then write detailed articles, reviews and descriptions about your business and what you are promoting or selling.

One of the best things about Wordpress, is that even if you are a beginner or have no experience in creating websites, it is very easy to use.

You can download a copy of Wordpress from:

http://www.Wordpress.org

TOOL #2 – AN AUTORESPONDER

You've probably heard it a million times "The money is in the list." Without an autoresponder you will not be able to build your list and maintain it.

An autoresponder is a service that allows your business to collect your potential subscribers and customers email address with their consent then be able to email them on a scheduled or on-demand basis.

You will be able to create a series of emails to start sending to your subscribers immediately upon them subscribing to your email list. This allows you to setup a series of emails to send over time promoting your business, selling your products, affiliate products or even a course as an example.

A good autoresponder service will allow you to send out broadcast emails at any time allowing you to promote all the latest affiliate offers as they are launched, keep your subscribers updated on your business and new products.

Developing a relationship with your customers and subscribers is an essential part of an online business. Using an autoresponder allows you to build and maintain this relationship. The better the relationship the better chance your business will have at making sales and an income for your business.

Here are a few resources that can help you with an autoresponder service:

Aweber – Offers 30 Day Free Trial

Getresponse – Offers 30 Day Free Trial

TOOL #3 – A PRODUCT...

The last tool you need for your online business is your own product. Now if you're a newbie or just starting out don't be discouraged about this. There is an easy way to come up with your own products without having to create them yourself from scratch.

You have possibly heard of Private Label Rights or PLR products. This is basically a product that someone else creates from scratch. They then sell you or giveaway the rights to be able to re-name, modify, edit and brand the product as your own.

By using PLR products, this gives you the option to be able to create your own unique product without having to come up with it yourself. This enables you to come up with a product such as a short report, eBook, course that you can give away to without having to go through the process of creating something yourself from scratch.

The reason you want to create your own product is so you have something to giveaway.

Remember the previous tool the Autoresponder service to collect emails and build your subscriber list?

You want a product of that is of value to someone in exchange for their name and email address. This is how you build your email list.

Once you start building your list, you can then market to that list any time you want whether it be your own products of affiliate products. That is what puts you on the road to success.

Here are a couple of resources you can get PLR products from:

[Resell Rights Weekly](#) and [Unselfish Marketer](#)

To recap, you need 3 tools in order to start your Internet business down the path to success.

1 – A web site so you can control the content.

2 – An autoresponder so you can follow up with your prospects.

3 – A product that you can give away to entice people to join your list.

I hope you have enjoyed reading Part 1 of my Online Marketing Start-Up Guide.   Grab your complete copy of my Online Marketing Start-Up Guide for FREE and get the other 2 steps needed to make your online business successful – Online Marketing Start-Up Guide

To your online business adventure ☺

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