

**Sen Ze's**

**Mini  
Encyclopedia**

**of Low-Cost  
High-Profit**

**Internet  
Business  
Models**



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# REFLECTIONS



I can be anything I want to be.

If I think I cannot, my mind will find  
excuses to ensure that I cannot.

If I think I can, my mind will find ways to  
ensure that I can.

Therefore since I have a choice as to what  
to think, I must only think the right thing.

I CAN.

I CAN.

I CAN.

Now watch me fly.

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## From The Laptop of Sen Ze

Hi,

You're about to enter the fascinating world of Internet Entrepreneurship through this Mini-Encyclopedia which acts as a general guide on mostly current and some past Internet Business Models. So fascinating indeed are they that I gave up practicing as a lawyer (I'm a qualified Barrister-at-Law from Lincoln's Inn, England) to become an Internet Entrepreneur quite a few years ago.

I intend for you to see what's on offer out there at a glance so that you can quickly go on your way to start or enhance your own Internet Business or to provide you with the inspiration to create a new one. This manual will save you lots of time and money by providing you with both the general principles as well as the specific steps you'll need to take to make each one a success. You'll also find some references to some top resources on some of the Internet Business Models contained here so that you can further excel in them. The past Internet Business Models are included with the hope that they can help spark a new Model in your head either through a twist that you can put on it, or in combination with any of the other established Models.

You'll discover the essential set up requirements for 19 (yes, nineteen) different, low-cost, high-profit Internet Business Models, their respective General & Specific Marketing tactics, their respective Profit Centers, their respective Users and their respective Pros and Cons. You'll also discover some of my own insights, having done quite a number of those Internet Business Models myself, or through my having dealt with participants of my [Internet Business Mentorship Program](#) or clients of my consultancy services who have created their own money-making Internet Businesses.

This manual was originally titled **"16 Different, Killer Money-Making Internet Businesses You Can Copy For Your Own"** when it was first published in 2002. Each Internet Business Model was numbered chronologically according to the way they were presented then, starting from No.1.

Due to the change in name and format in this Edition, where I have grouped together the 9 most popular Internet Business Models followed by the remaining 10 – you'll soon notice that the numbers for each Internet Business Model don't run in sequence in the following pages. However, this means nothing more than my wish in preserving the association of an Internet Business Model with its original allocated number.

In any case, you'll find a world that is very different and yet very similar to the off-line world. In a sense it is surprising, and yet in another it is exciting. Surprising because it's not a can of worms that I'll be opening for you as you may have thought, and exciting in that it doesn't require you to be a rocket scientist to be able to master the Internet Business Models of your choice.

The only requirement you must have is the desire to succeed, and your commitment to making things happen. The knowledge is already staring right at you within these 240+ pages.

With that said, here's wishing you every success with your own Empire of low-cost, high-profit Internet Businesses!

Warm Regards,

**Sen Ze**

[www.SenZe.com/16](http://www.SenZe.com/16) (Model No.2)

[www.Earn-US-Dollars-In-Your-Pajamas.com](http://www.Earn-US-Dollars-In-Your-Pajamas.com) (Model No.10)

[www.Free-Advertising-Newspapers-TV-Radio.com](http://www.Free-Advertising-Newspapers-TV-Radio.com) (Model No.2)

[www.Current-Top-Pick-Of-SenZe.com](http://www.Current-Top-Pick-Of-SenZe.com) (Model No.12)

[www.SOLOBIS.com](http://www.SOLOBIS.com) (Model No.15)

[www.OdysseyCo.com](http://www.OdysseyCo.com) (Model No.10)

# **The Top 9 Low-Cost, High-Profit Internet Business Models**

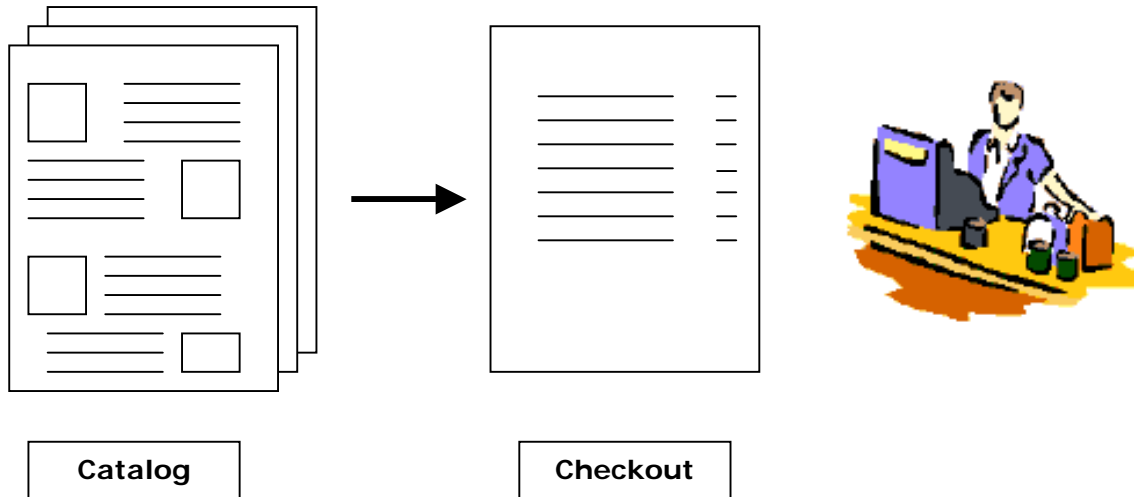
Ranked In Terms of Popularity Based On Feedback

From Participants In My 1-Of-A-Kind

[Lifetime Internet Business & Internet Marketing Mentoring Program](#)

## Internet Business Model No.1

### The "Comprehensive Catalog" Model The "Retailer" Model



In this Internet Business Model **ALL** you have on your web site is a CATALOG of items on a particular theme.

Forget "content" in the form of free articles. Your content is mainly made up of your product selection and their description.

You can sell any item that you can ship like books, household items, videos, CDs and so on.

Your target market is those who are already looking for the products in a niche category to buy. Their main concern is only what products to buy and from whom.

In most cases, you play the role of a retailer. You source for other people's products to fill up your Internet Store. Your Internet Store is your Web Site.

Your products can be digital (e-books, e-manuals) or physical (books, coffee mugs, sewing kits) or a combination of both.

If you are a prolific inventor, creator or writer of your own products, you will of course set up your own Internet store to carry your own products.

## You Will Need:



### 1. To Decide On A Theme For Your Internet Store

Don't try to sell everything to everybody because the costs of reaching out to everyone in terms of time and money is high.

Focus instead on a theme for your store and stock products that are related to that theme.

A good way to do this is to focus on a theme that you're **INTERESTED** in.

If you have an interest in skateboarding, you may just want to start a web store stocking nothing but skateboards and skateboard accessories.

Focusing on something you're keen on will keep you excited. You can also be relied on by your prospects to help them decide on the right skateboard to buy based on their requirements as part of your customer service.

You can't do that if you're selling something you have no interest in, like hot sauces, for example – unless you're a chef or food lover.

The theme I have chosen for my own store above is "Health & Beauty". Notice you'll immediately see my product images in the screen shot, with links to more similar products elsewhere on my site.

### 2. A Web Store Front

---



You need an electronic catalog to display what you have for sale.

An electronic catalog software enables you to log on via a web interface to easily update your products' images and description.

If you don't have an e-catalog software installed on your server, you'll need to mess around with HTML codes to create your web pages for your products.

Even if you're technically able to do this, the sheer number of products you're going to sell on your web site makes this task an unnecessary heavy one.

Thus an e-catalog software installed on your hosting server that you can access via the Internet through a web interface makes things a lot easier and faster for you to manage.

### **3. A Search Tool**

You'll need to install a search tool within every page on your site to enable your prospects to easily search what they're looking for.

While some visitors will go through every link you have on your site, some would prefer to do a search as it is quicker – especially when you sell a big number of products on your web site.

If you don't provide this tool you will lose customers who don't have the patience to wade through your catalog.

### **4. A Shopping Cart**

Since you're selling multiple products, you'll need software that remembers which items your customer has "picked" from your catalog of items.

You need an electronic shopping cart, and an electronic "checkout counter" that totals all the items in the shopping cart and adds sales tax (if any) for the customer to pay using his credit card.

There are many electronic shopping cart software out there and you'll need to ensure that your shopping cart is integrated with your payment system.

### **5. A Real-Time Credit Card Processing System**

Your ability to accept credit card payments on-line is crucial to your success.

If you don't have this ability, you will lose money because you're not facilitating your potential customer's wish to buy from you with the least possible hassle.

Requiring him to write out a check every time he wants to buy from you provides him with a "barrier" to ordering. He needs to search for his checkbook, write the amount, find an envelope, look for a stamp and then send it off.

With a credit card, he can order your product within a minute or two.

Thus a credit card processing system is essential to not just this Internet Business Model, but to all other Internet business models that sell a product or service off a web site.

You'll also require a REAL-TIME credit card processing system that processes your customers' credit card while he's still looking at his computer screen.

A real-time credit card processing system will return a positive or negative confirmation of a valid credit card for the purchase within 30 seconds or so after your customer has keyed in his credit card details and pressed the "Submit" button.

If you don't process credit card payments in real-time, you'll be at a disadvantage because having a customer wait half a day or more for confirmation that their credit card is good or bad will either give you a less than professional image, or lose you sales as his first card may not be valid, and he has lost the impulsive purchase of your product by looking around for a second credit card to key in and waiting another few hours at least for another confirmation.

Thus the ability to accept credit card payments together with a real-time credit card processing system is essential to the growth of your Internet business.

However, not everybody can, or would like to get, his own credit card merchant account.

There are certain terms and conditions that would-be merchants must meet for their own credit card merchant account, and those terms and conditions may either not be very appealing to the would-be merchant or cannot be met by him.

### **Credit Card Merchant Account**

#### **i. If You Want To Have And Can Get Your Own Credit Card Merchant Account**

The discount fee (the amount your credit card merchant account provider deducts from your sale price as their commission) is about 3% max but there may be a high set up fee with other miscellaneous fees, you'll need to install the software on your server, and you'll need to integrate your merchant account with the shopping cart of your choice. The choice of credit card merchant account providers is so wide that it is difficult to even start comparing which provider is the best one for you.

There are also other fees you should be aware of if you're looking to get your own merchant account.

**Set-up fee can vary between \$0.00 - \$300.00**

**Equipment fee can vary between \$300.00 - \$1200 (you can also lease the equipment as an option)**

**Monthly equipment leasing fee can vary between \$15.00 - \$100.00**

**Monthly payment gateway fee can vary between \$10.00 - \$15.00**

**Monthly minimum fee may be \$25.00**

**Monthly statement fee is usually \$10.00 - \$15.00**

**Discount rate is about 3% max**

**Transaction fee can vary between \$0.20-\$0.35**

Thus there are many costs involved in having your own credit card merchant account, which is a problem when you're just starting out. If you've been doing business for a

while with a normal merchant account, it's a simple matter of checking to see whether your credit card merchant account provider allows you to take Internet orders as well.

**ii. If You Don't Qualify For Or Don't Want A Merchant Account**

There are 3<sup>rd</sup> parties credit card processing companies that will process your credit card orders using their credit card merchant account. Their discount fee is usually higher (up to 20% max, which can be considerable if your margins are slim) but the set up fee can be zero, depending on which provider you go with.

However, this is the way to go for most merchants selling digital or high-margin products as they don't have to bother with the inconvenience of putting in an application following strict terms and conditions, waiting for it to be approved, and setting up the necessary software for it, and then integrating it with their shopping cart.

Most 3<sup>rd</sup> party real time credit card processing service providers integrate their credit card service with a shopping cart so that you don't have to.

However, if your margins are slim, you will likely need to get your own credit card merchant account in order to earn a decent profit. Giving away 20% to your provider when your margins are only 30% or less is obviously not a good idea.

There are many providers for those who do not wish to have their own credit card merchant account and their set-up fees, discounts and level of services as well as the type of goods they will accept, vary.

I use Clickbank for my digital products and 2CheckOut.com for services and physical products. I have also used PayPal.

Of course, you should also accept as many different forms of payment as possible, including checks. Clickbank now provides you with an on-line check checking facility as well, as does iBill.

GoEMerchant.com gives you a Merchant Credit Card Account, Internet Store Builder, Shopping Cart, Real-Time Credit Card Processing Gateway, Hosting, Secure Server, Product Search Engine and more all for less than \$60.00 a month! Their credit card discount rate is only 2.29% and their per transaction charge is \$0.30 with a minimum of \$15.00 a month.

**6. Products To Sell**

If you're already operating a conventional store, you would already have suppliers of products for you to sell.

If you're just starting off, you'll need to either create your own products or source for other people's products to sell.

Your sources could come from big manufacturers, smaller enterprises or individuals, depending on what you're selling.

Deciding on a theme will also allow you to focus on specific suppliers and make your task a lot easier.

See "Fulfilling The Orders" below.

#### **7. A List of Prospects To Sell To**

You can build your own list of customers to sell to, but this can take you months or years.

You can however jump-start the process of finding customers by renting mailing lists of customers you're targeting. While this is not as good as selling to your own list, it can be a good alternative for starting off.

Or you can start a useful newsletter that relates to the products you sell and build up a subscriber base yourself.

Or if you want to quickly build up your subscriber base, you can buy subscribers at [WorldWideLists.com](http://WorldWideLists.com).

Or you can do a Joint Venture with other mailing list owners by sharing your revenue with them in return for a mailing to their list with your offers. You may even decide to give your joint-venture partner 100% of the net profits so that you can quickly create your own mailing list that you can sell to again and again in the future where you keep 100% of the profits.

#### **8. Fulfilling The Orders**

You need to hire people to fulfil orders for you, unless you're selling digital products. You will need to keep stock of your products and pack them before shipping them.

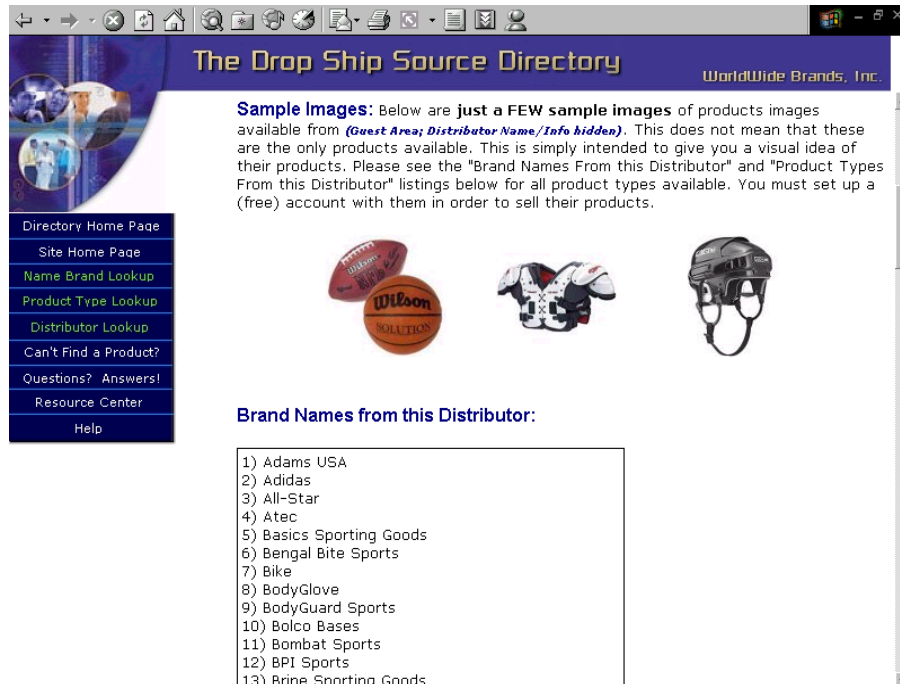
However there are manufacturers of products who are happy to ship your goods for you, under your own label. They're called "Drop Shippers".

You simply take the orders from your web site and do a back-to-back order to the manufacturers who will then fulfill the orders for you. Find them in the following directory:

[The Drop Shipping Directory](#)



Within the on-line Drop Shippers Directory, you'll be able to find thousands of products you can sell. The above screen shot shows the huge variety of products under the "Sports" category alone.



If you use Drop Shippers to fulfill all your orders, you are now in business as an on-line retailer without having to stock a single product!

## **Building Credibility**

Before any prospect becomes your customer, you must be seen as a credible merchant. You must do all that is necessary to give the real impression that you are seriously in business for a long time to come.

You can do this in many ways. For this Internet Business model, credibility is provided by the following:

### **i. Your Web Store Design & Layout**

First impressions count. The better your store looks and the more “expensive” it appears, the more credibility you have.

If you have good web designing skills, you are able to project this image at a much lower cost than it appears.

Don't skimp on this, however. If you need to hire a designer to do the job for you, please do it.

Then integrate your e-catalog software within your web design so that you can easily update your catalog and have a consistent look throughout your web site.

### **ii. Your Comprehensive Catalogue**

The more items you have on display, the more credibility you appear to have.

Psychologically, this makes sense as the sheer number of products you have on display would obviously require you to have spent a lot of time putting them all up on your web site – which is what a real business should be doing in the first place.

### **iii. Your Product Descriptions**

In addition, the BETTER you describe your products, the more credibility you have because your prospects or customers can consciously see that you have devoted a lot of time and money in getting them to buy the right products at your store.

Product descriptions will make or break you. Spend some time mastering the art of writing compelling descriptions for each product or you'll be making less than you should.

It's like writing ads for your product within your own catalog. **Get this right or you will lose money!**

Photos or images of the product you're selling speak a whole lot more than words alone. You must get good-quality images for your most popular items at least so that your customers can at least see what they're buying, which makes the buying process easier.

However photos or images alone without proper descriptions of the product being sold will affect your sales – thus your ability to write to influence your prospect to buy is crucial. Make sure you spend quality time on learning how to write to sell.

### **iv. Regular Mail-Outs**

If you send this out regularly it will show your prospects and customers again and again that you're still in business, as well as introduce new products for them to buy.

The longer you have been sending it out the more credibility you have. E-mail Newsletters can also be passed around from one recipient to another, thus helping to promote your business without additional effort on your part.

You can send out e-mails on a fixed schedule (depending on what you're selling, this can be every week or fortnight) or on an ad hoc basis. You will get sales every time you send out a mail because people don't stop buying the stuff they want to buy. So if you're looking for a quick jump in your sales right now, have a sale on selected items and send out an e-mail to your list – and watch your sales soar overnight.

v. **Good After-Sales Service**

This proves that you take your business seriously. You can conduct a satisfaction survey, or provide support over the phone or e-mail or provide a Support Bulletin Board.

If you take your business seriously, you'll do all your can to have your customers' questions answered and attended to as soon as possible because they will continue to buy from you for years to come.

vi. **Endorsements by Joint Venture Partners**

If you can arrange for a Joint Venture endorsement deal for your products with another established retailer, you will go a long way towards establishing your own credibility. This is because the customers of your good Joint Venture Partner will trust whomever he endorses. Any successful Joint Venture Partner worth his salt will never endorse another without first checking out the quality of the endorsee.

vii. **Discussions by members of communities of your theme store**

Sometimes you get free word-of-mouth advertising by people discussing you, the products you carry and your level of service on the many web-based Discussion Boards or newsgroups.

Thus it is imperative that you provide the best products and service you can as a merchant as bad experiences with you can also be discussed. Although you can't be perfect all the time, you'll find that the odd complaint that surfaces will result in happy customers defending you vigorously.

Likewise, if you're a bad merchant, you'll have all the complaints mounting up with such force that your business will be negatively affected. When you're on the Internet, you're very vulnerable – so strive at all times to provide top-quality service.

## **Making Your Money**

Apart from making money from the difference between your selling price and your actual cost of the products (your margin), you can also make money from the following:

1. **Membership Fees From Your Customers For Year-Long Privileged Discounts On Items**

Some customers are attracted by a privileged club and would buy more products from you that they otherwise wouldn't. And you get a yearly renewable income from the membership fees. You make more profits all the time.

Just charge, say, a \$20 a year membership fee that entitles the member to purchase all new items at 10% off, and before non-members get to know about it.

**2. Charge Advertising Fees For Advertisement Inserts In Your Newsletter**

In addition to showcasing new products you have to offer every week or so, you can allow other advertisers of the products you don't carry to advertise within your newsletter for another source of revenue.

**3. Endorsing Other Products That You Don't Carry**

You may do an endorsement of a product that you don't carry for whatever reason, within your newsletter for additional profits.

## **The Pros**

**1. The Content Of Your Web Pages Is 90%-100% Filled With Products**

You don't need to provide tons of articles to draw traffic and returning traffic unlike some of the other Internet Business Models.

This Model will assume right from the start that your visitors are already looking for something to buy.

**2. You Don't Have To Have Your Own Products To Sell**

You're simply reselling other people's products at a mark-up.

There is no cost to you to create new products. If a product doesn't sell, simply drop it from your catalog and source for another one to sell.

## **The Cons**

**1. You'll Need To Constantly Update Your Web Pages With New Products And Delete Old, No-Longer-In-Production Products**

This is a full-time job that will eat into your marketing time, unless you hire somebody to do it. However you may be able to get away with a weekly update that takes only one day to put together.

**2. You'll Need To Continuously Source For The Products You Want To Carry**

This is especially true if you're just starting out. However, once you're more established you will have suppliers of products looking for you – and you can then dictate terms somewhat, because you would have a list of customers that the supplier can immediately tap into.

**3. You'll Need To Create And Send Out Regular, Periodic Mailings Of Your Newsletters With Special Offers, Announcements, Etc.**

This is to keep your customers coming back and it can be a time consuming task, depending on your sending schedule.

But the good news is that for every mail that you send out you'll bound to have some sales, especially if you update your catalog before each and every mail out. Customers who have bought from you and are happy with your service will buy from you again and again.



**4. You'll Need To Maintain A Good Relationship With Your Customers**

Your customer service must be as good as you can reasonably deliver it. Otherwise they'll buy from somewhere else.

**5. You May Not Have Exclusive Rights To Sell Those Products And Thus You Will Be Competing With Other Retailers Within Your Theme**

Thus a strong differentiating factor is very important – and what differentiation you need to have must be worked out before you launch your store. You **MUST** be different from similar retailers in some appealing way or you won't last long.

**6. You Need To Fulfil The Orders Yourself**

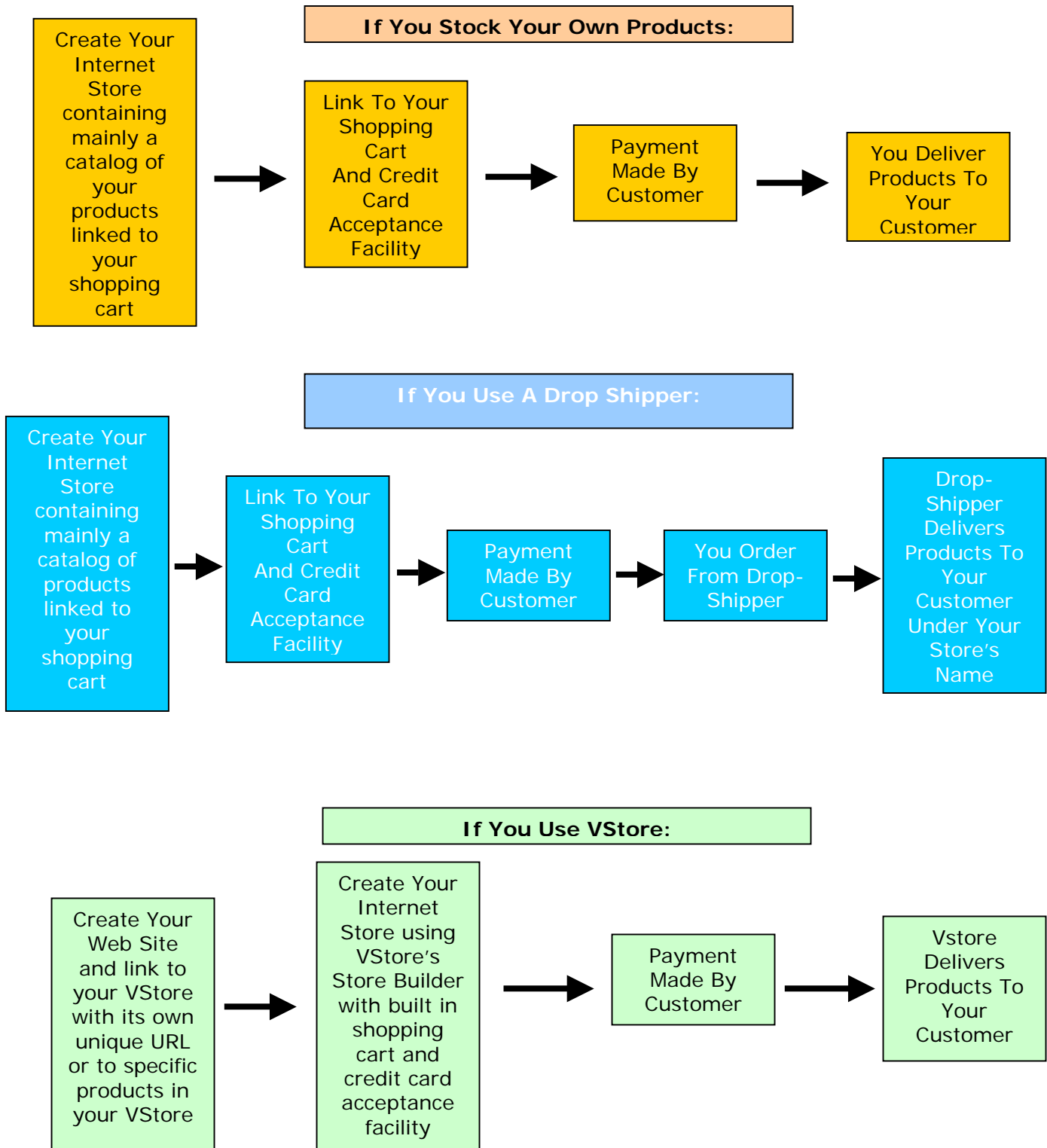
Which means you'll have to ensure that the products you're carrying are in stock, you'll need to pack and ship them yourself. This is in addition to all the marketing you'll need to do.

However there are drop-shippers around who you can make use of to ship the products for you, thus saving you the hassle and cost of doing so.

**7. Your Margins May Be Low**

Your margin depends on the products that you sell and the prices that you get from your suppliers. If you stock physical products, your margin may range from 10% - 40% (eg. books). However, you can focus on products that can give you a higher margin instead to ensure that you get good returns from your efforts.

## SUMMARY



## Marketing Internet Business Model No.1 The Comprehensive Catalog Model

You're a Retailer selling products are a mark-up.

You'll need to draw **TARGETED PROSPECTS** to your web site and hope that they will buy your products once they're there.

Your **MAIN** ways of marketing under this Model will include the following:

### 1. Buy Banner Advertising In Other Web Sites With A Similar THEME As Yours

The disadvantage of banner advertising is that the percentage of click throughs is very low – less than 1% on average.

The advantage of banner advertising is the fact that their rates can be very cheap – which is also due to their low click-through rates.

Alternatively you can pay for every click on your banners (Pay Per Click) instead of by paying per thousand impressions (CPM).

### 2. Buy Classifieds/Solo Advertising In Other E-Zines On A Similar Theme As Your Store

Choosing the RIGHT e-zine to advertise in is the key here.

If you're buying classifieds, the position of your ads, the no. of other classifieds ads in the same e-zine and your ad copy will determine your response rate.

If you're buying solo ads, the frequency of those ads and the text in the subject box of the e-mail containing your solo ad that is sent out by the e-zine owner will determine the rate of the e-mail being actually clicked on and read.

Once it is clicked on and read, what you write for your solo ad thereafter determines whether the link within that leads back to your store gets clicked on or not.

Go to [www.ezine-universe.com](http://www.ezine-universe.com) for a list of e-zines you can try out. Or simply do a search on Google.com on topics related to your products and subscribe to e-zines that appear to be run by successful sites to get a feel of whether you should advertise with them.

### 3. Buy/Rent Targeted Mailing Lists To Send Your Offers To

There are many mailing list brokers who purport to sell the freshest e-mail names for your mail outs. Beware – sending out e-mails to those who did not request for your mail is spam – and you should avoid this.

### 4. Submit Your Web Site Optimized For Selected KEYWORDS Related To Your Theme/Product To The Free Search Engines For A HIGH Listing

This relates to Search Engine Optimization – go to [www.searchenginewatch.com/webmasters/index.php](http://www.searchenginewatch.com/webmasters/index.php) for a tutorial on how you can increase your chances of being listed high in the search results for particular keywords that relate to your site.

**5. Bid For Selected KEYWORDS Related To Your Theme/Product At The Pay-Per-Click Search Engines To Appear High On The List Of Results For Your Keywords**

This is the fastest way of getting seen by searchers looking for sites containing the keywords – but it can also cost you a tidy sum in marketing dollars when you have lots of competitors going for the same keywords.

The top Pay-Per-Click Search Engine is Overture.com. They get lots of traffic each month, but they're also the most expensive to use.

You can also try Google's AdWords Pay-Per-Click service. Your ad will appear to the right of the free search results. The more relevant your ad is to the keyword being searched and the more times your ad is clicked on together with the amount you're willing to pay per click, the higher your ad will appear which will result in more clicks. Google's AdWords operate on different rules and is not as straight-forward as Overture's model – however they can be cheaper to use as well.

**6. Write Articles That Relate To Your Theme With A Bio Box At The Bottom Leading Back To Your Site And Submit Them For Publication In E-Zines With Similarly Targeted Readers**

This technique will cost you only your time and will provide you with good exposure.

However, writing a good article that talks about the products that you stock that e-zine publishers would want to publish and finding those e-zines to accept your articles can take up a considerable amount of time and effort.

Join [www.web-sources.net](http://www.web-sources.net) and find other publishers looking for articles to publish in their e-zines.

**7. Send Out Updates Regularly About Your New Products That You Have In Stock In Your E-Newsletter**

Apart from getting you instant sales every time you send it out, this e-newsletter will get passed around by some of your prospects to their friends looking for the same products to buy.

The **MOST IMPORTANT** marketing activity you must do in this Internet Business Model is No.7 above.

You **MUST** send out an e-newsletter to announce the arrival of new products or new stocks of old products because this one activity will also help bring you new targeted prospects to your site when it is passed around via e-mail to your prospects' friends.

If you're always selling the same items like flowers, then you'll make special offers via e-mail for special occasions like Valentine's Day or Mother's Day.

## **Step-By-Step-By-Step**

### **1. Stocking Your Products In Your Own Store**

#### **OPTION A: CREATE YOUR INTERNET STORE COMPLETE WITH CREDIT CARD MERCHANT ACCOUNT USING GOEMERCHANT'S PACKAGE**

##### **1) Use GoMerchant's E-Commerce Total Package**

This includes an on-line, menu-driven Internet Store Builder to build your Store without any programming knowledge, shopping cart and credit card merchant account and unlimited hosting, for one monthly fee (they used to charge US\$59.95 a month for this Package, but you'll need to apply for a quotation from them now).

##### **2) Get Your Domain Name**

Go to [EMatrix Inc](http://EMatrix Inc) to get one and point it to GoEMerchant's servers.

##### **3) Market Your Internet Store**

See section on Marketing.

#### **OPTION B: CREATE YOUR INTERNET STORE USING BUILDERSPOT.COM**

##### **1) Use BuilderSpot.Com's Free On-Line, Menu-Driven Internet Store Builder**

Build your on-line catalogue, and have it hosted by them for US\$19.98 a month.

##### **2) Apply For A Credit Card Merchant Account & Credit Card Payment Gateway**

You may be able to get Builderspot.Com's Free Merchant Credit Card Account through their partner Bankcard Millenium, and set up your Authorize.Net Internet Payment Gateway for free (note: there is a monthly payment of \$20 for continuous use of the Gateway). Bankcard Millenium charges 2.25% and 29 cents per transaction, with a \$10 a month statement fee. Otherwise you can apply for a PayPal account and have money transferred to you via e-mail.

##### **3) Set Up Your Catalogue On BuilderSpot's Control Panel**

There are 3 different designs. Activate your Shopping Cart.

##### **4) Register Domain Name**

Point your Domain Name to BuilderSpot's servers.

##### **5) Market Your Internet Store**

See section on marketing.

### **OPTION C: CREATE YOUR INTERNET STORE USING DREAMWEAVER**

- 1) **Design Your Catalogue Using DreamWeaver's "WYSIWYG" Web Builder**  
Ensure that you already know what your store should look like, so that you can get your designing done quickly. You'll need to create both "thumbnails" and full-blown professionally-taken photos of your products.
- 2) **Incorporate A Search Engine For Your Site**  
This is to enable your prospects to quickly find what they want. There are many solutions available on the market – check out FreeFind.com or Atomz.com for one that you can use for free (with certain limitations).
- 3) **Get A Credit Card Merchant Account With 2CheckOut.Com**  
Create a catalogue for your products complete with Payment links provided by 2Checkout.com once you set them up on 2CheckOut.com's Control Panel
- 4) **Paste Those Links Into Your Internet Store Using DreamWeaver**  
2CheckOut.com will generate the HTML codes for payment links automatically for you. Simply copy and paste those payment links at the appropriate places.
- 5) **Register Domain Name**  
Go to [EMatrix Inc](http://EMatrixInc.com) and register one for just \$7.85 a year.
- 6) **Get Hosting From SiteHost4u.com At US\$5.99 A Month**  
You get 100MB of space, which should be enough to start.
- 7) **Upload Your Internet Store To Your Sitehost4u Server Using FTP**
- 8) **Market Your Internet Store**  
See section on Marketing.

**2. Using Drop-Shippers**

**1) Source For Your Drop Shippers Using The Drop Shippers Directory**

Look for products that appeal to you, and from various suppliers so that you can have a good number of products to show on your catalog.

**2) Discuss Terms And Conditions With Them**

There may be agreements for you to sign and return.

**3) Create Your Web Site**

Follow the Steps above under the 3 different Options.

**4) When You Receive An Order From Your Customer**

Order from your Drop Shipper's web site with your credit card or e-mail the order to the Drop Shipper's fulfillment department and have them deduct the order amount from your credit card, the details of which they have on file.

**5) Have The Drop Shipper Confirm With You When They Have Shipped The Order Under Your Label**

Good Drop-Shippers will inform you of each and every delivery that they have made, in order for you to track their shipment.

**3. Create Your Own Vstore**

VStore provides you with over 1,000,000 (1 million) products including branded ones like Sony, Casio, Play Station, Pierre Cardin under various categories of products.

Link to your own VStore from your own web site (optional) with content related to the products you're selling. VStore provides the hosting, product images, description, shopping cart, credit card payment facility and delivery!

Your VStore will also link back to your own web site so that you don't lose your traffic – and you can name your Internet Store anything you like.

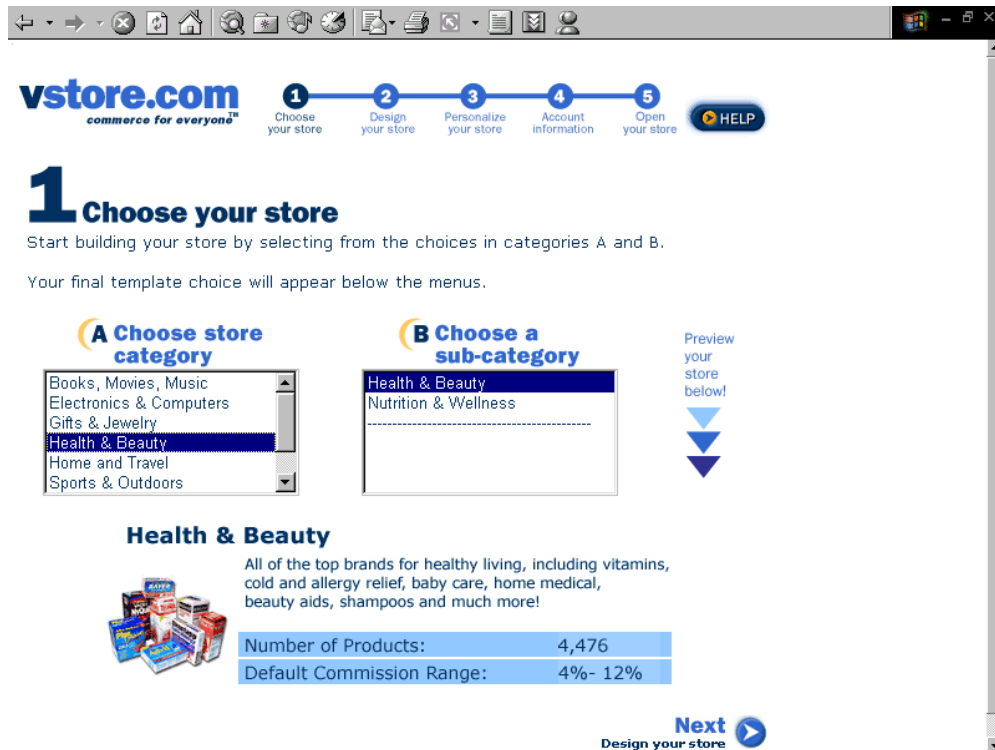


**1) Create A FREE Vstore Using Vstore's Own On-Line Internet Store Builder That Comes Integrated With An E-Catalog Software, Shopping Cart And Credit Card Payment Acceptance System**

Your own Vstore with its own unique URL can be created in 5 minutes flat using their on-line Internet Store Builder.

Below is a screen shot of their super-easy 5-Step on-line Internet Store Builder:





There are only 5 Steps in all. Simply follow the instructions on screen as you see them.

- 2) Get Your Own Domain Name At [EMatrix Inc](#)
- 3) Point Your Domain Name To Vstore's Servers Using [EMatrix Inc's](#) Control Panel
- 4) Market Your VStore.

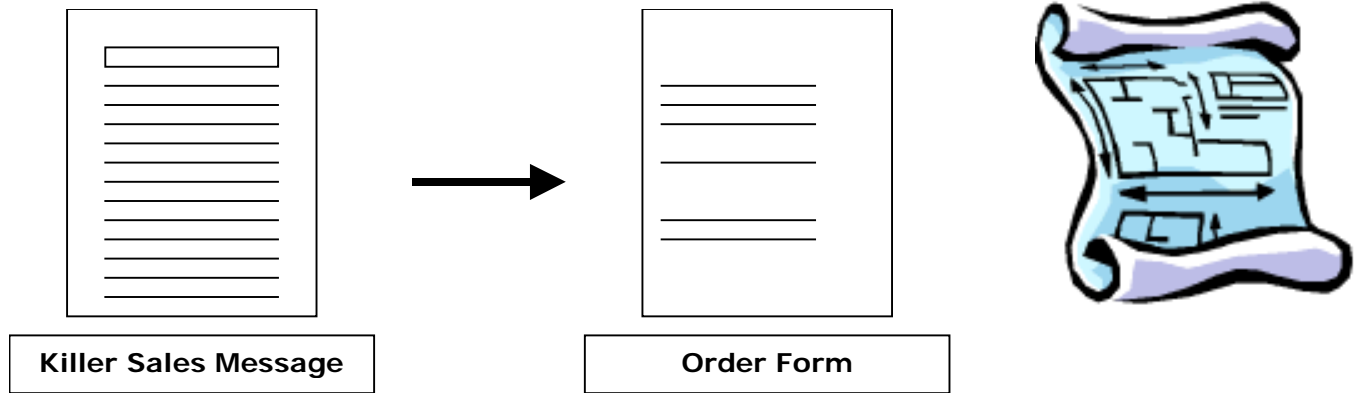
Please note that the VStore opportunity is only available to US Residents currently.

## **Success Factors**

1. **Unique & Irresistible Advantage (UIA)**
2. **Good domain name**
3. **Good web design**
4. **Easy navigation**
5. **Search engine**
6. **Easy, hassle-free ordering process**
7. **Good and compelling descriptions**
8. **Professionally-taken photos/well-drawn illustrations**
9. **Speedy and efficient Customer Service**
10. **Customer Loyalty Program**
11. **Holiday Programs**
12. **Upsell at checkout**
13. **Regular Mail Outs/Announcements**

## Internet Business Model No.2

### The "Killer Sales Letter Only" Model



This is probably one of the most attractive Internet Business models available for you to adopt and adapt as your own.

In its most basic form, all it takes is a description of the product you're selling, which is then linked to an order form with a real-time credit card processing system.

Your web site consists only of a one-page message from you telling your visitors what you're selling, why they should buy from you, and a button that links to an order form. That's it!

### You Will Need:

#### 1. A Product You Can Call Your Own

You can either own this product or have the exclusive rights to sell it. The most important thing here is the fact that you are able to set your own prices and the margin of profit without having to worry about anybody else competing with you for exactly the same product. Your product can be digital or physical, but you'll do well with a digital product as the advantages are many.

### Creating A Digital Product

You can sell any product using this model. However, if you sell a digital product like an e-manual, you have the following benefits:

- 1) You don't have to print your manual as it sits on your host server
- 2) Therefore you don't have to stock it
- 3) And since it is delivered via a digital download, you don't have to mail it to your customer. In addition, he takes delivery of the e-manual himself – after he has paid you via credit card. There's nothing else for you to do to complete the sale unless he experiences problems with the download – which should be a rare problem with a reliable host.

If you sell a physical product, make sure you have your product professionally photographed – in a studio, if possible. Image is everything, and if you look like an amateur, you'll not be able to price your product at the level you want.

**2. A Descriptive Domain Name**

Get a good descriptive domain name as a marketing tactic.

If your product is an e-book containing tips on avoiding taxes legally, you may want to include the word, "tax" or "avoiding tax" in your domain name to describe what you're selling.

**3. A Killer Sales Letter (KSL)**

This is nothing more than a very compelling description of your product that targets the right prospects and makes them want to click on the "Buy Now" button while they're at your site.

In this model, your KSL literally makes or breaks your sale. It is crucial that you know exactly what is involved in a proper KSL so that you can immediately taste success.

This is the most important component of this Internet Business Model. You must get this part right first and foremost or everything else is irrelevant, because there is no other page to look at!

Writing a KSL is not an easy task. I can take a few days or even weeks to get just the RIGHT copy that I'm comfortable with.

**4. A Real-Time Credit Card Processing System**

Simply sign up with one of the many providers on-line.

There are many providers and each one will have their own offers that may appeal to you more. And one of the best for digital products is found in the following link. Clickbank has established a solid reputation for being very reliable, and they pay on time every 2 weeks.

**5. A Follow-Up Autoresponder System**

This is to send out follow-up mailings to your prospects that did not buy the first time they went to your site. The follow-up mailings are really follow-up Killer Sales Letters giving you many more chances to sell your product even after they've left your site. How many follow-up mailings you would like to send depends on whether they are only Killer Sales Letters or a combination of useful articles and Killer Sales Letters.

**6. An Associate/Affiliate Program**

You need to set this up to create an army of marketers (your Associates/Affiliates) for your Product in return for a share of your selling price.

Most of the marketing of your Product will therefore be made by your Associates or Affiliates once you've set this up. Your Associates get a real-time Associate Sales Reporting System showing them the results of their efforts, how many sales have been made, and the amount of the check made out to them, among other things.

Your efforts will then be focused on marketing to potential Associates to get them to sign up, and providing the necessary materials for them to properly market your product for you like banner ads and classified ads that have all been tested by you to have been effective.

Your Associate Program is probably the most important component of your marketing program in relation to all the other ways for you to get traffic to your site. You'll still use the other methods of drawing traffic, of course, but your Associate Program is the most important one of all.

A good way to run an Associate/Affiliate Program is to go with a 3<sup>rd</sup> party provider who handles all the tracking for you and sends your Associates/Affiliates their checks on time. You don't bother with the administrative part of your Associate/Affiliate Program so that you're free to improve on your product, create new ones or market them some more.

Clickbank's Associate/Affiliate Program software is integrated with their credit card processing facility complete with a network of Associates/Affiliates you can immediately tap into. Click below:

### **Running A Successful Associate/Affiliate Program**

Setting up your Associate/Affiliate Program also involves you providing marketing materials for your Associates/Affiliates.

You'll need to create banners, write sample advertisements for your product in various formats, create sample endorsement letters, provide your product images and so on for your Associates/Affiliates to easily copy and/or modify to suit their needs without them having to do a lot of thinking themselves. Your objective here is to make it as easy as possible for them to do the job of selling for you.

Once you've set up your Associate/Affiliate Program, the next step is to ensure that you know how to run it to give you the best results. How do you take care of your Associates/Affiliates? How do you motivate them to do better? How do you sign up new Associates/Affiliates without too much effort?

You can submit your Associate/Affiliate Program to Affiliate Directories like [www.Refer-It.com](http://www.Refer-It.com). You can mention your Associate/Affiliate Program on your web site. You can mention it in your E-Zine.

You can motivate your Associates/Affiliates by running contests where you reward the highest performer for a particular month with either cash or other incentives. You can also do this by regularly keeping in touch with them through e-mail or the phone. You may pay your top Associates/Affiliates more commissions.

## **Building Credibility**

- 1. A Well-Designed Web Site Will Go A Long Way Towards Building Your Credibility**  
Dispense with all the bells and whistles and animation and just have a good clean persuasive Sales Letter. Keep your graphics to a minimum except where necessary to show a graphic representation of your product, or how you look like.
- 2. A Good, Relevant Domain Name**  
Choose one that describes the product you're selling.
- 3. Verifiable, Real Testimonials For Your Product**  
Include the buyers' full name and their web site address if possible. The more your satisfied buyers can be verified and contacted, the more credibility you will have.
- 4. Optional: A Sample Chapter From Your E-Book**  
Sometimes you sell better by giving a free sample chapter, sometimes without. You'll need to test to find out.

## **Making Your Money**

- 1. You Make Some Of Your Money Selling Your Main Product At The "Front End"**  
The question you should ask yourself is: Do you want to make your product a loss leader – by pricing it very affordably in order to get as big a market as possible so that you can introduce your other higher-priced products to them later? Or do you want to make a bit more upfront as it is your only product, or "star" product?
- 2. You Then Make More Money Selling Related Products As An Affiliate Or Endorser As "Back-End" Products To Your Purchasers**  
The back-end products can include your own, higher-priced products, or other people's products.

## **The Pros**

- 1. If Your Product Is Digital In Nature Like An E-Manual, Your Purchaser Will Take Delivery Via Digital Download.**  
There is nothing to print, nothing to stock and nothing to mail out. You save a lot of trees in the process.
- 2. Everything Is Automated Once You've Set Up Your Affiliate Program And Created Your Army Of Affiliates**  
If your Associate/Affiliate Program is managed by a 3<sup>rd</sup> party like Clickbank, even your Associates/Affiliates' checks are made out and mailed to your Associate/Affiliates by them.
- 3. You Don't Have To Fill Your Web Site With Pages And Pages Of Information, Only The Relevant Ones Required For You To Do Your Selling Then And There**  
It need only be one page long if that's all you need to sell. Indeed, most sites simply have one page that scrolls down until the end of the message. Variations of this is to break up the long Sales Letter into 3 or more pages if the long page takes too long to load.

## **The Cons**

**1. You Need To Create Your Own Product Or Have Exclusive Rights To Sell Somebody Else's Product With A Reasonable Margin For Yourself And Your Associates**

While creating information products can be easy for some, it can also be difficult for those without a flair for writing. And getting exclusive rights to somebody else's products will cost you money up-front unless you can strike a deal with him to pay him on a per-sale basis.

**2. You Need To Be Able To Write A Compelling Sales Letter, i.e. A Killer Sales Letter**

Writing a Killer Sales Letter is not an easy skill to acquire. It is however the most important component of this Internet Business Model because if you don't get your KSL right, you'll sell very few of your products.

**3. You'll Have To Deal With Support Issues – Your Buyers May Have Difficulties Downloading, They Can't Open Your File, And So On**

This will eat into your time that you can use to make more money through creating new products or marketing.

However, once you're super successful, you can hire an assistant to deal with matters like that and thus free up your time to do other things – like creating another digital product.

## Who Should Use This Model?

If you're an **expert in any reasonably big field (in terms of the size of your target market)** and you're able to teach others how to do something that will otherwise cost them lots of time, money and effort, then this Model is especially suitable for you.

The good thing about information e-manuals, apart from the fact that they don't require you to print out and stock, is that they can:

### **1. Bring You Income You Can't Otherwise Get Because Business Is Too Good**

Assuming you're a Dog Trainer. Your income is limited to how many hours you have in a day to do your training.

What if you're fully booked which means that you can't take additional orders? Does this mean that you're limited to how much you can earn?

An e-manual called maybe "How To Train Your Dog In One Week Or Less" is the answer. It's cheap to produce and deliver via the Internet, and will provide you with an additional source of income by easily tapping into the "Do It Yourself" market.

### **2. Bring You Income You Can't Otherwise Get Because Business Is Not Good Enough**

You may be the best there is – but if nobody knows about it, it's useless.

An e-manual is the perfect vehicle to showcase your expertise, market your name, bring you LEADS and make you some money all at the same time.

Thus if you're a Dog Trainer who can do with more business, put up an information e-manual with a Killer Sales Letter and sell it for a decent price.

If you market it aggressively and correctly, pretty soon you'll be receiving orders from dog owners to physically train their dogs because they will discover from your e-manual that you're the expert you claim to be.



## Other Examples of Information Manual Candidates

**"How To Invest In The Stock Market Without Losing Your Shirt Every Time" manual**  
For Expert Investors

**"How To Play The Piano Like A Pro Within 3 Months, Not Years"**  
For Piano Teachers

**"How To Sing Like A Pro In 10 Days"**  
For Singing Teachers

**"How To Be An Exceptional Stand Up Comic"**  
For those looking to join the entertainment industry

**"How To Be A Millionaire Magician"**  
For Magic Teachers

**"How To Play The Electric Guitar"**  
For Guitar Teachers

**"How To Bring Up Smart Children"**  
For Trainers specializing in training children

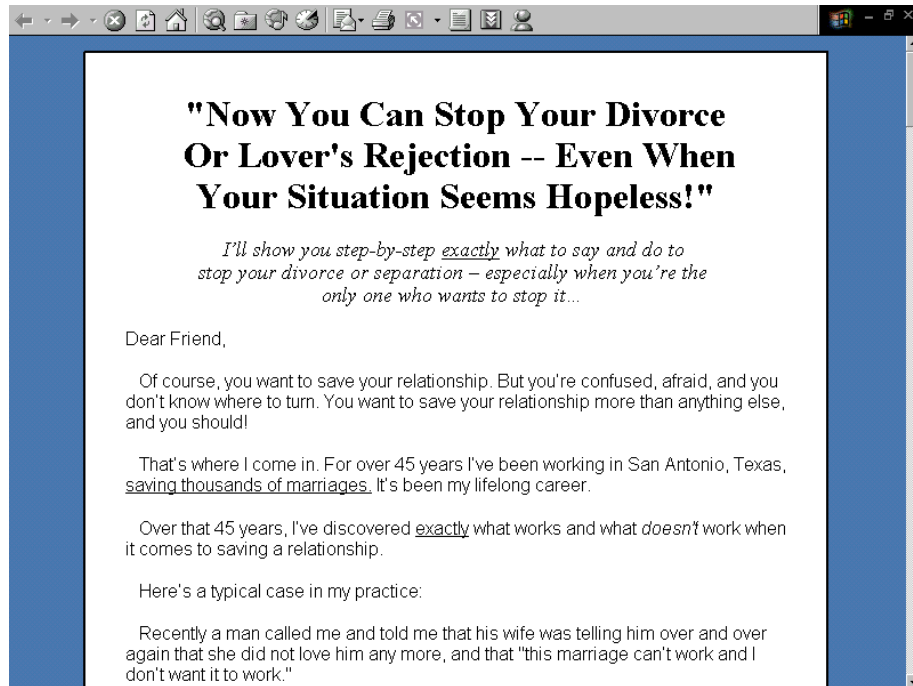
**"How To Be A Math Wizard Within 10 Days Even If You Can't Count To Start With"**  
For Math Wizards

**"How To (insert your expertise here)"**  
For any expert

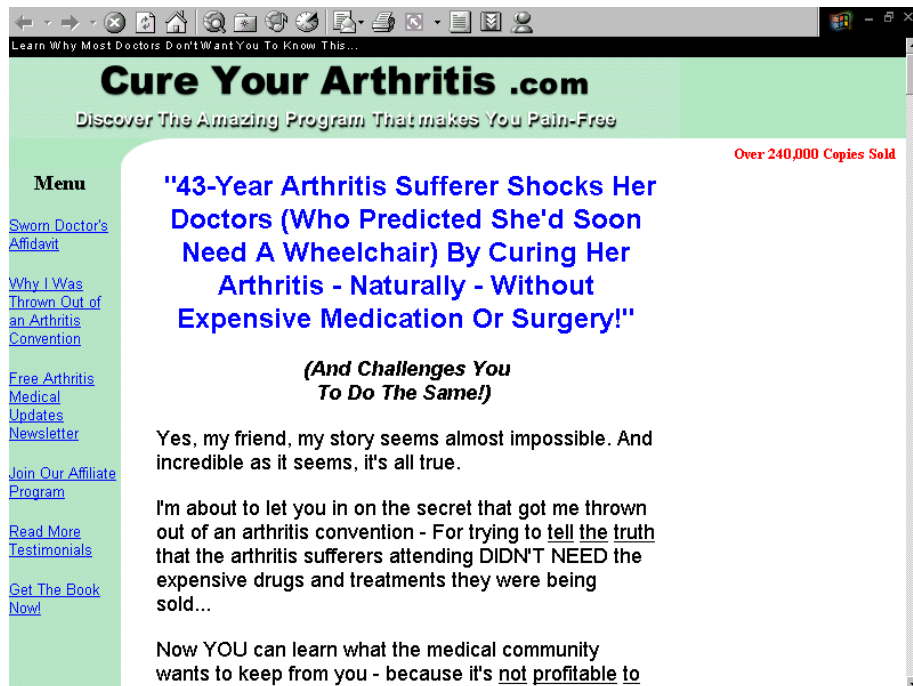
In short, information manuals have a huge potential cutting across all industries – so put on your thinking cap and start working on one to sell on the Internet!

## Some Real-Life Examples

A marriage counselor's e-book on preventing divorces at <http://www.stopyourdivorce.com>. Sells for \$79 a copy:



A discoverer of an arthritis "cure" selling her information for less than \$20 per copy at <http://www.cureyourarthritis.com>



Information on dating women at this [Seven Magic Words](#) site



**Ohio Man Reveals All His *Secrets* For Attracting And Dating Beautiful Women!**

Discover How He Meets **Dozens** Of Beautiful Women Just By Saying The **Seven "Magic" Words** To Them!

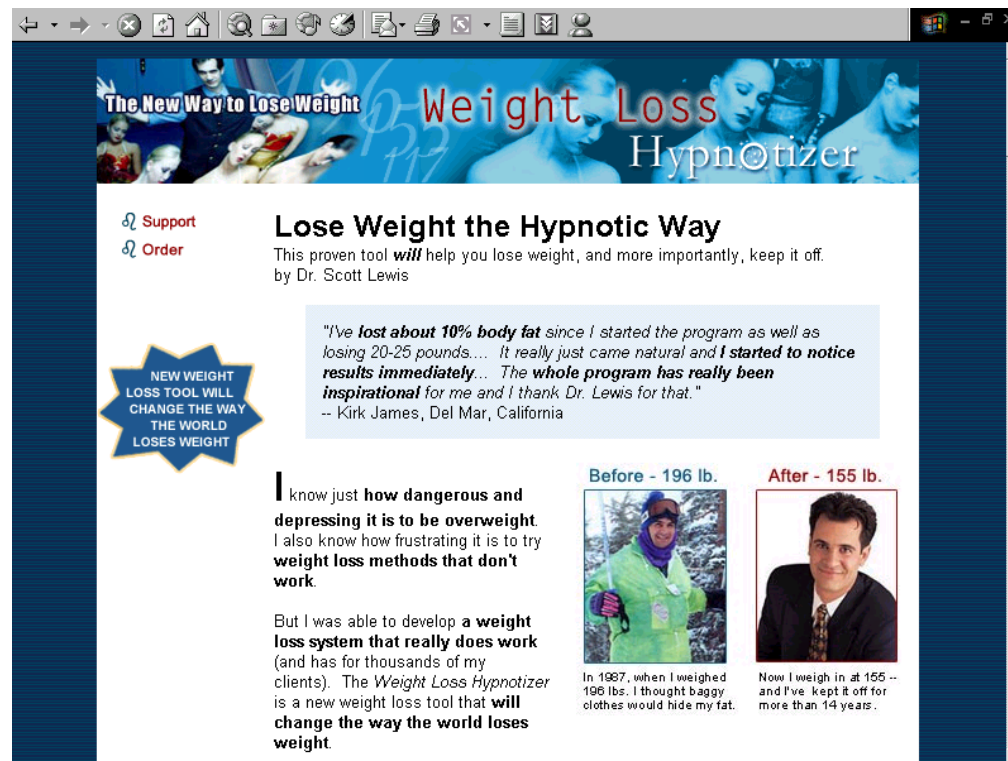
*Amazing! I went out yesterday and said the Seven "Magic" Words to 12 women... and 4 of them have already called me for a date! I can't believe it... this actually works!*

*Jim Stevens - Buffalo, NY*

Dear Friend,

How much is the ability to meet any kind of woman you want worth to you?

Losing weight using [Hypnotic Audio files](#):



**The New Way to Lose Weight** Weight Loss Hypnotizer

[Support](#) [Order](#)

**Lose Weight the Hypnotic Way**

This proven tool **will** help you lose weight, and more importantly, keep it off.  
by Dr. Scott Lewis

*"I've lost about 10% body fat since I started the program as well as losing 20-25 pounds... It really just came natural and I started to notice results immediately... The whole program has really been inspirational for me and I thank Dr. Lewis for that."*


*-- Kirk James, Del Mar, California*

**NEW WEIGHT LOSS TOOL WILL CHANGE THE WAY THE WORLD LOSES WEIGHT**

**I** know just how dangerous and depressing it is to be overweight. I also know how frustrating it is to try weight loss methods that don't work.


But I was able to develop a **weight loss system that really does work** (and has for thousands of my clients). The **Weight Loss Hypnotizer** is a new weight loss tool that **will change the way the world loses weight**.

**Before - 196 lb.**



In 1987, when I weighed 196 lbs. I thought baggy clothes would hide my fat.

**After - 155 lb.**



Now I weigh in at 155 -- and I've kept it off for more than 14 years.

## Marketing Internet Business Model No.2

### The "Killer Sales Letter Only" Model

You're selling your own product off a web site.

You'll need to draw **TARGETED PROSPECTS** to your web site containing your Killer Sales Letter and hope that they will buy your products once they're there.

Your **MAIN** ways of marketing under this Model will include the following:

**1. Submit Your Associate Program To Associate Program Directories**

You're going to leverage on the efforts of your Associates in marketing your product for you by referring prospects to your web site containing your Killer Sales Letter.

Thus you'll need to invest some decent efforts into recruiting Associates, and where better to do this than by submitting your Associate Program description to Associate Program Directories, like [www.refer-it.com](http://www.refer-it.com).

**2. Convert Your Customers Into Your Associates**

A happy customer is your best marketer. Simply offer all your customers the option of becoming your Associate at the end of your e-book with a link back to your Associate Program Center.

**3. Convert Your Prospects Into Your Associates**

A killer sales letter can convert only 4% of those who read it into customers – the other 96% can be converted into your Associates with just a simple e-mail message that is sent out about 2 months after the last e-mail in your series of Autoresponder has been sent out.

**4. Convert Your E-Zine Readers On Another Related Site Into Associates For This Product**

If you publish more than one e-zine on related topics, it's a good idea to leverage on the subscribers of all of them to sell all of your products.

Simply announce the opportunities on all your related e-zines and set up an autoresponder with the right instructions for interested parties to e-mail to.

**5. Buy Advertising In Associate Program E-Zines Announcing Your Associate Program**

Some publishers in Associate Program Directories do publish an e-zine announcing the latest Associate Programs – you can either wait for the publisher to announce your Program for free (in which case you may have to wait until he has space for you) or you can appear almost immediately by the next issue if you are willing to pay for a featured spot.

The success of your featured spot will depend on the subscribers' interest and how you word your Associate Program.

**6. Write Articles Related To Associate Selling With A Bio Box At The Bottom Leading Back To Your Site And Submit Them For Publication In E-Zines For Associate Programs**

Your exposure will be free for you as you're contributing some content for the publisher. However your success in this method depends on whether the publisher finds your article useful enough for his readers to want to publish it.

## **7. Look Out For Super Associates**

Not all Associates are created equal – some are far, far better than the others.

Especially those with huge mailing lists of their own that they communicate with regularly.

These Super Associates may sometimes have their own products to sell but if your offer and product is right, they wouldn't turn you away unless you're a direct competitor.

So simply select a list of keywords that are related to your own Product and go to Google.com and type them in. From the list of results that are returned, simply go through them one by one to get the contact address and no. of the most suitable Associate for your product.

Remember, if they're listed high in the search results at Google, it means they're getting tons of free traffic already. Then all you have to do is to approach them with your offer and cross your fingers.

## **8. Hold Contests For Your Associates**

Associates are human – and they're only as motivated as you are.

Thus by providing prizes that have a high perceived value (some valuable report) or even cash prizes for the highest-performing Associate for the duration of your contest, you can move a lot of your products than you could if you were to just leave your Associate to motivate themselves to sell for you.

When you hold a contest, every one of your Associates wins even if there's only one prize – because their increased efforts will likely result in sales they otherwise wouldn't get due to laziness.

### **NOTE:**

The reason for the emphasis on recruiting Associates for this Model is very simple – you want as many of them as possible so that they can do the marketing work for you, especially when it comes to paid advertising like buying banner and classified/solo ads, bidding for Pay-Per-Click keywords and so on.

Getting many links back to your site because of your numerous Associates will also result in a higher link popularity rating that some free search engines look at in ranking your site higher in their search results (however, this won't work if you have an Associate Program run by Clickbank as your site URL will not be shown).

## **9. Submit Your Optimized Web Site To The Free Search Engines For A High Listing For Results On Searches On Your Keywords**

Here you're using your own marketing efforts to sell your products.

While you can rely on your Associates to help you market, it's important to know that 99% of Associates don't do anything – and you'll need to constantly be on the lookout for good Associates to market your Associate Program to.

## **STEP-BY-STEP-BY-STEP**

### **1. CREATE YOUR PRODUCT**

#### **1) Write Your Book Or Report In Word**

Microsoft's Word is a good word-processing program that allows you to format your publication the way you want it. You don't have to write an entire book, if you have valuable information in the form of a 10-page report that nobody can find anywhere else – like the latest secret of making money from the Stock Market that you have accidentally discovered that made you \$100,000 overnight, for example.

#### **2) Get The Cover For Your Book Or Report Designed And Paste It Into Your Word Document (Optional)**

Although this is optional, it's best to pay a good designer to do it for you as your prospects do judge your document by its cover. Simply paste it into your Word document as the very first page. Save this completed book into your special Directory that you've created for this project.

#### **3) Convert It To Adobe PDF Format**

Install a copy of Adobe's Distiller Program and you'll see 2 red icons in your Word program. Click on the leftmost icon and the conversion to Adobe PDF format will start. It'll only take you a few minutes.

#### **4) Disable The "Copy" Function And Save To Your Computer Hard Disk**

This is important because you don't want your customers to be able to copy your document.

### **2. NAME YOUR INTERNET BUSINESS - DOMAIN NAME**

Register Domain Name at [EMatrix Inc.](http://www.EMatrixInc.com) Get a good, descriptive name for your domain that is related to your product, containing the keywords that are related to it. See the section on Domain Names.

### **3. GET SPACE FOR YOUR "STORE" - HOSTING**

Get hosting services for your web site from SiteHost4u.com. Their service level is top-notch, although they are not the cheapest.

### **4. ACCEPT PAYMENT BY CREDIT CARD – GET YOUR CREDIT CARD MERCHANT ACCOUNT**

Sign up with Clickbank to get Credit Card Processing Services & Associate tracking services. Simply go over to <http://www.clickbank.com/selling.html> and follow the instructions on signing up. I chose Clickbank as my Credit Card Payment Processor because they've proven themselves to be very reliable and they have an integrated Associate Program software which saves you the trouble of having to install one yourself and integrating it with a Credit Card Payment System.

### **5. CREATE YOUR SUPER SALES PERSON – WRITE YOUR KILLER SALES LETTER**

Write your Killer Sales Letter and ensure you have answered the following 4 questions very well:

1. Why should I want to buy this PRODUCT in the first place?
2. Why should I want to buy it FROM YOU?

3. Why should I pay you the PRICE you want for it?
4. Why should I pay you NOW?

See the section on how to write Killer Sales Letter in this manual. However, you'll have to ensure that your Killer Sales Letter matches Clickbank's Guidelines at <http://www.clickbank.com/setup.html#sales>.

## **6. CREATE THE ORDER LINK**

Simply follow the instructions on Clickbank's web site on creating your payment link, which looks something like the following:

<http://www.clickbank.net/sell.cgi?nickname/linknumber/linktitle>

where "nickname" is your Clickbank nickname you registered yourself as when you signed up as Clickbank's merchant, and "linknumber" is the number you've assigned for your product (1, 2, 3, etc. If this is your first product, the number is "1"), and "linktitle" is the name of your product.

Insert this Payment link from Clickbank into the Killer Sales Letter. Make sure you describe this Payment Link as "Click Here To Order" or "Buy Now By Clicking Here" or something similar that is a call to buy.

## **7. CREATE YOUR "THANK YOU PAGE"**

Create a "Thank You" Page thanking your customer for his purchase and showing him the link he needs to click on to download your e-book/e-report. Make sure it follows Clickbank's Guidelines at <http://www.clickbank.com/setup.html#thankyou>. Upload this page to your host, and remember its URL.

## **8. ROUTE SUCCESSFUL CUSTOMERS TO THE "THANK YOU PAGE"**

Instruct Clickbank to route successful purchases to the Thank You Page URL. Log in to the administrative center of your Clickbank account to do this.

## **9. SET UP YOUR FOLLOW-UP SYSTEM FOR THOSE WHO DIDN'T BUY – INSTALL A SEQUENTIAL AUTORESPONDER ON YOUR HOST**

- 1) Buy the lifetime license to AutoResponsePlus3 and have a professional programmer as recommended by ARP3 install and test it.
- 2) As it is being set up, think of a good title for your newsletter that you will be writing for those who didn't buy your book. This newsletter has to relate to the topic covered by your e-book, and it can contain extracts from it, or other information not covered by it. You would want to provide a series of articles of at least 6 or 7 parts, or continuous tips on your topic. The objective of the series of e-mails is to build your credibility further, remind them of your existence, and ultimately to persuade them to buy from you each and every time. Start writing those articles or tips as your ARP3 is being set up using your NotePad and saving each article separately.
- 3) Once ARP3 has been set up, create the Autoresponder that will contain your series of articles (it can be called, [articles@yourdomain.com](mailto:articles@yourdomain.com)). Then add each article to this Autoresponder, one by one, and specify the Intervals between each article. You can set an interval of anywhere between 3 days to 4 weeks between each article.



- 4) Create a **Pop-Up Box** in HTML format containing instructions for subscribing to your newsletter and subscription boxes (the codes for the subscription boxes are generated by ARP3 for you upon your request) for subscribing to your Follow-Up Autoresponder System. Make your description for subscribing to your newsletter an enticing one so that your prospect cannot resist not signing up for it. Make this Pop-Up box smaller than a regular browser window. Upload this Pop-Up Box to your host server and remember its URL.
- 5) Create a **"Thank You For Subscribing" Page** for those who signed up for your newsletter. Make sure it fits within the dimensions you've set for the Pop-Up Box because there's where this Page will appear. Upload this HTML page to your server.
- 6) Log on to ARP3 and instruct ARP3 to route the successful subscriber to this "Thank You For Subscribing" Page.
- 7) In the KSL web page (which you have not uploaded to the server yet), paste the HTML codes in the right positions that will execute the Pop-Up Box **ONLY** when the prospect doesn't click on the order link in the Killer Sales Letter.

## **10.SETTING UP YOUR ASSOCIATE PROGRAM CENTER**

### **1) Create Your Marketing Materials**

You will now create your marketing materials that your Associates can use to promote your product. You will need to write a number of different classified ads, a few different solo ads, a couple of endorsement letters, some banner graphics, some articles that end with your biography at the bottom in which the Associate can insert his Associate link, and graphic images of your product. Put them all up on different web pages and create another main Web Page that has a menu linking to those different pages.

Upload all the web pages to your Associate Center Directory on your host server. Remember the URL for this page.

### **2) Create Your Autoresponder To Collect Your Associates' E-Mail Addresses**

Log in to ARP3's Control Panel and create another Autoresponder with the address, [associate@yourdomain.com](mailto:associate@yourdomain.com). Set it up with a text message thanking the Associate for signing up for your Associates Program, and telling him to click on the URL above that contains all the Marketing materials that he may want to use to promote your product.

Once the above is done, use ARP3 to generate the HTML code that will create text boxes for the Associate's name and e-mail address. Use this HTML code for 3) below.

### **3) Introduce Your Associate Program**

Write a web page with a short introduction to your Associate Program and details on the amount you're paying in commissions. Instruct your new Associates to join you by typing in their name and e-mail address in the text boxes that will be linked to another Autoresponder containing details on how they can market your Product for you. Paste the HTML code under 2) above to make those text boxes and the Submit button show up.

Upload this web page to your host server. Remember the URL for this Introduction To Your Associates Program page.



**4) Link to your Associate Program Center from your Killer Sales Letter**

You can link to the Introduction To Your Associates Program Page under 3) above from your Killer Sales Letter. The right place to link this can be either at the top of your KSL or the bottom (after your P.S.) or both.

**11.UPLOAD YOUR KILLER SALES LETTER!**

Since your KSL contains the various links to your Order Form, the Associate Center and the HTML codes for your Pop-Up boxes, it's the last web page that you will upload.

**12.TEST EVERYTHING**

Now that you've got everything set up, log on to your Clickbank Control Panel and set the price of your product at "0.00". Test your Order link on your Killer Sales Letter. See whether it goes to the Clickbank Order Form. Fill up the form with data and then click on the "Purchase" link with "0.00" as the purchase price. See if it routes the order to your Thank You For Purchasing Page. Click on the download links on this Thank You Page and see if your manual actually downloads into your browser in PDF format.

Check to see whether the Pop-Up Box containing instructions on subscribing to your newsletter does actually pop up if you don't click on the order link or go to another web site or close the browser or click on the browser "back" button. Then check to see if you see a "Thank You For Subscribing" Page after you've subscribed.

Click on your Associate Program link on your KSL and see if it takes you to the Associates Program Center with information on your Associate Program and instructions for your new Associate to fill in the text boxes to get the Marketing Materials via e-mail. See if the "Thank You For Subscribing" Page is shown after the Associate has clicked on the Submit button. See if the Associate gets an e-mail telling him where to go to get your marketing materials.

If something doesn't work properly, you'll know what to fix. If everything works as they should, you're ready to go live.

**13.ACTIVATE YOUR CLICKBANK ACCOUNT**

To do this, you'll need to request Clickbank for the price limit for your product. Clickbank requires you to provide them with 10 different items before they will approve the price that you're seeking to sell your product for.

Go to <http://www.clickbank.com/setup.html#limit> to see what they are. You'll need to e-mail them at [limits@clickbank.com](mailto:limits@clickbank.com) once you have all of those things.

Clickbank will respond to you within a few days. If you're approved, you'll be asked to pay your Activation Fee of \$49.95 the next time you log on to your Control Panel. You can pay this with your credit card, and once you've done this, you can now start marketing on the Internet!

Log back into your Clickbank Control Panel and set the price back to the price you want to sell your product for. Clickbank's price limit is \$50, so if your price is below this amount, simply pay Clickbank \$49.95 to activate your account. Once this is done, you can go live and start marketing your web site and accepting payment for your product!

**14.MARKET YOUR WEB SITE**

See the section on Marketing.

**15.SUBMIT YOUR ASSOCIATE PROGRAM FOR LISTING IN ASSOCIATE PROGRAM DIRECTORIES**

This is to get you new Associates for your e-book or e-report. Go to Refer-It.com, AffiliateBase.com, AssociatePrograms.com and other similar Associate Program Directories and submit details of your Associate Program for listing in their Directories, for free. The more Associate Program Directories you submit your details to, the better.

## **Success Factors**

1. **Good Killer Sales Letter**
2. **Smooth Automated Follow-Up System for those who didn't buy**
3. **Accurate tracking of Associate sales**
4. **Paying your Associates on time**
5. **Good Associate recruiting techniques**
6. **Keeping your Associates motivated**

## Internet Business Model No.4

### The "Membership Site" Model



This is similar to Internet Business Model No.3 above except that you publish your information at a restricted area of your web site.

You will mail out a notification e-mail telling your subscribers that the latest issue of your publication is available at the restricted area. Your e-mail may contain snippets of your articles. Your subscribers will then log on using their username and password.

The advantage of this model over Internet Business Model No.3 above is that you won't have your subscribers passing your e-mail containing your information around. You can also monitor abuses of usernames and passwords through the use of software, and you can format your publication anyway you like as it is in HTML format, or you provide downloads of PDF documents on the restricted area of your site.

This is particularly appealing if you publish high-quality and much-sought after information that you charge a high price for – like stock investing tips, for example.

In essence, after you've set up your restricted site, all you are doing is basically selling access to your site in the form of a password which can vary each time and tied to the user's login ID.

### You Will Need

#### **1. To Provide The Content That Your Subscribers Want To Have**

Give them what they want and give it to them in huge quality doses. See the "You Will Need" section under Super Internet Model No.3 above under item No.1 to discover what your subscribers may want to pay you to produce.

#### **2. A Good Mailing List Program To Manage Your Subscribers**

You'll need a good mailing list program to manage your subscribers, especially if they begin to number in the 5 figures. You will need to publish a Notification Mail telling your subscribers of the latest addition to your site. Or you may wish to publish a free e-newsletter with useful tips on topics that complement your membership site. This free e-newsletter will further directly market your membership site as it will be passed around by your subscribers.

Get a good mailing list provider here if you have a huge number of subscribers like Sparklist.com.

### **3. Software To Regulate Restricted Area Of Your Web Site**

You'll be publishing your materials at your web site, and thus you will need to restrict access to your paid members only. You'll need to install a membership site software to issue usernames and passwords, and to check on their abuses.

Check out the following for a good software you can install on your own server:

<http://www.monster-submit.com/sentry/>

### **4. Notification E-Mail**

You'll need to send out a notification e-mail to your members that your latest issue is up at your web site.

While your own web host can provide you with a mailing list server, it is usually an add-on feature to your web hosting and thus will not have advanced features that you may need when your subscribers start to go into the five-figure range.

### **5. A 3<sup>rd</sup> Party Real-Time Credit-Card Processing System**

You'll need to be able to process credit card payments on your site.

There are 3<sup>rd</sup> party payment providers dealing only with membership sites, and they will also provide membership management software to go with it (and so you don't have to get your own membership management software under No.3 above), as well as an Associate/Affiliate program for your site.

Check out Ibill.com and Globill-Systems.com for 2 such providers.

### **6. A Publishing Schedule**

Membership sites can vary in their publishing schedules as compared to Newsletter publishing. This is because their content can take the form of "Diaries", detailing things that are happening as the writer goes along, taking the subscribers with him on his journey.

Discussion Boards can also form part of the content of the site with inputs from various members. Whatever new information that needs to be put up can be done as and when the owner of the site deems appropriate.

In addition, membership sites can also contain many quality resources that a member cannot finish reading or reviewing in a short period of time. Audio and video files can also be put up, and will take hours and even days for the average member to finish reviewing.

Thus there are many things that can be put up on a membership site that both give the member a lot of value (like the quality resources in the form of audio and video materials) and give the owner help in content (like inputs by members on Discussion Boards). Things are always dynamic at a membership site, especially those that charge a recurring cost (whether monthly, quarterly, half-yearly or yearly) as opposed to a lifetime membership charge.

Membership sites charging a lifetime access charge will make recurring revenue by continuously buying Resell Rights to certain e-manuals and selling them to the big base of members, or by re-selling those and other complementary products as an Associate/Affiliate. In this case the site owner easily becomes a Super-Affiliate with each announcement of a new product guaranteed to bring in the cash within a few hours.

## **7. A Killer Sales Letter**

Selling subscriptions to membership sites is simply the selling of access to that site, or the selling of passwords. Thus there must be a Killer Sales Letter that can bring across a huge amount of value to the prospect in return for the prospect's money for the issuance of the password to him. Selling passwords is no different from selling any other product, and thus the right way to sell is still by following the formula as set for the writing of Killer Sales Letters.

## **Building Credibility**

### **1. You Must Show That You Are An Expert In Your Field Or That You Can Gather Them Together For The Member's Benefit**

Who is in charge of the membership site is probably the main reason for any member wanting to join a site. He's looking for a good resource place to learn and profit from. Any testimonials or proof of what you've done previously would help tremendously in creating that credibility on your part. Look for endorsements from other experts in the same field, if possible. Otherwise you can still get testimonials from your own previous customers to start off – on your ability, and if not your ability, on the quality of the materials you have within your site.

### **2. Your Site Must Be Well Presented And Look Professional**

You're not giving out freebies – you'll be charging your members for access. It's very important that your site looks the best it can. Hire a designer to at least design a template for you to start off. Don't skimp on this part – it'll make a lot of difference to your success.

### **3. Your Membership Sign-Up System Must Be Smooth & Slick**

If you are hosting your own membership management system, make sure it works as it should. You don't want to have members signing up only to have them looking frantically for their confirmation e-mail telling them of their user ID and passwords. Thus you must give very specific instructions that should be seen by the just-signed up member on your web site and another time via e-mail for his records. If you don't have a good membership system set up properly you'll be asking for trouble, especially when you've done a good job with the marketing of your site.

You may want to dispense with this headache by using the services of 3<sup>rd</sup> party real-time credit card processing service providers who also provide a good membership management system that could screen out fraudulent or misuse of the passwords given out. They have invested a lot in their software so that you can look good. Give them their share of the selling price in return for peace of mind – it's well worth whatever they're asking.

## **Making Your Money**

### **1. Subscriptions**

If you charge a recurring fee on a periodic basis, you have to ensure that you inform the subscriber that his credit card will automatically be charged to automatically renew his membership until he decides to cancel. Automatic renewal is one of the keys to success with membership sites as this makes it very for members to remain a member.

### **2. Selling Products That You've Bought The Resell Rights To Or Selling New Products To Members As An Associate/Affiliate or Endorsing Another Person's Product In A Joint Venture**

This is especially important to you if you charge a one-time or lifetime membership fee, because you'll not be earning any recurring income from subscriptions. New products are being created all the time and it is not difficult to look for those that are suitable for your members. If you site has delivered the value as you've promised, you can be sure that a big percentage of your subscribers will buy whatever product you recommend – but you do have to ensure you are recommending at least good, if not outstanding, quality products to them. Your credibility is at stake, so be very careful.

## **The Pros**

### **1. Your Overheads Will Be Low As You Have No Paper Costs To Worry About**

Since everything you have is sitting on your server. You merely mail out your notifications of new stuff on your restricted web site when you do have new stuff.

### **2. You Have Nothing To Stock**

You store everything you have in your server.

### **3. You Have Nothing To Send By Regular Mail**

Thus saving you lots of time stuffing envelopes and sticking stamps on them, and travelling to the post office to send them off.

### **4. You Don't Have To Observe A Regular Publication Date**

As you're not publishing a newsletter, this saves you from observing a fixed schedule. However, you do have to stuff your server with tons of useful information in the first place – which should take your members a long time to finish, if that is at all possible – so it's a time tradeoff from a regular publication to practically a one-off set-up. However, you'll still need to add new stuff from time to time, if you're going to charge for renewals.

### **5. You Get Recurring Income From The Majority Of Members Year After Year After Year**

If you're constantly adding new items, articles, audios, videos and other stuff to your site that will take a long time for the average member to finish, you'll likely get good renewal rates when the time is up for renewal.

## **The Cons**

- 1. You Need To Focus On An Area That Can Provide You With A Lot Of Areas To Cover**  
An example of this is marketing, or tips on investing in the stock market. This is crucial so that you don't run out of things to write about.
- 2. You Need To Have Lots Of Different Materials On Different Topics**  
You must be able to source for high-quality articles, audios, videos, software and other digital stuff related to your area. Assuming you can source for them, evaluating them in itself can be a very time consuming process.
- 3. You Also Need To Focus On An Area That Is Not Too Crowded With Other Top-Quality Membership Sites Already**  
Look around you to determine the competition you're going to have. You must outdo them in a significant way to have a chance of succeeding. This is especially important as you'll be spending lots of time creating your membership site. If it bombs because you don't have a significant edge, you'll lose more than time.
- 4. You Have To Find Top-Quality And Well-Known Contributors Who Must Contribute Top-Quality Information That Cannot Be Found Or Easily Found Anywhere Else**  
As you must fill your server with lots of useful information on a particular topic, finding help from contributors is a necessity. However seeking them out will involve a lot of research time and effort. Getting them to help out is another step in the process.
- 5. You Have To Deal With Support Issues As It Is Your Own Product**  
This is in addition to sourcing for articles and contributions from other experts, doing your own research, compiling them for each issue, and further marketing your newsletter.
- 6. You Must Guard Against Potential Abuse Of User IDs And Passwords**  
This is one of the most common hazards of a membership site. However, good membership site software will help you minimize this problem.



## Who Should Use This Model?

Here are some ideas for you:

1. **You Teach Presentation Skills To Speakers & Trainers**  
You provide the latest inspirational stories, funny one-liners, video clips on proper presentational techniques, interviews with well-known speakers, checklists of things to take note of, and sample proposals to suit every type of Speaker and Trainer.
2. **You Provide An Insider's View Of Formula One Racing**  
You are a traveling fan of Formula One racing and you target other fans like yourself. You provide stories, take photographs of the circuits, fans and Formula One personalities, interview everybody involved and provide the latest reports from a fan's point of view.
3. **You Provide The Best Places To Eat, Shop And Dine In Your Country**  
You target budget travelers in other countries. You provide maps, names of restaurants and lesser-known tourist spots, inside stories, photos, budget hotels, and other information a budget traveler would want to have.
4. **You Focus Only On The Best Places To Eat**  
You target food lovers and source out the best places to eat in your country and provide maps, menus, descriptions and photos for each of those places. You provide commentary on how best to get to the targeted restaurant.
5. **You Provide A Support Site For Smokers Trying To Quit**  
You source out the numerous products or services aimed at helping the smoker quit as not all smokers respond to the same products or services. You also provide a support group Discussion Board manned by other ex-smokers who would be able to provide advice and inspiration to members. You can also provide video clips of ex-smokers who successfully won the battle.

As you can see, the possibilities are many for this model. All it requires is for you to determine whether you have lots of materials in the form of original text, pictures, video clips, interviews, and so on that you can put together in one place.

## Marketing Internet Business Model No.4

### The "Membership Site" Model

You're selling a membership subscription to a restricted area of your web site containing lots of resources. Your subscribers will log on to access your resources with their unique usernames and passwords.

You'll need to draw **TARGETED PROSPECTS** to your web site and hope that they will buy a membership subscription once they're there.

Your **MAIN** ways of marketing under this Model are similar to Internet Business Model No.3 above.

## **Step-By-Step-By-Step**

**1. Decide On Your Topic**

Exactly what is your membership web site going to focus on?

**2. Decide On The Name Of Your Membership Site**

Spend a lot of time on this to ensure that your prospects know exactly what it is, and make it sound exciting enough for them to want to at least take a look as to what you offer.

**3. Decide On Your Content**

Your content can be in the form of programming scripts, music clips, sound clips, audio files, video files, an exclusive Discussion Board, transcripts of interviews with big names, valuable articles and special tools.

**4. Decide On Your Subscription Fee**

You can charge \$5.00 - \$500.00 for your membership site, depending on your content, the attractiveness of your theme and how valuable or rare your materials are. Generally you'll have more subscriptions with a lower fee.

**5. Decide On The Period Each Subscription Fee Is Valid For**

Are you charging on a weekly, fortnightly, monthly, bi-monthly, quarterly, half-yearly or yearly basis? Your schedule in updating your web site will help in providing you with the answer. See No.7 below.

**6. Decide On Your Schedule**

You can decide to update your membership once every week, fortnightly, month, 2 months, quarter or year. In some cases, the topic that you're focusing on will easily provide you with the schedule (for example, if you're providing stock tips based on last weeks' stock results, you'll be updating your web site every week).

**7. Create Your Web Site Based On A Killer Sales Letter**

Write a Killer Sales Letter for your membership site, and ensure that that you don't neglect to design your web site nicely as first impressions count. See the section on writing a Killer Sales Letter.

**8. Create The Member Log In Area**

Insert 2 text boxes at the top of the page for your members to log in with their usernames and passwords. You will later insert special HTML codes for these boxes that will send data typed into them to your Membership Management Software.

**9. Register Domain Name**

Choose your domain name properly and ensure that it is descriptive of what your membership site is about. Try to include a keyword that is related to your site, if possible, and register it with [EMatrix Inc.](http://www.EMatrixInc.com)

**10. Get A Host With Lots Of Space (Minimum 300MB), Bandwidth & Data Transfer Limits**

Since you will be providing lots of materials for your members to download, a host that provides you with lots of space, bandwidth and transfer limit at a reasonable cost will be required.

**11.Create Your Content 4 Weeks In Advance And Upload To Your Host Using FTP**

This is to give you a "buffer" in case you fall ill or are thinking of taking a break from your site in the future. You're always working weeks ahead to ensure that you're always on schedule because if you're not, you will lose credibility amongst your subscribers.

**12.Get A Membership Site Management System and Recurring Billing Credit Card Payment Processing Provider**

You want an integrated solution to minimize your programming needs in setting up your membership site. The 2 best providers are IBill.com and Globill-Systems.com. Apply to use their System and services only after your web site is up and running for them to have an idea of what you're providing for your customers. IBill approves your application on a case to case basis. Once you're approved, simply follow their step-by-step instructions on how you can set up your web site to use their system and services to automatically manage your members log-ins, and to delete their usernames and passwords from your system once they've stopped paying you.

**13.Set Up Your Associate Center**

You may want to include an Associate Program to appoint Associates to help you sell your membership site. Both IBill and Globill Systems provide an integrated Associate Program with their Membership Management System and Recurring Billing Credit Card Payment Processing Provider. Refer to Internet Business Model No.2 for information on setting up your own Associate Program to market your Membership Site.

**14.Market Your Web Site**

See section on Marketing.

**15.Submit Your Associate Program For Listing**

There are many Associate Program Directories where you can list your Associate Program for free.

## **Success Factors**

1. Content on site must be unique in some appealing way
2. Content must provide valuable information not found free elsewhere
3. Updating of content must be regular and on time (if you have a publishing schedule)
4. High-bandwidth of server to ensure easy access by members
5. Good server support by host
6. WebLocker software
7. Powerful membership regulation software
8. Automatic payment renewals for subscribers (if recurring)
9. Associate Program

## Internet Business Model No.10

### The "Expert" Model



If you're an expert, trainer or consultant, this model is especially suited for you.

As you're selling your knowledge and skills, **YOU** are the product. Thus your Web Site, Newsletter and/or Discussion Board should be designed to sell YOU.

### You Will Need

**1. Plenty Of Original Articles And Information Written By You On Your Web Site**

If you've been a consultant, trainer or expert for some time, this should not pose a problem for you. Simply find the best articles you have written yourself and post them up, in a logical order. Your web site's function is to educate your visitors on the level of expertise you have, as well as compel them to sign up for your newsletter and participate in your Discussion Board.

**2. Active Contributions To Your Own Discussion Board**

See Internet Business Model No. 6 above.

**3. Regular Publication Of Your Own Newsletter**

You'll need to publish your own newsletter on a regular basis to keep your subscribers up to date on your topic. The other reason is to constantly remind them of your expertise.

It is crucial that you build your own list of subscribers to your publication because you will be selling your products to them again and again. Your mailing list is your gold mine. You must make opting in to your e-zine as easy as possible to get the maximum number of sign-ups.

**4. A Proper Domain Name**

This is easy. Your domain name should be your name. After all, YOU are the product. And what's your name?

Register your name or a variation of it (if your preferred name has already been taken) here at [EMatrix Inc.](http://www.EMatrix Inc.)

## **Building Credibility**

### **1. The Quality Of Your Material**

This is the most important aspect. How good are you? You'll need to show this on your web site, e-zine and Discussion Board. Related to this is your UIA (Unique & Irresistible Advantage): what makes you different from the others? Why should anybody listen to you?

### **2. Testimonials From Your Clients, Awards, Media Appearances**

Get as many testimonials as you can from your clients and put them up on your web site. List and show the awards you've won related to your field. List the media appearances you've made throughout the years if you have done so. They will help you tremendously in building your credibility.

### **3. Design Of Your Web Site**

Make your design user-friendly and include a search box if you have too many articles up there. Always have their interests in mind and what would really help them succeed in their field (YOUR field).

## **Making Your Money**

### **1. Sell Listings In Your Directory**

Since you're selling services, you cannot be in 2 places at the same time. What happens when you have potential clients wanting your services at the same time?

It can be easy if you fall into a category of professionals whose skills are not much different from the others. Like dentists, for example. Or chiropractors. Or eye surgeons specialising in laser surgery.

Simply form a professional team of your own "Associates". The term "Associates" here is used differently from what we understand it to be in Internet Marketing.

An "Associate" in this Internet Business Model is someone who is your peer. He is similarly qualified as you are, and you would want to let your potential clients use his services due to the fact that your time is limited and you're physically restricted as to how many places you can travel to, to deliver them. Thus you'll source for Associates in your field in the various parts of the country so that when you are not able to attend to a particular prospect due to another commitment, or you do not wish to travel, at the very least somebody of similar expertise as you will be able to attend to him.

And there's where your profit can come in.

You can start a Directory of Associates whereby you will charge a fee for listing your Associates' names and contact numbers. You will now be playing the role of a Marketing Agent for your Associates (which is the reverse of Internet Marketing Associates/Affiliates Programs).

How much can you charge? As much as the costs of one to three consultation fees to the Associates' client, **EACH** month – because if you can bring him more clients than that a month, he will be in profit without having to do any marketing at all!

Do the math – if you charge only \$200 a month per Associate for a listing in your Directory because each consultation to the Associate's client costs \$100, and you're able to send him 6 clients each month (an average of 1.5 clients a week), you'll be making \$2,400.00 from each Associate a year (and each Associate makes  $6 \times \$100 = \$600$ . Then his \$600 minus \$200 (listing fee to you) = \$400 profit to him every month).

If you only have 1 Associate in each State in the U.S., that's 50 Associates  $\times$  \$2,400.00 = \$120,000.00 a year in listing fees alone! And if you have 2 Associates in each State, you double your listing income to a quarter of a million dollars! If you have 4 in each State, you earn half a million a year. If you have 8 in each State, you become a millionaire in 12 months!

With the U.S. being such a big country, 8 Associates in each State is a very conservative figure indeed, and is perfectly attainable.

As long as your site attracts lots of traffic from all over the U.S., and your site is the site to go to for services like yours, you'll be able to execute this exciting income center.

Simply program your site to capture your potential client's request for service details, especially their zipcode. Then have your software written for your site which can automatically match his zipcode with the zipcode of your Associates within seconds of your visitors' submission via your web site, and you can instantly arrange for them to contact each other via your web site and automatic e-mails to both parties without your having to lift a finger!

Just make sure you set up a monthly ***automatic renewal*** credit card processing facility for your Associates seeking a listing for your Directory to make renewals smooth and trouble-free.

This is the "Auto-by-Tel" model, a web site which matches potential car buyers with the dealer nearest to him. This very same model can be used by you as a professional in demand. Do your marketing right, write the proper Killer Sales Letter, and you have another goldmine in your hands!

Imagine that the following web site at <http://lasikinamerica.com> is created by an individual. It could well contain the directory listing found at <http://www.lasikdocshop.com>:



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## Mini-Encyclopedia Of Low-Cost, High-Profit Internet Business Models

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FIND A DOCTOR IN YOUR AREA.

Enter Your Zip or City

Choose a State/Province from the list below:

Alabama	Maine	Oregon	Canada	International
Alaska	Maryland	Pennsylvania	Alberta	England / Wales
Arizona	Massachusetts	Rhode Island	British Columbia	Scotland
Arkansas	Michigan	South Carolina	Manitoba	Ireland / Northern Ireland
California	Minnesota	South Dakota	New Brunswick	Australia
Colorado	Mississippi	Tennessee	Newfoundland	New Zealand
Connecticut	Montana	Texas	North West Territories	South Africa
Delaware	Nebraska	Utah	Nova Scotia	Other International
Florida	Nevada	Vermont	Nunavut	
Georgia	New Hampshire	Virginia	Ontario	
Hawaii	New Jersey	Washington	P.E.I.	
Idaho	New Mexico	Washington DC	Quebec	
Illinois	New York	West Virginia	Saskatchewan	
Indiana	North Carolina	Wisconsin	Yukon	
Iowa	North Dakota	Wyoming		
Kansas	Ohio			
Kentucky	Oklahoma			
Louisiana		Puerto Rico		

**LASIKDocShop is...**  
LasikDocShop is a resource that allows you to find information from doctors in your area that perform LASIK Eye Surgery. While most medical directories offer some information about medical procedures, the most valuable information comes from your local eye doctor.  
Revisiting a doctor's Web site, you can learn about *LASIK Eye Surgery* and find information about:

**Free Subscription**  
Imagine Your Health Online Magazine Register Here!

Imagine YourHealth is the first online consumer publication dedicated to elective and preventative health care. In every issue, IYH brings you an in-depth cover story on the very

You must of course pre-qualify your Associates to ensure that they are properly qualified and have the relevant experience. If you mess this up, your Associates' incompetence will be imputed to you, and you could well lose your credibility. This is a very important step, and a lot of thought and action must be put in here to ensure you are protected. Choose your Associates very carefully.

Unfortunately, this profit center is not available to you if you are too unique. For example, there can only be one Tiger Woods, and nobody wants an imitation. If you're in this category however, then selling listings to your directory is the least of your concerns anyway – you'll be too busy making lots more money by making appearances and giving short speeches. ;-)

**2. Selling Your Services As A Mentor**

This is a personal, one-to-one service that you can provide to people looking for a Mentor in the same field. While some people can learn from books and tapes, others prefer the personal touch and may learn a lot faster and better in the process. This is a niche market, and a very profitable one. You'll limit your time for each "Mentee" in order for you to take on more of them, and you'll set a corresponding fee in return.

**3. Selling Your Services As A Consultant**

Corporations may be impressed enough with you from what they see on your site, Discussion Board and newsletter to offer you consulting work for them on a particular project. And some corporations deal with HUGE projects costing millions of dollars. Charge a small percentage of the cost of that project and you would be very rich indeed.

**4. Selling Your Services As A Speaker**

Once you're a well-known expert in your field, you can command very high fees for giving speeches. You'll probably earn in a one-hour speech what your peers in your field can earn in one or two days of practicing in their profession. Some speakers give the same speech wherever they go thousands of times and earn astronomical amounts of money in the process.

**5. Selling Access To A Restricted Area Of Your Web Site Containing More Advanced Information**

Refer to Internet Business Model No. 4 above.

**6. Selling Your Own Digital Or Printed Manual**

Refer to Internet Business Model No. 2 above

**7. Selling Other Products As An Associate Or Endorsing Another Expert's Complementary Product**

You would be striving at all times to build a POSITIVE relationship with your visitors. Do this well, and create a huge mailing list, and you'll find it very easy to sell to your list.

### **The Pros**

- 1. You Become An Highly-Visible And Highly-Sought After Authority On Your Topic**  
This will lead to more consulting jobs for big companies and even bigger projects. Which means big fat fees for you.
- 2. You Make Lots Of New Friends With Others In The Same Industry**  
This will broaden your scope of knowledge even further.

### **The Cons**

- 1. You're Mainly Trading Time For Money**  
If you focus too much on providing services you may burn yourself out or have very little time for other things you may find important, like your family.
- 2. Your Business Is YOU**  
If you're very successful, you may be too consumed with work to have any free time even for yourself. Unlike selling products where you can automate the entire process, you can't automate yourself fully and be in more than one place at a time.

## Recommended Resource

Check out Danny Sullivan's excellent Search Engine Watch site at <http://www.searchenginewatch.com>.

He now speaks at conferences all over the US on search engine development.



## **Who Should Use This Model?**

All experts and professionals including doctors, cosmetic surgeons, LASIK surgeons, dentists, lawyers, accountants, mechanics, dog trainers, marketing experts and so on.

If you're a professional, create a comprehensive resource center for your fellow professionals and earn from endorsements, advertising and restricted areas of your site.

Being a practitioner yourself, you know the pains you go through. If you have found their solutions, then offer it to your target market because your pain is most likely theirs too. You will understand your fellow professionals' needs and wants better than anybody else.

If you're a dentist or a cosmetic surgeon, you'll also be able to appeal to both consumers and your fellow professional. Have one section for your consumer and another for your fellow professional. Both have differing needs and requirements, but you offer both parties the solutions at the same domain.

Your consumers will need to understand the latest type of surgery possible and their safety aspects and costs, among other things. Your fellow professionals will want to know your own experiences in running your own successful practices that they can copy or adapt for themselves, and the latest advancements in your field that they are also into but do not have the time to keep up with.

A notable web site for this model is [www.SenZe.com](http://www.SenZe.com). Yes, that's my own. Notice how I use my own name in my URL. I provide consultations, software, tools and conduct talks and Boot Camps on Internet Business and Internet Marketing and my Prospects will always need to attach a label to me when they refer to me. My name is one of those labels, which is the easiest and most natural label of all in their minds.

Another one is [www.MarkJoyner.name](http://www.MarkJoyner.name). Mark is widely recognized as perhaps the most important pioneer of many of the Internet Marketing tactics that are in common use today. Many even call him the 'Godfather' or 'Tiger Woods' of Internet Marketing, and it's hard to dispute that.

Outside the Internet Business field, we have:

[www.DCopperfield.com](http://www.DCopperfield.com). The world's greatest magician's web site bears his name. He sells tickets to his shows, so find his tour schedule here as well as his philosophies and what makes him tick.

[www.Dyson.com](http://www.Dyson.com). Discover how one of the world's greatest inventors battled the mighty multi-national companies over rights to his amazing invention in a multi-billion-dollar market as well as humbled them in the best possible way – by beating them flat in terms of sales. This is a great site that talks about the man, his inventions and the technology behind his products, which is also used to sell the very same products he has created which the multi-nationals also tried to steal!

## Marketing Internet Business Model No.10

### The "Expert" Model

Here you're providing tons of information on your site that show that you're an expert in your area in order for you to get consulting jobs and other services as well as sell your products. The majority of the articles on your site, if not all, are written by you.

You want to draw **TARGETED VISITORS** and sign-up **TARGETED SUBSCRIBERS** to your e-zine.

The way you market this site is similar to No.7 above, with some additions:

**1. Setting Up Autoresponders Containing Your E-Zine And/Or HTML-Formatted Articles With A Bio Box At The Bottom Linking You Back To Your Site**

Your articles are free for your visitors (who are webmasters or e-zine publishers) to use in their own e-zines or web sites. All they need to do to get it is to send a blank e-mail to your autoresponder address.

Providing free articles for your visitors to use on their sites or e-zines simply means free publicity for you. The more web sites/e-zines there are out there with your articles within, the more visitors you will get.

The use of an Autoresponder enables your visitors to help themselves to your articles. Make sure you format your plain text e-zine articles or HTML format article properly (no more than 60 characters per line) so that your visitors need only to copy and paste them into their e-zines or web sites.

**2. Mentioning Your Web Site And E-Zine In Your Talks Or Seminars**

Since you speak on a regular basis, you will meet lots of people. Simply mentioning your web site to them will draw traffic to it from those who attended your talks – sometimes as soon as they've reached home on the same day.

In addition, your web site and/or e-zine content will further add credibility to what you say.

**3. Submission Of Your Articles To Yahoo Mailing Groups Or E-Zine Directories For Those Looking For Articles To Publish In Their E-Zines Or Web Sites**

There are Mailing List Groups on the Internet for people looking to publish articles. Join those list and start contributing articles to them.

**4. Submission Of Your Articles To Other E-Zine Publishers For Publication**

Or you can seek out other e-zine publishers on your theme and submit your article to them for publication.

## **Step-By-Step-By-Step**

### **1. Get Your Materials Ready**

Compile or create all the materials in readiness for your web site. If you have written lots of articles on your subject, choose the best 10 articles or so to put up on your web site. The purpose of these articles and other materials relevant to your subject is to prove that **YOU ARE** the expert you claim to be.

### **2. Create Your Web Site**

Use a WYSIWYG Web Page Editor like DreamWeaver to covert them into Web Pages, and link them together to create your web site.

### **3. Register Your Name As Your Domain Name**

You're an expert – so please use your name as your Domain Name, because YOU are the product. If you have a name that is hard to pronounce or spell, you may want to think of using a "web name" instead (just like some authors of fiction works do with their "pen name"). Ensure that it is easily spelled and recalled. If you give talks, it's easy to have your audience remember what your Domain Name is – it's "Your Name Dot Com".

### **4. Get Hosting Services**

Get a good host that will allow you to install a Discussion Board and an E-Zine System (see below).

### **5. Choose Type Of Discussion Board**

You have a choice of either a threaded or linear Discussion Board, depending on whether you would like to use it as another profit center or as a support center to your existing clients, and whether you're going to start a public or private Board. A threaded Discussion Board is more suitable if you want to generate additional revenue through advertising but you need to open it to the public. A Linear Discussion Board is easier to read. Ensure that you get a Discussion Board with a search feature.

### **6. Install Discussion Board On Your Host Server**

Get a qualified programmer to do this for you and test it out to make sure it works.

### **7. Prepare E-Zine Materials**

Your e-zine will further entrench your expertise in the minds of your subscribers as well as act as a reminder to them in the future. Thus you should include articles you've written yourself and announce any talks, seminars or workshops you're holding, or any new products you're launching.

### **8. Set Up E-Zine System (ARP3)**

ARP3 is a good E-Zine System to install as it is also a Sequential Autoresponder.

### **9. Write Several Issues Of Your Newsletter First**

This is to give you a "buffer" in case you fall sick or want to take a vacation in the future.

### **10. Add These Issues To Your E-Zine/Sequential Autoresponder System**

Ensure that they are sent out when you send a blank e-mail to this Autoresponder System.

**11. Create Subscription Boxes To Your E-Zine**

Use ARP3 to automatically generate the subscription boxes code for you to paste into your web page. Paste these boxes on every web page that you have.

**12. Upload Your Web Site To Your Host Via FTP**

**13. Market Your Web Site And E-Zine**

See section on marketing.

**14. Program The Directory Listing Web Page Searchable Via Zip Code**

If your expertise is in demand all over the world, start a Directory Listing service to other experts in your field and charge a fee for it each month. You'll need to set up this Directory with a search box that only takes the prospects' Zip Code as the query term, with your Directory returning a search result that contains a listing of all experts with addresses matching that Zip Code.

**15. Set Up Sponsor Or Advertiser's Newsletter**

If you wish to make money by selling advertising space or listings, you'll need to set this up. It will contain details on your rates, durations, policies and special offers from time to time.

**16. Market Your Web Site, Discussion Board And E-Zine**

See the various Internet Business Models above for marketing techniques.



## **Success Factors**

1. How valuable your articles are to your visitors
2. How credible you appear to them
3. Web design
4. Your regular newsletter

## Internet Business Model No.12

### The "Super Affiliate" Model



Basically you become an Associate/Affiliate for another. You may or may not have your own products to sell, but you make selling other people's products your main concern.

The term, "Super-Affiliate" is used to describe an Associate/Affiliate that does exceptionally well in selling other people's products in return for a commission.

It's hard to do well as an Associate/Affiliate for another because you're competing with hundreds, if not thousands, of other Associates/Affiliates to sell the same product.

However, it can be done, and is being done every day. But the number of "Super Affiliates" is very small. You can be one of them if you know what is required to succeed.

### You Will Need

**1. A Group Of Quality Products To Represent As An Associate/Affiliate**

You must select your products wisely. Focus on a topic and then find the merchants for it that has an Associate Program in place. Then look for quality products to represent.

**2. A Good Associate/Affiliate Program That Rewards You Properly For Selling**

Forget measly 5% or 10% commissions for every sale you make. Your time is much too valuable for that. Go for those that pay out 25% and above. Look around – you'll find some very generous pay out plans. Also look out for any adverse or negative experiences with particular Principals, especially where they do not pay their Associates/Affiliates on time, or they've reduced their pay outs over time, or do not pay out at all. Go to Discussion Boards on Associate/Affiliate Programs and observe the discussions that are going on.

**3. A Good Killer Sales Letter On The Principal's Web Site**

The Principal's web site must be set up to **SELL** the product. If it is not properly set up to sell, don't bother representing their product as you'll be wasting your time. How do you decide whether your Principal's web site does sell or not? A good rule of thumb – if the Sales Letter on your Principal's site does not persuade you enough to want to buy from him then and there, you probably don't have a good Principal to represent.

#### **4. A Blueprint For Selling Those Products As An Associate/Affiliate**

Here is where you'll stand out from the other clueless Associates. Most Associates simply slap on as many Associate links as they can find, on their web site, then sit back and wait for the gold to come crashing through their doors.

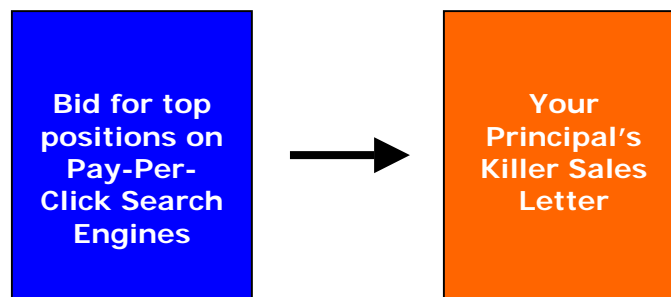
It isn't going to happen.

As far as the right way to do it is concerned – there are 3 schools of thought.

The **FIRST** school of thought says that all you need to do is to steer your prospects **DIRECTLY** to your Principal's web site – I call this the **"DIRECT TO PRINCIPAL"** Method.

This means that you would purchase clicks from Pay-Per-Click Search Engines like Overture.com or Google AdWords with your links being a direct Associate link. A click on it will lead your prospect to your Principal's web site where you hope he will buy whatever is being sold to him.

This approach means that you don't need to set up your own web site and have it hosted, thus saving time and money. However, your time and money saved here will go toward paying for your clicks.



The **SECOND** school of thought says that you only need to create **"MINI SITES"** that you draw traffic to, before the visitor clicks on the Associate link on that Mini Site that will bring him to the Principal's site selling the product in question.

**Mini Sites** are simple web sites that are sometimes only one page long that lead the visitor to the actual web site (the Principal's) selling the product. So mini sites can contain only one page with just a link, or links to different Principals with Associate Programs.

They get traffic mainly through buying advertising on Pay-Per-Click Search Engines, and through advertising in other e-zines.

One-page mini sites do not usually rank high in free search engines because they usually don't have enough relevant content compared to their competitors with full-blown, content-rich web sites.



The Mini Site will require you buy traffic like the "Direct To Principal" method. However this method brings to play your own web site, which means that you will need to create it and upload it to your host.

And because your web site is in play, you can have an additional incentive for your visitors to buy from your Associate links instead of from the others who don't have a web site.

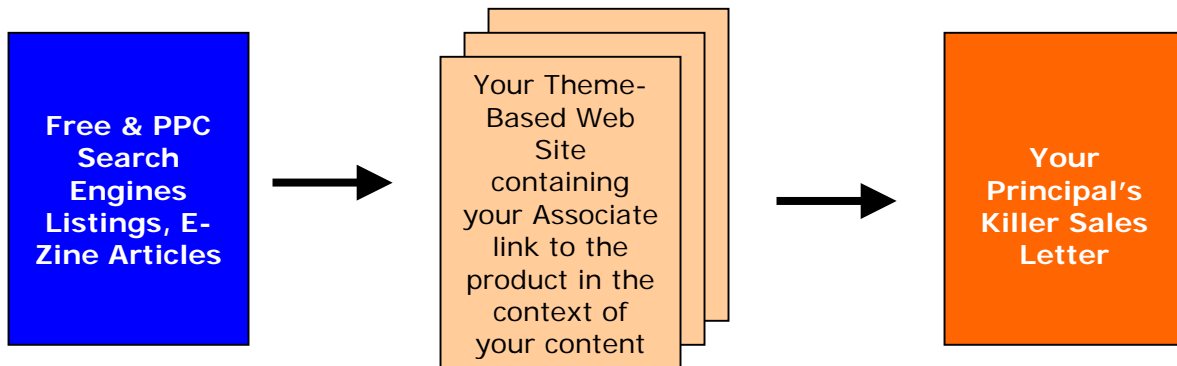
You could offer something additional as a Bonus for your purchasers, and all they need to do to claim this Bonus is to e-mail you their receipt of purchase. Needless to say, this extra Bonus from you should cost you very little to give away but it has a very high perceived value for your purchasers.

You could also offer a free subscription to your E-Zine whether they eventually become purchasers of the product (that you're an Associate for) or not. With their e-mail addresses, you can follow up with other offers for other products that you're an Associate for.

The **THIRD** school of thought says that you must create a **Theme-Based Site** with the right quality content that has links *within the context* of the site to the Principal's web site selling the product.

In other words, the Associate's theme-based web site does not just link to the product, but "pre-sells" it by discussing (in detail) topics relevant to the product being represented. The selling is done by the Principal's web site.

Theme-based web-sites' main method of getting traffic is by ranking high in free search engines through their relevant content and through the owner's articles being published by other e-zine owners. They could also buy traffic from Pay-Per-Click Search Engines and by buying advertising in other e-zines, but the last two methods are not their main priority since they're expending effort in developing a high-ranking site so that they don't have to spend money to buy traffic in exchange.



**Theme-based Sites** have one powerful tool in its favor – you can easily build your own mailing list by asking your visitors to subscribe to your e-zine publication. An e-zine will help you the Associate become a Super Associate by enabling you to keep selling other products that you are an Associate for, to the same subscribers over and over again by simply announcing their release in your e-zine.

**Mini Sites** that just lead to the Principal's site lose out here – there's no compelling reason for the visitor to subscribe to the mini site's publication as it is just a link to the Principal's web site with a very brief description of what the link is about. Thus most mini-site visitors are one-time visitors as they'll be directed to the Principal's site from the beginning – with the Principal having the advantage of getting your visitors' e-mail addresses instead of you. To address this shortcoming, you'll need to be able to provide something more – like a valuable Bonus or a valuable E-Zine. If you search for a valuable Bonus, you'll need to either create your own product or buy the resell rights to it, which will cost you some more money. And if you provide a valuable E-zine subscription for free, this takes it out of the realm of a "Mini Site" and into the realm of Theme-Based Sites since you'll be providing a lot of content in the future.

**Direct to Principal Links** fares the worst – there is simply no real link between you and your prospects, apart from the Associate link.

### **So Which Approach Is The Right One?**

The answer is that one approach is not necessarily better than the other. All 3 can do the job of making money for you.

But as with all things, each way of doing it has its pros and cons. Check them all out below – then decide for yourself.

## **Building Credibility**

### **1. Direct To Principal Link Vs. Mini Sites Vs. Theme-Based Sites**

Direct To Principal Link is simply that – a link directly to the Principal's web site. Thus credibility is provided by your Principal. Mini sites are usually nothing more than a few pages of sales pitch for the Principal's product, and are usually just one page – sometimes even a link. You can't really build credibility with such an approach especially when nobody has ever heard of you before. But then again, since it's just a lead-in page to the main web site, it may not really matter because nobody notices your mini site that much anyway – unless you do a little more with your one-page mini site by providing extra free information or bonuses that other Associates don't provide.

### **2. Theme-Based Sites Rank High On Credibility Because It Focuses Mainly On Creating Content That Has Some Value To The Visitor**

Links within the content are within context and thus prepare the visitor for the selling that will be done by the Principal's site set up specifically for that purpose. Thus the main purpose of theme-based sites is to create credibility through content, before leading the visitor down the path at the Principal's site where he will be subjected to a sales pitch. By then he is already warmed up to buy.

## **Making Your Money**

### **1. An Associate/Affiliate Makes A One-Time Commission From The Sale Of The Product That Resulted From His Link**

This is the usual arrangement for Associates/Affiliates, which can vary from a miserable 5% to a high of 75%!

### **2. An Associate/Affiliate Can Also Make Residual Commission From The Sale**

If the product cost is ongoing in nature like web hosting and if the Principal's Associate/Affiliate Program provides for payment to the Associate/Affiliate each time the customer renews his hosting, the Associate/Affiliate would have created a residual income for himself for as long as the customer remains one.

### **3. An Associate/Affiliate Can Also Make A Commission From Sales Of Other Associates Of The Same Principal**

If the Principal's Associate/Affiliate Program provides for a 2-tier Associate/Affiliate Program, the Associate/Affiliate can also appoint his own Associate/Affiliate and earn a further commission on whatever sale is generated by the second Associate/Affiliate.

The Principal provides for this because in addition to paying a sum for the Associate/Affiliate for his sales, he wants the Associate/Affiliate to find more Associates/Affiliates for him. This makes the Principal more effective in creating an army of Associates/Affiliates.

### **4. An Associate/Affiliate Can Refer Prospects To More Than One Principal**

There are many Principals out there who have Associate Programs set up for marketing their products. It's up to you how many of them you want to represent, either one at a time, or simultaneously.

## **The Pros**

### **1. You Don't Need To Have A Product**

Anyone, anywhere can easily be in business by simply signing up as an Associate or Affiliate and promoting the product with their web site that contains a coded link to the Principal's web site. Joining an Associate/Affiliate Program is usually free and easy to do.

### **2. You Don't Need To Deal With Support Issues**

A lot of time is needed to deal with customers who have problems with the product they've bought. Associates/Affiliates don't need to deal with those issues as it is the Principal's responsibility to do so.

### **3. Direct To Principal Links And Mini Sites Are Quick To Set Up**

If you go the Mini Site route, you can sometimes spend only 30 minutes or so to draw up your web page (if you're already proficient in web page designing and web copywriting). Thus your time commitment can be minimal.

## **The Cons**

### **1. You Will Be Advertising For The Principal**

There is a reason for Associate/Affiliate Programs, of course. The Principal doesn't have to spend money promoting their own product and pay only for performance which is when the sale is made. This way the risk for the Principal is almost non-existent apart from the cost of developing the product in the first place. Advertising costs can be considerable for the Associate/Affiliate, and if the conversion rate from visitor to customer is low, the Associate/Affiliate may end up losing money instead.

### **2. You Compete With Thousands Of Other Associates/Affiliates In Selling The Same Product**

This is probably the biggest concern of Associates/Affiliates. How would you compete with thousands of other Associates all selling the same thing, and come out on top?

The answer is that with a Direct to Principal Link and Mini-Site, you target keywords that are not usually targeted by the others and yet still relevant to the Principal's product. If this is possible, your cost per click can be much lower – thus giving you more money to pay for leads and convert more of them via your Principal's Killer Sales Letter as well.

With a Theme-based web site, your personality and the value you provide through your e-zine is the key. If you can provide information within that nobody else does, and you can do this on a consistent basis, you'll have the edge over all the other Associates out there.

### **3. Theme-based Sites Can Take A Long Time To Set Up**

However, the very same thing that gives you the advantage is also a disadvantage as theme-based sites can take a long time to set up. You'll need to source and write quality content for your visitors and that usually cannot be done overnight. However, the trade off is a much better equity vehicle for you in the long run as your theme-based sites are created to rank high in the free search engines which will bring you a lot of traffic at little or no cost.

#### **4. Mini Sites Don't Have Long-Term Equity**

Precisely because mini sites are so easy to set up, it doesn't have much content as compared to a theme-based site. However, this doesn't dilute its value – in fact, it points your visitors to the right place for his product immediately.

### **Who Should Use This Model?**

Those of you who don't want to, or don't have the time to, or cannot create your own products but would like to sell something on-line.

There are thousands of products out there with Associate Programs. You can save the time, money and effort in creating your own products. If a product is a bomb, you don't lose money. If a product is a hit, you can easily earn thousands of dollars with the right techniques as an Associate without having to risk your own money for development of the product in the process.



## Internet Business Model No.12

### The "Super Affiliate" Model

In this model you're an Associate for all the products that you represent.

You want to draw **TARGETED VISITORS** to your web site and **TARGETED SUBSCRIBERS** to your e-zine.

If you use a **THEME-BASED** web site, your **MAIN** ways of getting traffic are:

**1. Submission Of Your Optimized Web Site To The Free Search Engines For A High Listing On Searches For Your Keywords**

This is easier for you to achieve as your site will have relevant content that the search engines can spider.

However you'll need to prepare special optimized pages for this purpose which are specifically done for the engines.

**2. Submission To E-Zine Directories Listing Your E-Zine**

There are many E-zine Directories where you can list your E-zine for free. Ensure that you have an attractive and appealing name and description to maximize your chances of picking up subscribers.

**3. Submission Of Your Articles To Other E-Zine Publishers, Containing Your Associate Links**

You can easily write short articles that are related to some of the benefits of the products that you're an Associate for and submit them to e-zine publishers. You can either incorporate links to your Associate products within your article as long as they're in context or leave an Associate link in your bio box for interested parties to click on.

**4. Submission Of Your Articles To Yahoo Mailing Groups Or Similar Groups**

The same article can be submitted to Yahoo Mailing Groups for other e-zine publishers to pick up on.

If you use a **DIRECT TO PRINCIPAL LINK** or **MINI-SITE**, your **MAIN** ways of getting traffic are:

**1. Pay-Per-Click Search Engines**

Here you're going to bid on clicks on the keywords of your choice. The higher your bid compared to the others, the higher you will be listed, and the more traffic your mini-site will get.

**2. Buying Ads In Other E-Zines**

You can buy solo or classified ads in other people's e-zines with similar themes.

## **Step-By-Step-By-Step**

### **1. Decide On The Topic**

Find a topic that you're crazy about and see if there is a lot of demand for the same thing out there.

### **2. Source For The Right Products And Principals To Represent At Associate Program Directories**

Check to see the following:

#### **i. Have The Principals Set Up Their Web Site Properly To Sell?**

They should have either a Catalogue set up (Model No.1) or a Killer Sales Letter and Follow-Up/Sequential Autoresponder System set up (Model No.2). If they don't, the Principals don't know how to sell their products on the Internet, and you don't want to represent them. Look for those who do.

#### **ii. If They Have Set Up The Right Internet Business Model, How Compelling Is It?**

Assuming one Principal is using a Killer Sales Letter Model (Model No.2), how strong is this Killer Sales Letter compared to another Principal's Killer Sales Letter? If you have to represent one, go for the one with the stronger KSL. However, sometimes you'll need to pit one Principal against another to find out for sure. Once you know this, drop one and go full steam ahead with the other.

#### **iii. Are They Using Their Own Associate Program Software Or One Provided By Established 3<sup>rd</sup> Parties Like Clickbank?**

If they're using their own, you'll need to check on the reputation and credibility of the Principals in sending out their Associates' commission checks. If they're using an established 3<sup>rd</sup> party like Clickbank, you can be assured that the Associate Program will be handled and run with integrity.

#### **iv. How Much Are They Paying Out As Your Commission?**

Generally the percentage of payout is less important than the amount you'll get. If you're only getting a 20% commission from one Principal who is selling a \$500 product but 60% from another who is selling a \$100 product, you'll be earning more from the 20% payout (\$100) than the 60% one (about \$60). However higher-ticket items will likely attract less buyers while lower-ticket items will likely attract more, so do bear this in mind when deciding.

#### **v. Do They Provide You With Ready-To-Go Marketing Materials?**

This is important not because you want to copy and paste them for your own purpose, but to get a good idea of what the gist of your Principals' commercial messages are so that you can write the ads or link description or articles in your own words and you don't inadvertently write the same thing which all the other Associates of this Principal will be using. This will save you time having to think from scratch and make you stand out.

#### **vi. Do They Have A Proper Customer Support Center?**

Some Principals provide many ways for their customers to contact them for after-sales support through a Discussion Board, or Chat Screen, or e-mail, or phone number.

**3. Shortlist A Few Good Ones To Represent**

You will spend your time looking through all your Principals' offers, products, commissions, marketing materials, reputation, credibility and Associate Program tracking system to determine the ones that you will represent. If you have been the Principal's customer, your own experience with the product will go a long way in helping you decide.

**4. Choose Your Marketing Method**

Direct To Principal Link, or Mini-Site, or Theme-Based Web Site? See the Pros and Cons above.

**5. If A Direct To Principal Link**

Check out all the keywords related to the product using [WordTracker](#) or Overture's Term Suggestion Tool at [www.Overture.com](http://www.Overture.com). Do a check for the cost of each keyword for a Top 10 position on Overture by going directly to Overture.com itself. Shortlist the list of keywords to bid on, and do a double check on other Pay-Per-Click Search Engines like FindWhat.com, Kanoodle.com and 7Search.com and others for their cost for a Top 10 position on a search for those keywords. You will usually get a better deal on the other PPC Search Engines, but you can expect less traffic from them than at Overture.com.

**6. If A Theme-Based Web Site Or A Mini-Site**

You'll need to do the following:

i. **Register Domain Name**

Find a domain name that is descriptive of the type of product you're representing, and register it at [EMatrix Inc.](#)

ii. **Get Hosting**

Get an inexpensive host for your web site that allows you to install ARP3. There are many around for about \$5.00 a month.

iii. **Create An E-Zine For Your Theme-Based Site**

Spend some time thinking of an attractive, relevant name for it

iv. **Set Up An E-Zine System On Your Host Server (ARP3)**

Use ARP3 and add your various issues to it as you go along.

v. **Generate the HTML Codes For The Subscription Boxes Using ARP3**

And then paste it into every page of your web site.

vi. **Upload Your Web Site To Your Host With WS\_FTP LE**

vii. **Market Your Web Site**

You'll be using the free Search Engines and submitting your original articles for publication in other e-zines.

viii. **Market Your E-Zine**

You can buy subscribers from WorldWideLists.com or submit your e-zine it to E-Zine Directories for a free listing.

ix. **Continuously Search For Products To Endorse To Your List**

All products have a life span. Thus it is important that you don't run out of products to promote by always sourcing for new products for your prospects.

## **Success Factors**

1. **Quality products from your Principals**
  
  
  
  
  
  
  
  
  
  
2. **Good Catalog Site/Killer Sales Letter from your Principals with a Follow-Up E-mail System**
  
  
  
  
  
  
  
  
  
  
3. **Many good Principals to represent**
  
  
  
  
  
  
  
  
  
  
4. **Favorable Associate Program terms**

## Internet Business Model No.13

### The "e-Bay Power Seller" Model



There are millions of transactions happening at e-Bay, the auction portal, every single month. E-Bay is truly one of the success stories of the Internet age.

There are opportunities to do well on e-Bay simply because it is the most trafficked auction site on the Internet today. However, you don't want to be just another seller who makes just a few dollars selling that piece of junk you found in your drawer – you want to be an e-Bay "Power Seller" – somebody who earns tens of thousands of dollars every month having your wares auctioned off on e-Bay.

Don't believe you can make a fortune on e-bay? E-bay provides recognition for sellers who make a minimum of \$2,000 (Bronze Category), \$10,000 (Silver Category) or \$25,000 (Gold Category) a month by calling them "Power Sellers" and allowing them to display the "Power Seller" icon next to their name.

home | my eBay | site map | sign in

**eBay** Browse Sell Services Search Help Community

item view

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**LEGO HUGE LOT MORE THAN 3000 PIECES W/FIGURES**

Item # 1737379441

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[Toys & Hobbies Building Toys LEGO Bulk Bricks, Lots Other, Mixed](#)

	Currently Quantity Time left	US \$81.00 1 5 hours, 28 mins +	First bid # of bids Location Country	US \$14.95 6 <a href="#">bid history</a> Montreal/Quebec Canada
	Started Ends	Jun-01-02 15:16:41 PDT Jun-08-02 15:16:41 PDT	<a href="#">mail this auction to a friend</a> <a href="#">watch this item</a>	
	Seller (Rating)	<a href="#">toys and things4u (805)</a> ★	<a href="#">view comments in seller's Feedback Profile</a>   <a href="#">view seller's other items</a>   <a href="#">ask seller a question</a>	
	High bid	<a href="#">jackrich11 (22)</a> ★		
	Payment	Money Order/Cashiers Checks, Personal Checks, Visa/MasterCard.		
	Shipping	Buyer pays for all shipping costs. Seller ships internationally (worldwide). See item description for shipping charges.		
	Seller Services	<a href="#">Sell similar item</a>		

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding.  
Auction currency is U.S. dollars ( US \$ ) unless otherwise noted.

---

**Description**

The "Power Seller" icon

You can sell anything you have on e-Bay (subject to certain restrictions like hate paraphernalia, pornography and the such).

The following seller simply compiles different Lego components together to form a unique package and puts it up for auction on e-Bay. He's a classified Power Seller:



The following Power Seller writes poetry and puts them up for auction. The winner gets it printed out in a nice layout complete with a frame for the poetry:

**Larry Howland**  
Maintained by [larryhowland \(938\)](#) ★ **power seller** **me** **ed stores**

---

**THE PARSON'S PEN** SEE LARRY'S POETRY CATALOG AT [www.larryhowland.com](http://www.larryhowland.com)  
Gifts featuring the original poetry of Larry Howland

Welcome to The Parson's Pen by Larry Howland. These are gifts that will be remembered for a life-time. Larry has penned heart-touching poems for almost every occasion. One of our customers recently summed up his work perfectly when she commented, "Larry's verses make me laugh and cry at the same time."

Our auctions regularly feature a large selection of original verses custom prepared for you in one of the following formats:

 8 X 10 Print. Available framed or unframed.	 8 X 10 matted print. Choose from a variety of mat colors. Framed or unframed.	 8 X 10 matted verse with opening for your favorite picture. Framed or unframed.	 11 X 14 matted verse framed or unframed. Mat has four additional openings for your pictures.
--	--	---	--

**Who is Larry Howland?**  
Larry Howland is an ordained minister who began writing poetry in 1992, to supplement his income. The response has been overwhelming, and his work can now be found in homes throughout the United States.

Larry has a BA degree from Owosso College in Owosso, Michigan, and a MA from Southern Nazarene University in Bethany, Oklahoma. He

**Ebay's Featured Power Seller for the month of May, 2002.**

Scroll down to the bottom of this page to see all of our current auctions.

See what buyers are saying about our auctions!

User: [whitedoveimports \(149\)](#) ★ Date: Jun-08-02 08:45:59 PDT  
Praise: Item as described... A+++

User: [sailaway00 \(188\)](#) ★ Date: Jun-08-02 08:26:47 PDT  
Praise: As always, FANTASTIC. Excellent, no hesitation seller. AAAAA++++++!!!!!!!

User: [bschuck \(374\)](#) ★ Date: Jun-08-02



# Sen Ze's

## Mini-Encyclopedia Of Low-Cost, High-Profit Internet Business Models

See some of his poetry up for sale to the highest bidder:

Item	Start	End	Price	Title	High Bidder
<a href="#">2109297184</a>	Jun-01-02	Jun-08-02 17:16:28	\$9.95	I Wish You Were Still Here Memorial Poem	No Bids Yet
<a href="#">2109310263</a>	Jun-01-02	Jun-08-02 18:01:20	<b>\$9.95</b>	The Little Fireman Poem	<a href="#">kristy72 (346)</a> ★
<a href="#">1737418661</a>	Jun-01-02	Jun-08-02 18:21:21	\$9.95	Father & Son, Father's Day Poem	No Bids Yet
<a href="#">2029166710</a>	Jun-01-02	Jun-08-02 18:22:35	<b>\$9.95</b>	Father Of Twins Poem	<a href="#">musicboxdancer (83)</a> ★
<a href="#">2109318895</a>	Jun-01-02	Jun-08-02 18:25:07	\$9.95	A Well Driller Poem	No Bids Yet
<a href="#">1541111110</a>	Jun-01-02	Jun-08-02 18:27:38	\$9.95	A Lawyer Poem by Larry Howland	No Bids Yet
<a href="#">1737420302</a>	Jun-01-02	Jun-08-02 18:28:04	\$9.95	Dear Friend Poem by Larry Howland	No Bids Yet
<a href="#">1737423662</a>	Jun-01-02	Jun-08-02 18:40:55	\$9.95	A Quilter Poem	No Bids Yet
<a href="#">1737423375</a>	Jun-01-02	Jun-08-02 18:41:55	<b>\$20.00</b>	To: Our Pastor On Our Wedding Day Poem	<a href="#">fndlycasper (2)</a>
<a href="#">1737504799</a>	Jun-02-02	Jun-09-02 04:34:56	\$9.95	Why Babies Smile	No Bids Yet
<a href="#">1737506315</a>	Jun-02-02	Jun-09-02 04:46:42	<b>\$1.00</b>	To: Our Ring Bearer Wedding Poem	<a href="#">big_orange@altel.net (114)</a> ★
<a href="#">1737589084</a>	Jun-02-02	Jun-09-02 11:09:34	\$9.95	Best Man Poem	No Bids Yet
<a href="#">1737592259</a>	Jun-02-02	Jun-09-02 11:09:34	\$9.95	To: Someone Special On Your	No Bids Yet

Check out his Power Seller icon next to his name. This means that he makes AT LEAST \$2,000 a month on e-Bay selling the same poems again and again!

### My Mother On My Wedding Day Poem

Item # 880608349

[Clothing & Accessories: Wedding Apparel: Other Items](#)

Currently **US \$17.50**  
 Quantity **1**  
 Time left **2 days, 9 hours +**

First bid **US \$17.50**  
 # of bids **1** [bid history](#)  
 Location **Parsons' Pen, Elsie, MI**  
 Country/Region **USA/Grand Rapids**

Started Jun-03-02 19:15:06 PDT  
 Ends Jun-10-02 19:15:06 PDT

Seller (Rating) **[larryhowland \(938\)](#) ★**  
 Seller's Store **[Larry Howland](#) | [Visit my eBay Store!](#)**

High bid **[stacscorp \(12\)](#) ★**

Payment **Money Order/Cashiers Checks, Personal Checks, Visa/MasterCard, Discover, American Express. See item description for payment methods accepted**




Shipping **Buyer pays for all shipping costs, which are provided in the Payment Details section below. Seller ships internationally (worldwide).**

Seller Services [Sell similar item](#)

[view comments in seller's Feedback Profile](#) | [view seller's other items](#) | [ask seller a question](#)

[mail this auction to a friend](#) | [watch this item](#)

**Power Seller Icon**

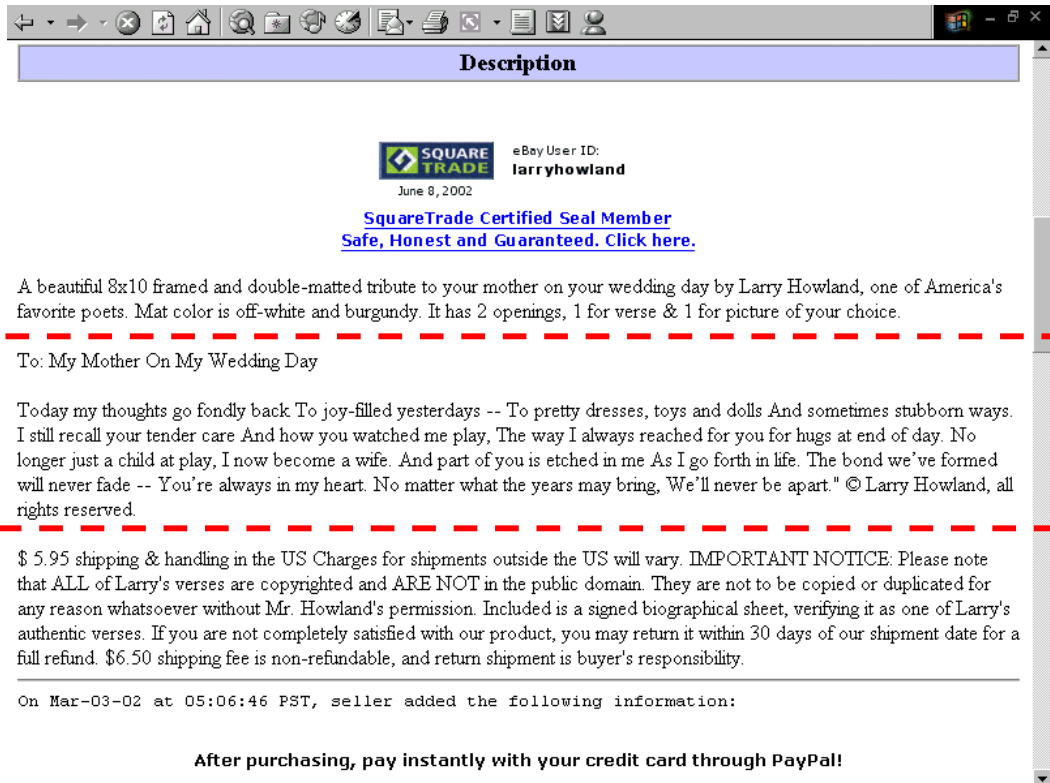
**eBay Payments**  




Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding.  
 Auction currency is U.S. dollars ( US \$ ) unless otherwise noted.

**Description**



The actual poetry in its barest form is seen in the description below. This Power Seller will print it out in a nice format and frame it for you before sending it to you:



### You Will Need:

#### 1. Something That Is Worth Much More To Your Buyer Than To You

Worn Nikes and worn Levi's jeans may be junk to you – but they're much sought after by the Japanese. If you were to auction them off at e-Bay you'll get a decent price for it. However I don't think you should go around collecting worn shoes and jeans to build your fortune, but I'm merely showing you the opportunities that are on a global marketplace provided by this portal called e-Bay.

Businesses buy and sell on e-Bay too. If you can somehow get your hands on some end-of-line clothing, you may be able to auction them off on e-Bay for a handsome profit. In fact, many are doing just that and earn thousands a month.

What else? How about a lady who actually builds life-like replicas of dinosaurs out of ordinary Lego blocks for auction on e-Bay? She's a Power Seller, and she's basically selling her creativity and saving her buyers time in not having to create those toys themselves.

If you have a limited edition Barbie doll dating back to the 1930s or the time when Barbie was first introduced, you may be able to make a handsome profit from doll collectors. The doll section is one of the largest on e-Bay, proving to us all that there are people out there who will pay quite a sum to get something we don't put a lot of value to.

## **2. Something That Is Unique**

If you have a talent for writing poetry like the Power Seller above, you'll have a good chance of succeeding because your buyers can't buy your talent elsewhere.

If you prefer to sell products instead, you'll need to sell something that is unique. It's no use putting up common items for sale, like a computer. Worse, common items will result in very low bids as the buyer will definitely not bid higher than what it costs them to buy outside – and in this case e-Bay will be used by them to find bargains. You'll need to have or create or add value to your products to enable you to get bids that will make you happy.

One easy way to do this with common products is by combining various components or states of the product to create a package that is unique.

The Lego Power Seller above is a good example. He merely buys many different packages of Lego components wholesale and puts a few of them together in a meaningful way to form something even Lego doesn't have. This makes it **instantly unique** and adds a lot of value to the package as the Buyer can't get that combination elsewhere without having to spend a fortune himself. Yet the bids you can get for your unique combined package can easily bring you profits as you'll be putting a few packages together and putting them up for auction again and again.

The Power Seller who creates huge dinosaur replicas from Lego blocks (she glues them together to ensure that they don't come apart during the shipment) and puts them up for auction saves the buyer time in having to create the replicas himself.

## **3. A Way To Get That Something At A Very Low Or No Cost**

One way is to inherit it. Another is buy them wholesale. Yet another is to source at OTHER places (perhaps another auction site) to get good deals.

Other auction sites don't get quite the same traffic as e-Bay, and so biddings for those items don't get upped very much from buyers. So you can buy low at non-e-Bay sites and sell high at e-Bay.

Another way is to search for deals in flea markets. Sometimes even your neighborhood Garage sales will uncover some treasures for you.

## **4. That Something Which Can Be Bought At A Low Cost Again And Again**

Repeat buying at low prices and selling at high prices is the key. After all, if you plan to be an e-Bay Power Seller for long, you'll need to be able to constantly get supplies of goods to sell. That thing you've inherited will not feed you forever unless you've sold it for a few million dollars. You'll need to think – just what items can you source for again and again that will cost you very little to buy each time, and will be in demand on e-Bay?

## **5. A Way To Sell It At The Highest Price You Can Get At E-Bay**

This includes having an in-demand product, knowing which day of the week to start and end your auction, good copywriting skills to describe what you have that'll make the bidding more frantic, a photograph of what you have, and a good rating as a seller on e-Bay.

## **Building Credibility**

### **1. Keep On Selling At E-Bay**

The more often you've sold there and the less you've pulled out from the deals, the higher your rating would be. You're rated by the number of stars next to your name at e-Bay. Buyers would look at this rating to determine the risk of dealing with you.

### **2. Your Description Of Your Product And Photographs**

Your writing skills and photographs of what you have also help your prospect determine whether to deal with you. If you're selling a business, screen shots of your accounts that show the profits you've made will be helpful.

## **Making The Money**

### **1. You Make The Money When Your Sale Price Exceeds Your Expenses In Getting That Item Up For Auction**

Making money on e-Bay is through following a simple "buy lowest, sell highest" formula. Buy at the lowest price you can and sell at the highest price you can get.

## **The Pros**

### **1. Selling On E-Bay Is Relatively Simple Once You Know What To Do**

Just find an item that people want and put it up for auction. You'll need to write a decent ad copy for your item though – which is similar to writing a Killer Sales Letter (see Internet Business Model No.2). You can also put a reserve price on it which, if not met, will not result in a sale, so you're not out of pocket.

### **2. You Can Have A Niche Market For Yourself**

Once you find a profitable niche, you need to only do it again and again to be in profit. Nobody knows where you get your materials from, and at what cost.

### **3. You Don't Need To Set Up A Separate A Web Site And Host It On Your Own**

e-Bay provides you with space on their web site for your photographs and description. You save on web hosting and on a separate Domain Name for your own web site.

## **The Cons**

### **1. You Must Constantly Source Or Create That Item That People Are Willing To Bid For**

This usually involves a physical product, and the larger the item, or the more the quantity, the harder it is for you to keep doing on your own.

### **2. You Must Physically Ship That Product To Your Customer**

Again, if you have a big physical product, or they come in large quantities, you'll have a hard time fulfilling the orders every time.

### **3. You Need To Be Able To Write A Killer Sales Letter For Your Product To Excite Your Bidders**

This area is also important as you're still selling your product, although it may be in the form of an auction. If you don't get this right you may not get the price you deserve.

### **Who Should Use This Model?**

If you have the knack for picking up collector's items for cheap, or you're able to create something truly unique that costs you very little in terms of material cost and time but big on appeal, and you don't want to bother with setting up web sites, getting a domain name, sourcing for the right hosting company, or writing a lot, and you don't mind fulfilling orders yourself, then this Model is for you.

For ideas, simply surf e-Bay's different categories and look for the Power Seller icon. See what they do and decide what you can offer that will make your product unique with tremendous value.

## Marketing Internet Business Model No.13

### The "e-Bay Power Seller" Model

In this model you're selling your product on e-Bay.

You want to draw **TARGETED BIDDERS** to the page allocated to you on e-Bay.

Your **MAIN** ways of getting traffic to your page include the following:

**1. Riding On E-Bay's Millions Of Visitors Each Day**

Simply getting your item listed on e-Bay under the right category with the right keywords in your Title and description will get you a lot of traffic!

The key is in making sure that you're in the right category, and choosing the right keywords so that the visitor looking for the type of things that you're selling can easily search for you using e-Bay's search tool on its home page.

**2. Paying To Be A Featured Auction On E-Bay's Home Page**

Here a link to your auction page will be placed on the front page on e-Bay on a rotational basis with other advertisers.

However advertising in this manner can be costly and is more suitable for high-ticket items.

**3. Announcing Your Auction On Discussion Boards/Mailing Lists That Deal With Things Related To Your Product**

This is the fastest way to get the word out about your auction. If you know other e-zine publishers, you may be able to ask them to help you out in announcing the auction to their readers.

The e-zine publishers will do this because they're doing their readers a favor, and their readers will be glad that they are notified as they may be able to buy something that they want at a very good price.

**4. Advertising In Targeted E-Zines That Deal With The Product You're Trying To Sell**

This obviously involve some cost but may be a wise thing to do for a high-ticket items – products that are worth a few thousand dollars at least and should have no problem fetching them.

## **Step-By-Step-By-Step**

**1. Work Out Your Power Seller Strategy For e-Bay**

You'll want to ensure that you're able to sell to your target market again and again. Just what products can you sell that you wouldn't mind selling every day? One good way to do this is to check out the various categories under e-Bay that appeal to you.

**2. Join Them As A Seller And Provide Your Credit Card Details**

Simply log on to e-Bay and register as their seller. Your credit card details are required because you'll need to pay an insertion fee for the item you're selling, and to pay a commission to e-Bay.

**3. How Are You Going To Get Paid?**

The cheapest way to get paid is by opening a PayPal account which will enable you to receive your funds via e-mail.

**4. Write Compelling Headlines And Descriptions For Your Product**

Get to the point immediately. What's so desirable about your product that you're selling? Why should your prospects buy your product and not another seller's?

**5. Include Images Of Your Product**

A picture paints a thousand words. Ensure that you have very clear photos of the product you're selling as you'll reduce interest in it if you don't.

**6. Provide Top Customer Service**

Treat your customers like gold on e-Bay as you would anywhere else.

**7. Get Positive Feedback From Your Buyers**

Actively soliciting positive feedback of your service and product will add a lot of credibility to your business. You will get positive feedback if you've treat your customers well, and you deliver your product as promised and on time.

**8. Market Your Item**

See section on Marketing.

## **Success Factors**

1. **Your product must be unique or has a higher value for your targeted buyers than it does for you**
2. **You must have a strategy to sell continuously on e-Bay**
3. **You must be able to write a compelling headline, description and include a photo if at all possible – make sure your keywords are in your headline**
4. **You must choose the right category**
5. **You must strive to deal with your customers as honestly as you possibly can and earn positive feedback from your customers**
6. **You must strive to get as many positive feedback from your customers as possible to get a good rating on e-Bay**
7. **You strive to become a "Power Seller"**

## Internet Business Model No.15

### The "InterNetwork Marketing" Model



A discussion on Internet Business Models would not be complete without the ubiquitous Network Marketing business model which can be seen all over the Internet.

It makes sense, after all. Network Marketing or Multi-Level Marketing companies depend on their distributors to move their products. Distributors depend on their downlines to help move those products in volume, in return for commissions on their own sales and overriding commissions on their downlines' sales.

(If what you've just read doesn't make sense to you and you're an MLMer, well, you're not a real MLMer.)

With millions of people on the Internet already and more coming on every day, and with e-mail so easily available and web sites so easily replicated and tracked, it would appear that the Internet is made for the MLM industry.

Thus the 64-million-dollar question is this:

#### **Are there MLMers really making big money on the Internet using pure Internet Marketing techniques?**

We know there are real MLM millionaires in the off line world. Are there MLM millionaires who made most of their money in the on-line world?

The traditional MLM concept is simple – simply join the MLM company and try out its products. If you like them, just tell your friends and relatives about them, and if they buy from you as the company's Distributor, you'll earn a commission. If they themselves become Distributors, they'll earn a rebate on their sales and you earn an overriding commission on their sales. If you do it right, you can make huge incomes building up your own organization of Distributors all duplicating what you do.



### **Compensation Plans**

The actual compensation plan that spells out exactly how much commission you can make for your own sales and those you sponsor can vary wildly between different MLM companies, as is the case with the products that they sell. And you need to beware of those that are only pushing the MLM opportunity rather than the products.

### **Products In Bits And Bytes**

The Internet creates a "new" category of products that MLM companies feel are attractive from the fulfillment and stocking point of view. We're talking about digital products – from e-books, videos, music, passwords to membership sites, to web sites and hosting – where the products are not physically delivered, but are taken care of by and large by servers and computers. The investment by these MLM companies are therefore largely into technology and knowledge as opposed to physical products like vitamins and herbs that must be physically delivered, incurring expensive stocking and shipping charges in the process.

Which type of products is better?

The answer is neither is better than the other. There is a market for both types of products and you're merely giving the right products to the right prospects.

### **Products Vs. Opportunity**

Unfortunately, on a large number of MLM sites you see, the MLM opportunity takes center stage as opposed to the products they have for sale. In fact, sometimes the products they have are so vague you wonder exactly what it is you're buying – that is, if you care to know yourself.

### **The 64-Million Dollar Question Answered?**

Having said that – does MLM on the Internet work?

We do know we can sell products directly off a web site. So why not MLM products?

But the way to do it would approach Internet Business Model No.12 - The "Super-Affiliate" Model. After all, you're competing with thousands of others, and you're selling something on line that you don't own yourself.

### **The Power Of Relationships**

Success in MLM depends very much on the power of the relationships you have with your friends, colleagues and relatives. It is on the basis of your recommendation that they join you as your downline in return for the product's benefits if they're just consumers, and in return for your support and commitment to help them succeed as well if they are in it for the money-making opportunity at the same time.

If you're a stranger on the street, how much weight would they attach to your recommendation, much less join you as your downline?

## **Leverage**

However, the Internet supposedly leverages your time for you in an effective manner. Instead of physically meeting up with one or two prospects at a time, and spending 2 hours or more in the process educating him on the opportunity only to have him say that he'll think about it (which is a "no"), you're using web sites and autoresponders to sell for you.

The theory goes that it doesn't matter if one or two says no to your web site or autoresponder – you have not expended any work as compared to your doing it physically. All you need to do is to continuously bring in the traffic (generating the "leads"), and a small percentage of conversion of this huge number of leads will over time result in the big organization of Distributors you desire.

The problem with that approach is that you're still a stranger to your prospect – and a stranger with the same web site your prospect has seen many times before. The barrier you will encounter is simply one of relationship – your prospect have no relationship with you (the MLM web site owner) trying to get him to join you – so how successful can you be, and how much more effort must you put in to get what you want? Instead of working the relationship as you should be doing, you're looking for more and more leads to get the small number you can get without too much of that relationship being put into place.

## **You Will Need**

### **1. To Build A Relationship With Your Prospects**

It's hard to do this with just a web site and autoresponder, especially when your web site is the same as thousands of others.

So to get around this, you'll need to follow the principles laid out in becoming a "Super-Affiliate" under Internet Business Model No.12. You build a relationship by creating a separate web site of your own as well as publishing an e-zine, all the while providing valuable free information to your targeted visitors.

You continuously warm up your subscribers by sending valuable information via regular e-zine which can contain the opportunity at the same time. You have to give before you take. And you have to be seen to be a person, not a machine.

Thus the main purpose of your web site should be to get them to subscribe to your e-zine, in addition to educating them on the MLM industry and providing them with super tips on succeeding in online MLM, as well as case studies of successful downlines and uplines.

When you do this you've recognised the barrier and taking the right steps to tear it down. This should increase your success rate many-fold. You don't often see this with online MLMers – most are simply clueless or want the quick and easy way out.

This is a SYSTEM of doing an MLM business. It's not about web sites or autoresponders which are all FEATURES of your SYSTEM. They're the tools you can use, but they cannot replace your system of succeeding in MLM because they're only PART of it.

**2. An MLM Company With A Great Product Or Great Lines Of Products To Sell**

We know that it is possible to sell right off a web site even though our visitors may not really know us apart from what he has read on our web site. This is because if we have done a good enough job in writing the Killer Sales Letter, they will buy from us.

After all, they're looking for solutions to their problems, and if you have such a product, and you can show them that you're a credible merchant and your product fits their needs, and they have no risks, and that they can't find it anywhere else (among other things) and the price and time is right, the chances of them buying your product from you are high.

So to succeed in MLM online, we first of all find an MLM company with great products that we can sell off a web site. In fact, the legality of an MLM company depends on whether anybody has a use for those products if the MLM compensation plan is not in place.

**3. A Reasonably Attractive, Achievable And Simple Compensation Plan**

For an Internet MLM to work, its Compensation Plan must be attractive enough for its distributors to be interested to market its products and make it one of their main sources of income. The amount of commissions that the company pays out is a factor, but beware of over-hyped amounts based many levels that are simply not achievable.

As most Prospects on the Internet do not have the time nor the patience to figure out how they're going to make their money, the Compensation Plan must be a simple-to-understand one so that you don't have them wondering and in the process lose them as a potential customer and business builder.

## **Building Credibility**

### **1. Through The Content On Your Web Site, E-Zine And Discussion Board**

You need to show that you are a leader in MLM through your knowledge of MLM issues. Give proper tips and guidance for new recruits and they'll reward you for your contributions in more ways than one.

### **2. Join The Right MLM Company**

You must find a quality MLM company to promote to your downlines that has a reasonably attractive compensation plan, great support, and most of all, great products. Justify to your prospects why you think you've joined the right MLM company. If you're convinced yourself, it's easy to convince them. If there are doubts in your own mind, you can bet there will be doubts in their minds too.

## **Making Your Money**

You make your money in various ways – and each company has its own compensation plan.

But usually you earn commissions from your own direct sales and overriding commissions from your downlines (some even pay you for sales on your uplines). The compensation plans available are as limited as your imagination and it can be a huge task trying to sort out which company actually pays you the most in commissions for the same amount of downlines each purchasing a certain number of products.

However, the compensation plan can only be one part of the recipe for a satisfying career in MLM. The others are, first and foremost, the product lines, the people behind the company, the support you can expect and are getting in your business, and the technology they're using to help you recruit your Distributors to form your own organization, and their efficient sales reporting and payment system. Among others.

## **The Pros**

### **1. The Right MLM Company Can Bring You Huge Rewards If You Do It Right**

Many millionaires have been created by the MLM industry. Those millionaires have perfected a duplicable system using a mix of new & old technology with the personal touch, for their downlines to follow. Do the right system the right way with the right on-line MLM companies, and success will follow.

### **2. You Have Very Low Overheads**

You can work in your own home with nothing more than your computer, an Internet connection, with no meetings to attend, nothing to deliver (your MLM company does that for you), and you get regular checks sent directly to your home.

### **3. You Can Earn Residual Income**

If you are able to build your organization slowly but surely, pretty soon you'll reach the stage where you don't have to do much anymore because your organization of Distributors will be doing that for you, most of them are on "auto-ship" (meaning they've given instructions to the MLM company to automatically bill their credit cards a certain amount every month) and your huge check will still arrive in the mail. This is the main attraction of MLM and is the ultimate goal of all serious MLMers.

## **The Cons**

### **1. You Have To Fight Against Some Negative Perceptions Against The MLM Industry**

This is due to numerous MLM companies that are actually promoting pyramid schemes, or only the MLM opportunity pampering to human greed and desire to get rich quick by selling the opportunity instead of marketing the products in the first place. These schemes are probably as old as the MLM concept itself. In addition, there are also horror stories of dubious tactics used by over-zealous Distributors in spamming and forcefully trying to recruit members.

You can get around this by learning a proper MLM marketing system that will have your prospects **CALL ON YOU** instead of the other way around, and give you the respect you deserve if you do it properly. You can do this with an Autoresponder System that contains personal messages from you with your phone no, and within those messages you provide a link to your MLM site. Interested parties (whom you know) will call you for more information, and you then close them on the phone if necessary.

Another way to get around this is simply to deal with interested, qualified parties instead of trying to interest non-MLMers to start with.

### **2. Recruiting On The Internet Takes A Good Amount Of Effort As Well**

It's just done differently from real world MLM. You need to create and maintain a web site and send out regular e-zines to be a leader in online MLM, as well as generate leads to work on. Otherwise you're just another MLM millionaire wannabe.

The advantage is that you don't have to meet people face to face if you're not comfortable with that, or you don't want your MLM-bashing relatives and friends to know – and MLM done the Internet way provides a neat solution for you.

**3. It Can Be Hard To Select The Right MLM Company To Join**

There are so many different MLM companies out there offering such a diverse range of products and plans out there that it can be a daunting task selecting the right one. This is important because you'll be spending all your effort in creating a residual income for yourself – and if a company fails after all the effort you've put in, you'll need to start elsewhere with another company, taking your organization with you, along with your battered credibility in their eyes. Along the way, many you've influenced to join will jump ship.

**4. Residual Income Can Be Difficult To Achieve For Some**

I know of successful MLMers who are working harder now than they did before they started. There is always a need to motivate and support your downlines – and the bigger your organization of downlines are, the more motivating you'll need to do. You'll need to ensure that the drop-out rate is at a minimum, and you cannot prevent it entirely. If the drop-out rate occurs at a high rate, you'll need to constantly source for new downlines to replace them. This is a never-ending task for any MLMer, although if your organization is big enough, you'll only be motivating your team of leaders who in turn will be motivating their own.

However, your risks are minimised when you have great products with great value for your distributors. Your business becomes a solid one based on products AS WELL as the opportunity.

**Recommended Resources**

[SOLOBIS](#)

Every existing business needs to have at least a web site and e-mail address for its Prospects and Customers to use to find out more information or purchase from it. SOLOBIS makes E-Commerce possible in the quickest possible time for businesses and individuals thinking of starting an Internet Business by simplifying and centralizing all the technical requirements through a "Point and Click" approach on its web site without the need for any technical knowledge nor previous Internet Business experience on the part of the user. Its interactive integrated Planner and Scheduler contains all the coaching, software and information on powerful business concepts that will enable the individual or the conventional business owner to start a viable Internet Business in a very organized way. SOLOBIS is unique in many ways, and is well worth your time to check out.

### **Who Should Use This Model?**

It's obviously for you if you believe in the MLM model and you want to do it properly on the Internet for the advantages the Internet can offer you.

## Marketing Internet Business Model No.15

### The "InterNetwork Marketing" Model

In this model you're making your money by referring others to the MLM product and opportunity.

You want to draw MLMers and would be MLMers to your web site and subscribe to your e-zine (if you publish one).

Your **MAIN** ways of marketing include the following:

**1. Relying On Your MLM Company's Marketing Tools To Bring You The Traffic And Leads You Need**

Sometimes you don't have to do a thing apart from simply signing up with the MLM company on-line. They will work to place downlines under you using software, their own killer web sites and autoresponders.

**2. Relying On Your MLM Company's Compensation Plan To Grow Your Downlines For You**

Some MLM matrixes are "forced matrixes" which means that if you join under a heavyweight MLMer, his downlines can sometimes fall under you because the level above you is full.

If you happened to have signed up under a heavyweight, you'll reap most of the benefits.

**3. Using Automated Downline Builders That Enable You To Easily Recruit Your Prospects While You Sleep**

There are on-line tools that automatically sends out a series of persuasive e-mail messages that sell the MLM product and opportunity to your prospects with only a maximum of 1 hour's work done **ONCE**.

All the follow-up messages will be sent out in your name with your other details like your member link and phone number.

Your interested prospects will contact you (not the other way around) and you then close them via e-mail or on the phone (if they call you instead).

**4. Joining Co-Ops In Buying MLM Leads From Sites That Sell Them**

You can split the cost of buying MLM leads by forming your own group of interested parties from your downlines. You need lots and lots of leads for an MLM business, and buying inexpensive leads is a way to get to as many people as you can.

**5. Purchase Leads Directly Yourself**

You can buy MLM leads from web sites like Traffic Oasis at [www.TrafficOasis.com](http://www.TrafficOasis.com) and market your MLM to them. You can also market Traffic Oasis to those leads since anybody interested in MLM would require leads to work with. So while you're marketing your main MLM, you're also marketing your leads MLM.

**6. Announcing the MLM product and opportunity in your e-zine**

If you publish an e-zine, simply announce the MLM opportunity to your subscribers. If you have built up a good relationship with them, many of them will sign up under you based on your recommendation.



## **Step-By-Step-By-Step**

### **1. Decide On The Best MLM Company To Join**

Look at the products that they sell first and foremost and decide whether they are something that you would want to buy in the first place even without the MLM opportunity that comes with them.

If you would, the next question in your mind should be – would you would want to **CONTINUE** buying that product if not for the MLM opportunity? If you would, you've just increased the chances of this product succeeding.

Check out the compensation plan – there are many different types, and each has its pros and cons. How's the payout like? How many Business Builders must you recruit to be reach your monthly goal?

Check out the company and the people behind it. Who are they, and what are their credentials?

Check out the monthly fee requirement – is it too high that it's difficult for a lot of people to pay for on a consistent basis?

### **2. Look For The Best Upline To Join Under**

The best upline to join under would be somebody who has created a marketing tool or has added something to the mix that differentiates him from all the others doing the same thing.

One example would be an on-line Automated Downline Builder that is available only to his Team. Or you have a better support or marketing methods.

When you have an advantage over the others, you will be able to do better – and you should sell this advantage.

### **3. Market Your MLM**

See section on Marketing.

### **4. Ride On Internet Business Model No.12 (The Super Affiliate Model)**

Becoming a Super Associate will open up many more profit centers for you with MLM being only one of them.

## **Success Factors**

1. The MLM company must have great products
  
2. The products should ideally be sold in form of monthly subscription, or are regularly consumed by the customer
  
3. It must have a web site that helps recruit your downlines FOR YOU
  
4. It must have an easy-to-understand compensation plan that is also attractive for your prospects
  
5. It must provide you with easy-to-use marketing tools and materials that you can use to promote their products and opportunity
  
6. It must have a payment system with a recurring billing feature
  
7. It must have a top-notch support center
  
8. The amount needed for a prospect to become a member must be inexpensive

## Internet Business Model No.16

### The "Packaged Residual Income" Model



What if you could have a product to call your own, but one which you don't have to create, and yet can provide you with both up-front and residual income for a long time to come?

This "**Mini-Encyclopedia Of Low-Cost, High-Profit Internet Business Models**" is an example of this model. Some of the links within will lead to highly-recommended products of which I'm an Associate or Affiliate.

Now imagine if my own Associate/Affiliate links are replaced with YOUR Associate/Affiliate links for the same products, and you're can re-sell this e-manual with all your Associate/Affiliate links within.

You'll be earning up-front income through the sale of the e-book, plus all income directly from any sale that resulted from your Associate/Affiliate links!

This is a powerful twist to selling an e-book that creates residual income for you that doesn't require you to create it in the first place, with all the profits going to you!

### You Will Need

#### 1. A High-Quality E-Manual/E-Book/E-Report

This is very important as a poor-quality e-manual/e-book/e-report will not generate a good back-end profit for you. The products/services featured within must also relate directly to the topic being discussed, as well as mentioned within its CONTEXT.

#### 2. Resell Rights

This high-quality information product must come with Resell Rights so that you can resell it and keep 100% of the profits.

#### 3. Customization

You must also find an author willing to customize the high-quality information product for you with your links within for a reasonable fee.

#### **4. Domain Name**

As you'll be for all intents and purposes the "owner" of the e-manual/e-book/e-report being sold, you'll be in business for yourself. Thus it's important for you to either get a separate domain name to re-sell the product, or create a sub-domain on your existing main domain exclusively for this product.

#### **5. Hosting**

You will need to rent server space for your web site selling this product.

#### **6. Marketing Materials**

You must either create your own marketing materials to resell this product, or you can get ready-made marketing materials from the original owner of the product.

#### **7. Follow-Up Autoresponders**

You should install follow-up Autoresponders to follow-up on those who do not buy the first time they're at your site. Follow-up autoresponders will provide you with additional sales you otherwise wouldn't be getting – and once you set it up, it's all on auto-pilot!

#### **8. Real-Time Credit Card Processing System**

Since you'll be collecting all the money for yourself, you must set up your own credit card processing system.

#### **9. Associate/Affiliate Programs**

You can also set up an Associate/Affiliate Program to help resell the product, if you wish.

#### **10. Mailing List**

If you own your own mailing list, you can within hours make your up-front profits from the time you announce the product to your list. If you don't have one, you can do a joint-venture with another and give the other all the up-front profits while you wait for the back-end profits to come in. This model gives you a lot of flexibility.

### **Building Credibility**

#### **1. Web Site**

Make sure your web site looks professional so that you are perceived to be one. Find a high-quality product to resell and do it justice with your selling materials, of which your web site is one of the main channels.

#### **2. Well-Written Killer Sales Letter & Follow-Up Autoresponder Messages**

Your Killer Sales Letter must be professional and does a good job of selling for you. Most e-books sold under this model comes with its own set of marketing materials that are already working for the owner. All you need to do is to simply put up the same Sales Letter and Follow-Up Autoresponder messages and you're in business.

#### **3. Killer Cover**

The information product must come with a professionally designed cover. First impressions count, so if the original owner of the product does not provide you with a nice cover, create one yourself.

## Making Your Money

### 1. Up-Front

You earn 100% of the selling price of the product. You can share this with your Associates/Affiliates if you run an Associate/Affiliate Program, or you can choose not to run it. It's up to you.

### 2. Back-End

You earn recurring, residual income in the following ways:

- 1) Some of the Associate/Affiliate links lead to **RECURRING COMMISSIONS** like membership sites or Internet Tools with a monthly subscription fee - thus you continue to get paid when your buyer joins and remains a member every month;
- 2) Others are **2-TIER** Associate/Affiliate Programs that give you overriding commissions on the sale of Associates/Affiliates who sign up under you. Thus the more the e-book is sold, the more you can sign up new Associates/Affiliates to promote the same program following the links within, and the more money you'll make with your overriding commissions on the sales of those other products being made by them;
- 3) Others are links to Associate/Affiliate Programs that reward you for **OTHER PRODUCTS** under their label that you may not be promoting for them now or in the future, but your initial link may lead to future purchases of those other products by your prospects. Thus you get rewarded even if you didn't do a thing to promote those other products if they resulted from your original link to another product and that original click has been properly tracked and "remembered" by the Associate/Affiliate Tracking Software.

## **The Pros**

### **1. You Don't Have To Create Your Own Information Product**

Which may take you weeks or months to complete, or not complete. You can get it customized within 7 days or less.

### **2. You Don't Have To Spend Time Researching**

For the best products with good Associate/Affiliate Programs tied to them - which may take you months to find, depending on how many in-context links you have.

### **3. You Can Be In Up-Front Profit Within Hours**

You will make your up-front money as soon as you release it to your mailing list.

### **4. You Will Be Earning Recurring, Residual Income For Many Months To Come.**

This is due to the Associate/Affiliate links within that will lead to sales of some high-quality product that your buyers will need.

## **The Cons**

### **1. Customization Costs May Be High**

This is due to the fact that some labor is involved on the part of the product owner in changing all his Associate/Affiliate links to yours – and the more comprehensive the information manual, the more work is involved.

However, note that you are not just paying for the changing of links alone – but for the creating of a residual income for yourself.

And the cost of creating your own information product in terms of time and knowledge required is likely to be very much more. By customizing the information product, you're in effect creating your own product in less than a week, and you are immediately in business thereafter.

### **2. It Can Be Hard To Find A Good-Quality Digital Product With Good-Quality Associate/Affiliate Links Within**

The value of the information product under this model is not just the information contained within, but also the links to high-quality products that further the buyers' interest. Thus finding a manual that combines quality information with quality links may be difficult to do.

### **3. You Need A Mailing List That Has A Positive Relationship With Its Owner (You Or Another Owner)**

To be immediately in up-front profits, you must have a mailing list to sell to. You can build up one from scratch, or you already have a mailing list, or you can do a joint-venture with another with a mailing list.

### **4. You Are Competing With Many Other Resellers**

The cheaper the Principal's product that comes with Resell Rights is, the more competitors you're going to have. Thus you'll need to differentiate yourself from the others selling the same thing by giving extra bonuses if your prospects buy from you.

### **5. You Need Your Own Server & Domain Name**

This is a minor problem. With the cost of domains well under \$15.00 and cost of hosting well under \$10.00 nowadays, you can easily be in business. Selling just 1 or 2 e-book a month can easily cover your cost.

### **Who Should Use This Model?**

You like the idea of owning a digital product and you like the residual income that comes with it but you don't want to do all the writing.

## Marketing Internet Business Model No.16

### The "Packaged Residual Income" Model

#### **IF YOU'RE THE ORIGINAL PRODUCT OWNER:**

In this model you're selling your e-book (1<sup>st</sup> source of revenue) and the Resell Rights to it (2<sup>nd</sup> source of revenue), in addition to customisation services to change all the Associate links within to your customers' own Associate links (3<sup>rd</sup> source of revenue).

You would want to sell to **INTERNET ENTREPRENEURS** who are buying your e-book **TO MAKE MORE MONEY WITH** by re-selling it.

Your **MAIN** ways of marketing include:

#### **1. Joint-Venturing With Big List Owners**

You can easily customize your e-book for huge list owners so that they get all the benefit of both upfront money and backend money (by virtue of the product links within the book that they're Associates for).

Just ensure that their purchasers can only buy the Resell Rights from YOU. This is your reward for customizing all the links for the big list owners for free.

#### **2. If You Include An Associate Program To Sell Your Package As Well, By Announcing Your Associate Program To Associate Program Directories**

Submitting to Associate Program Directories is free and there are only maybe about 40 or so Directories that you should be concerned with – so you can maybe do all the submission within a day or two.

#### **3. Announcing To Your Own E-Zine Subscribers Of Your Latest Product**

You'll get immediate sales as a result. The bigger your list the more sales you'll make.

#### **4. Sell Master Resell Rights**

There are sites on the Internet that specialize in selling only products with Resell Rights – like that found at <http://www.reprint-rights.com>.

You can sell the Master Resell Rights to them so that they can help you sell your basic Resell Rights for you.

You can sell Master Resell Rights for 5-10 times the price for basic Resell Rights.

You don't have to worry about cannibalizing your own market because market saturation with your products doesn't usually happen since millions of new Internet users are coming on-line each and every month. In addition, you can always limit the number of Master Resell Rights you're selling.



**IF YOU'RE THE PURCHASER OF THE RESELL RIGHTS**

Your role will then be similar to an Associate's role.

The big lists owners would likely have been approached by the original product owner to endorse the product to their list, so you're limited to selling to your own list here.

Now for you to start creating a Theme-Based web site from zero following the "Super Affiliate" Model (Internet Business Model No.12) will not be a practical alternative as it takes too long – so you're left with a Mini-Site to create and the Pay-Per-Click Search Engines to market it.

## **STEP-BY-STEP-BY-STEP**

### **IF YOU'RE GOING TO CREATE AN E-BOOK WITH RESELL RIGHTS:**

- 1. Search For Products With Associate Programs Under Your Topic**  
Make sure that the products that you recommend are good quality products to start off, and that they're not there simply because they're products with Associate Programs. The value you provide in your e-book must include the fact that you've filtered out the good from the bad for your buyers.
- 2. Register Yourself As An Associate For Those Products**  
Record your Associate IDs in a folder on your computer.
- 3. Include Your Associate IDs In Each Of Those Links Within Your Book Created In MS Word**  
Copy those Associate IDs into each and every link.
- 4. Follow Internet Business Model No.2 For The Rest Of The Steps In Converting Your Book Into PDF Format And Setting Up Your Web Site (Killer Sales Letter), Payment Processing System, Follow-Up Autoresponder System And Associate Program (Optional)**
- 5. Copy Your Killer Sales Letter And Follow-Up Autoresponder Messages To A Directory On Your Host**  
You want your buyer to quickly get going with his product, so you provide him with all the marketing materials he'll need as a product owner.
- 6. Create An Instructions Page For Buyers**  
You need to instruct your buyers to go to the proper directory to download your Killer Sales Letter that they can use on their web sites, as well as the Follow-Up Autoresponder messages for their Follow-Up Autoresponder System, where to go to get their Credit Card Payment Processing Provider, and how to set up their web site to sell your book.
- 7. Create A Killer Sales Letter Selling The Customization Option**  
Link to this option from the main Killer Sales Letter selling your e-book.
- 8. Create An Instructions Page For Buyers Who Ordered The Customization Option**  
Tell them where to go to sign up as Associates for those products, and request them to e-mail all of their product IDs to you for you to customize the links within for them.
- 9. Start Customizing Your E-Book For Them**  
Use Word's "Find and Replace" feature to quickly replace all your Associate links with your buyers'.
- 10. Convert The Customized E-Book Into Adobe PDF Format**  
Remember to disable the "Copy" function
- 11. E-Mail The PDF Document To Your Buyer**  
And you're done!

## **IF YOU'RE BUYING RESELL RIGHTS TO E-BOOKS**

### **1. Search Associate Programs Directories**

Some e-books that come with Resell Rights also come with Associate Programs. A search on those Directories may uncover some of them.

### **2. Join Mailing Lists On Your Area Of Interest**

Some e-zine publishers may be promoting one of those e-book with Resell Rights attached.

### **3. Check To See If The Product Owner Has Also Written Killer Sales Letters And Follow-Up Autoresponder Messages That You Can Use**

This is to save you time from having to write them yourself, but you need to ensure that those letters and messages do sell for at least the owner of the product himself.

### **4. Buy The E-Book**

And download the entire package including the KSL and Autoresponder messages

### **5. Buy The Customization Option (Optional)**

And then provide the product owner with your Associate IDs for the products listed

### **6. Set Up Your Internet Business As Per Internet Business Model No.2 As Described Above**

This is the Killer Sales Letter Only Model. You may even set up your own Associate Program for it.

### **7. Market Your E-Book**

This Model works best when you already have a pre-existing list of customers or subscribers to your other products.

## **Success Factors**

1. How well respected the e-book author is
  
2. How effective the Killer Sales Letter is
  
3. How big your list is
  
4. How respected you are to your list

## Internet Business Model No.18

### The "Automated Service" Model



Here you're providing a service to your customers with your web site doing all the work following inputs from your customers themselves.

For example, you may sell a selection of nicely-designed Award Certificates customized to your customers' requirements to those who have no design skills.

Or you may sell a selection of pretty on-line web site templates that your customers can quickly modify to suit their purpose, without them having to do any designing work at all.

They will see an on-line tool at your web site that takes them step-by-step through the entire design process where they can choose the design they want, key in their particulars, move them around to his satisfaction and finally print out on their printer (in the case of the Award Certificates) or save into their computer hard disk (in the case of the web site design tool).

The benefit to your customers in this case is provided by:

1. Easy access to your designs that they wouldn't have the talent or time to create themselves;
2. Easy point-and-click approach to getting the design they want;
3. Instant delivery of the finished product;
4. Cost-savings in not having to hire someone to do it for them.

## **You Will Need:**

### **1. To Create The On-Line Customization Tool**

This on-line tool will enable your customers to customize as many components of his finished product as possible without any action on your part at all.

You will need to hire a programmer to create this tool for you. If you're providing Award Certificates or web site templates, you'll need to provide a reasonably big number of categories (certificates) or designs (web site templates) for your customers to choose from.

### **2. A Killer Sales Letter**

As with most Internet Business Models where you're selling a single product, you'll need to write persuasively to get the sale.

### **3. Web Site**

Your web site will contain samples of your designs and categories that your customers can browse through and choose from.

### **4. A Credit Card Merchant Account**

You'll need to be able to verify your customer's credit card IN REAL TIME as he will want to immediately use your tool once his card has been accepted.

### **5. Username & Password**

You'll need to issue your customer with a username and password for him to access your tool at any time (or for a specified duration as determined by you) on a restricted area of your site. You'll need a user management tool for this purpose.

## **Building Credibility**

### **1. Show As Many As You Can**

Show as many different designs (web site templates) or categories (certificates) as you have. The more you can show, the more credibility you have.

### **2. Full & Specific Instructions On How To Use Your On-Line Tool**

Make your instructions as clear and as idiot-proof as possible so that everything from start to finish can be done entirely by your customer.

### **3. A Bug-Free On-Line Tool**

Ensure that you have tested your tool thoroughly before you release it as if you have marketed it vigorously after launch and it doesn't perform as it should, you'll have support nightmares and perhaps even have close down due to negative publicity and refund requests.

## **Making Your Money**

### **1. Directly From The Sale Of The Use Of Your Tool**

Since you're saving your customers money and time, you're able to immediately charge a reasonable fee for the use of your tool. This fee should be set at a fraction of what it would cost your customers to get it off line – having regard to any competition that you may have in your field.

### **2. Monthly Subscription**

If you provide a tool that your customers will need to use again and again – for example, an on-line stock charting software, you'll be able to charge a monthly subscription fee for its use.

## **The Pros**

### **1. Full Automation**

Everything can be set up and what you promise your customers delivered without any input from you – with ALL the effort coming from them.

In essence, you're providing a service without having to perform the service yourself.

### **2. Monthly Subscription**

You are able to provide a monthly subscription model with some services – thus providing you repeat customers once they start to become your customers.

### **3. Wide Reach**

If you provide a service yourself, you're limited by the number of hours in a day. When you're able to automate it using this Model, you're now duplicating yourself all over the world and there is no limit to the number of people you can serve at the same time.

## **The Cons**

### **1. You Must Be Able To Translate Your Service Into An Automated One**

This requires some deep thought and careful planning. Providing a service usually involves manual input from you that cannot be done away with. Thus if you want to automate the delivery of such services totally, you'll need to figure out the limitations of computers and software to be able to provide essentially the same service. However, since you're going to charge your customers a fraction of what it would cost them to get your services, it's reasonable for them not to expect a 100% equivalent in terms of the quality in the delivery of the service by computers and software.

### **2. You Need To Hire Help To Program Your On-Line Tool**

Since your needs are likely to be specific, you'll need to get somebody to customize the on-line tool for you as it's unlikely that you'll be able to find a free application for you to use. Good Programmers are expensive and it doesn't end when the Tool is ready as you'll also need to test your Tool thoroughly to ensure that it is 100% bug-free.

### **Who Should Use This Model?**

This Internet Business Model is great for those who would like to automate a service that they're providing for a great many people that they otherwise wouldn't be able to serve if they were to do it in person.

**Psychiatrists** – you can help diagnose a patient by using a series of on-line questions that prompt him to answer according to a defined parameter of responses using drop-down boxes. His responses can then be matched against a database of responses and their diagnosis and thereafter a suggested diagnosis be presented to him.

**Fortune Tellers** – using the same approach, you may be able to give consultations on your customers' future based on his birth date, gender, and whatever you need to provide this service.

**Stock Investment Experts** – you can provide an on-line tool to create Charts for the Stock Investor based on his inputs so that he can analyze his stocks' performance.



## Marketing Internet Business Model No.18

### The "Automated Service" Model

In this model you make your money by automating a service you provide by using specially-written software.

Your **MAIN** ways of marketing include drawing **TARGETED VISITORS** to your web site by:

**1. Posting On Discussion Boards And Leaving A Signature With A Direct Link Back To Your Site**

Go to Boards that are highly trafficked and either weave in your services without it looking like an ad or leave a post answering the question above and then leave a signature advertising your service.

**2. Announcing Your Associate Program**

To Associate Programs Directories and to your e-zine subscribers. See above.

**3. Joint Venturing With Web Sites**

Look for sites that have the same theme as yours with your service complementing the site's offer to their visitors.

If you're a character analysis expert, joint venture with sites offering information on character analysis. The difference between them and you is the fact that you've written a software that can dispense an accurate character analysis based on the user's input.

**4. If You Sell An E-Book On The Same Theme**

If your book has been written to teach the reader how to solve a problem himself, his case may be so unique that it is not entirely covered by your book in which case he may want to make an appointment with you to see you personally for consultation services.

If however, your "consultation services" can be fully automated, it's a simple matter of his clicking on the link to your web site selling it and you'll have your sales letter selling him on your automated service.

In other words, you can upsell him to your automated service using your e-book.

## **STEP-BY-STEP-BY-STEP**

**1. Map Out The Components Of The Service That You Provide**

You'll need to decide whether you can translate what you do to an automated service. Listing out the various parts of your service like the questions that you ask before coming to a diagnosis would be useful in helping you create the on-line tool.

**2. Engage A Team Of Programmers To Program Your Service**

They need to ensure that the language used to program your service can be understood by the server that is used to host your program.

**3. Register a Domain Name**

Your Domain Name should be descriptive of the tool that you're providing. Register one at [EMatrix Inc](http://EMatrixInc.com) at \$7.85 a year.

**4. Get Hosting**

Your host's features and capabilities are crucial to the success of this Model. It must allow you to install your own software, and it should be a fast computer with high bandwidth and data transfer allowance.

**5. Install Your Software On Your Server**

This is a job for your programmers.

**6. Test Your Tool Extensively To Make Sure It Works Properly**

This is crucial – do this right before you launch or you'll be inundated with desperate e-mails asking for help!

**7. Write Your Killer Sales Letter**

As you're doing the testing, write out your Killer Sales Letter.

**8. Sign Up For Credit Card Payment Processing Services**

You can use either PayPal or 2CheckOut.com for this purpose.

**9. Follow Internet Business Model No.2's Broad Steps In Setting Up Your Sequential Follow-Up System And Associate Program Properly**

See Pages 39 - 43 for this purpose.

**10.Upload Your KSL To Your Server Via FTP**

**11.Market Your Web Site**

See section on Marketing.

## **Success Factors**

1. **Your credibility**
2. **Your Killer Sales Letter and Follow-Up System's effectiveness**
3. **Demand for your type of services**
4. **User-friendliness of your software**

# **10 Other Low-Cost, High-Profit Internet Business Models**

## Internet Business Model No.3

### The "Paid E-Zine" Model



Here you basically sell subscription to your newsletter that contains something that your subscribers want.

You are playing the role of a publisher. You will source for that something, put them together and deliver them to your subscribers via e-mail, in return for a subscription fee.

In the conventional world, subscription newsletters are big business. You're going to do the same in the on-line world, and get tons of benefits you wouldn't get in the conventional world in the process.

Just imagine – no printing costs, no handling costs and no mailing costs in the conventional sense (stamps). Just simple e-mail to your prospects!

### You Will Need

#### 1. To Publish Something That Your Subscribers Want To Pay To Get

Your subscribers will want to subscribe if your publication:

##### i. Provides Them With Top-Quality Information That Cannot Be Found Anywhere Else, Or Are Very Hard To Find Anywhere Else

If it is unique information that cannot be found elsewhere and they want it then they'll have to subscribe to your publication. A good way to make it unique is to publish information yourself provided your knowledge is sought after. Another way is to get top-quality contributors who have never published before. This can either be very easy or very hard depending on your own relationship with them and your own standing within your area of interest.

Contributors may already have written articles they have no further use for but are useful to your subscribers. Contributors' articles published in your newsletter provide publicity for them. You get your content, they get their publicity. Win-win.

**ii. Helps Save Them Time**

They may be able to find the information elsewhere but because it will take them time to source for all the information you can help them save lots of time in return for a modest investment on their part.

**iii. Helps Save Them Money**

This is related to (ii) above as time saved is money saved in most cases. But another example could be a publication for do-it-yourself mechanics or home renovator. By knowing how to fix their car or home themselves, they can save a lot of money that they would be paying their mechanics or home renovators.

**iv. Helps Them Do Something Better**

An example is publishing for a golf player who wants to improve his game. If your publication has great tips and techniques on how he can do just that then you have your newsletter.

**2. A Good Mailing List Program To Manage Your Subscribers**

You can either do this from your PC or you can rent the services of a mailing list provider and use their mailing list program to send it out. If you have a large number of subscribers you are probably better off using the services of a mailing list provider. Most hosts providing hosting for your web site will also provide a mailing list software as part of your hosting fee. Use their software to send out your newsletter.

Sending out your newsletter from your host server gives you the advantage of freeing up your PC. You merely send out the newsletter to your host's mail server, and the server will then send it out to your subscribers whose addresses are stored on the hosts' database.

If you use your PC to send it out to a list of subscribers saved on your PC's hard disk, you tie up your PC for long periods of time, and you need to be connected to the Internet all the time until the send outs finish. This can be a problem if you use a dial-up connection to the Internet as it may break in the middle of your send-outs, or you have thousands and thousands of subscribers.

If your subscribers number in the thousands, go for a reliable mailing list provider that can handle the volume.

At [www.Sparklist.com](http://www.Sparklist.com) They only provide mailing list hosting services. Your host for your web site provides the mailing list server as a value-added feature – but since their main business is web hosting and not sending out e-mails, their mailing list software may be limited in features and functionality. Thus using a specialist mailing list sender is recommended when your subscriber number begin to quickly shoot past 5 figures.

**3. The Publishing Mode**

An easy method of publishing is simply to publish in plain e-mail format. Since plain e-mail format is simply text, the size of your publication is very minimal.

The disadvantage of this is that you cannot format your publication or add graphics within your mail to make it look better. However if your information is more important to your subscribers than it looks, this is not a big problem.

If you need to format your publication somewhat, then you can choose to publish in HTML format. Most e-mail clients nowadays can read HTML e-mail, but there are those that still can't, especially those with AOL e-mail accounts – in which case all your HTML tags will show

together with your words, which can be very annoying to read. And HTML e-mails will sometimes only display correctly when your reader is reading it while connected to the Internet, when you have graphics to load within your HTML e-mail.

An alternative is to publish in Adobe PDF format. To do this you need the Adobe PDF Document Creator program.

The advantages of publishing under this format instead of just plain e-mail or HTML are many – but one of the most important advantages for our purpose is the fact that you can just use your MS Word program or any of the major word processing programs to format your publication. And when you're ready, the Adobe PDF Creator Program will convert it to PDF format within a few seconds, with all original formatting intact.

The other advantage is that you can disable the copy and paste function in the converted PDF document which makes it difficult for copycats to take your work and pass it off as their own. However you may increase your document size which you otherwise wouldn't with plain text e-mail or HTML, and you'll need to mail it with your e-mail as an attachment, which may result in slower sending speed. This can be a problem if you have a big list.

#### **4. A Publishing Schedule**



You will need to determine your publishing schedule based on a few factors – one of which is your own comfort level, the type of information that you publish and the expectations of your subscribers.

Your schedule can vary from daily (Monday to Friday) to every other day to once a week to once a fortnight to once a month to once every 2 months. Some publishers publish based on the number of issues that make up one Volume, and it may take more than a year to complete one Volume, thus not committing to any fixed intervals between issues. This is still acceptable provided the intervals are not unreasonably long.

A daily publication can be very hectic for you but if your information is not time-sensitive then you can work a few weeks ahead compiling a few daily issues for publication at one sitting, sorting them by intended publication date on your hard drive and sending the right issue out when the day comes.

A time-sensitive publication like daily analysis of stocks will require you to prepare each issue the day before, ready for publication before trading starts the next day. Unless you're already doing this with a team of people helping you it is not advisable to have such a schedule as the stress level will be tremendously high.

**5. Setting The Subscription Fee**

The amount you charge is related to the value of the information that you provide. The more up-to-date it is, like daily stock analysis tips, the more valuable it is. However you'll need to balance this up with what the market will bear as well.

**6. Payment Schedule**

You may decide to impose a yearly subscription rate of RM360.00 that is automatically renewed every year or a monthly subscription fee of \$30.00 that is automatically renewed every month until the subscriber cancels. The second option may more attractive to the subscriber but you may offer an incentive for a yearly subscription by making the monthly payment more expensive if multiplied by 12, like making it \$40.00 a month or \$360.00 a year (thus making it only \$30.00 a month). The actual amount you want to charge depends on the actual demand and supply for your publication.

**7. Real-Time Credit-Card Processing System**

You need one that automatically processes your subscribers' credit card for renewal when it is due, which is otherwise known as recurring billing.

2Checkout.com provides recurring billing facilities. Unfortunately, Clickbank does not.

**8. A Killer Sales Letter**

As you're selling a paid subscription, you must include a Killer Sales Letter. You must know how to write one to sell membership to your site – your success or failure depends first and foremost on this component, no matter how good your content may be!

**9. Optional: Free Newsletter**

You can also send out free newsletters that contain valuable information but are only complementary to your main subscription newsletter. You use this free newsletter to continuously advertise your main newsletter to your free subscribers. Some of them over time will become your paid subscribers.

**10. An Associate/Affiliate Program**

This is your free marketing army. Create an Associate/Affiliate Program to market your newsletter all over the Internet so that you can earn your money while you sleep!

Go to Interneka.com for an on-line Associate Program software that you can integrate with 2Checkout.com credit card payment processing system or with PayPal. This is a 2-tier Associate Program, and you need to pay US\$149 to set it up with your system and US\$35 monthly to maintain it.

However do take note that you'll need to pay your Associates every 2 weeks – so you'll either do it by writing out checks and mailing it to them or use PayPal's mass mailing system to pay them without having to write out checks.

## **Building Credibility**

**1. You Must Show That Your Publication Is Unique In Your Field**

You need to demonstrate why anybody else should subscribe to your publication. What's your Unique & Irresistible Advantage (UIA)? Are you an expert in your field with a unique twist on what every other expert in your field is offering? Do you publish the only type of publication your subscribers want to read? Is your publication very specialized? Do you



publish something that only you can publish because of the level of knowledge involved? Are you a great Editor who can bring together the best names in the business?

**2. You Must Publish Regularly And On Time**

Once you start missing publications when they are due, you'll be damaging your credibility. To avoid this always prepare a few issues in advance.

**3. Your Web Site Must Be Well-Designed With A Proper Real-Time Credit Card Processing Sytem**

First impressions count. When you charge for subscription, make it really count. Get a good web designer for this, and make sure that your site is created with only one main purpose – to get that subscription. Your Killer Sales Letter is important, as well as samples of the best issues you've published for your subscribers to get a feel of your publication.

## **Making Your Money**

### **1. Subscriptions**

This is renewable after a pre-determined period, providing you with a recurring source of income.

### **2. Advertising**

You can sell the space within your publication to interested parties for additional profits. It is perfectly okay for you to do this as long as you have not promised your subscribers that your publication will be advertising free. Your newspapers come full of advertising even though you subscribed to it. And believe it or not, subscribers would like to know what products are out there that'll help them achieve their purposes. The icing on the cake is that you may even be able to charge more than other free publications because you have subscribers who are willing to pay for value since they've paid to be on your list.

### **3. Endorsing Another Product**

Slip in an endorsement or two from time to time within your publication or link them out to your full-length endorsement letter at your web site that will link to your endorsee's web site. You make a commission every time a product is sold.

## **The Pros**

- 1. Your Overheads Will Be Low As You Have No Paper Costs To Worry About** Since you're publishing electronically via e-mail or Adobe PDF format.

**2. You Have Nothing To Stock**

You only store your newsletter in your hard drive.

**3. You Have Nothing To Send By Regular Mail**

Thus saving you lots of time stuffing envelopes and sticking stamps on them, and travelling to the post office to send them off.

**4. You Get Recurring Income From The Majority Of Subscribers Year After Year After Year**

This is probably the most compelling reason to start a paid-subscription newsletter. Instead of selling a product that brings you money one time, making it necessary for you to create other products again and again, you are earning your money over time with the same product.

**5. Very Few Internet Entrepreneurs Are Charging For Subscription To Their Newsletter Right Now**

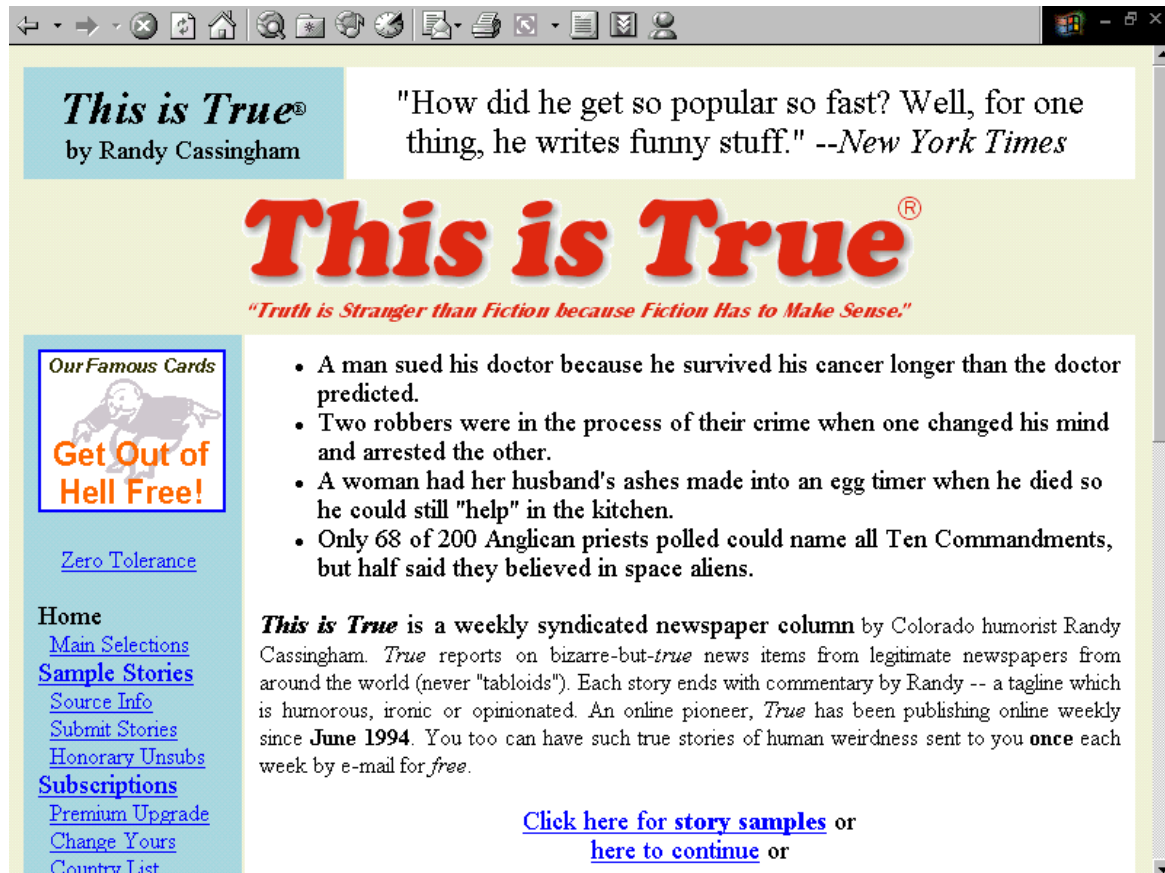
So if you have a great product and you market it well, you'll make a killing for many, many years to come.

## **The Cons**

1. **You Need To Focus On An Area That Can Provide You With A Lot Of Topics To Cover**  
An example of this is marketing, or tips on investing in the stock market. This is crucial so that you don't run out of things to write about.
2. **You Also Need To Focus On An Area That Is Not Too Crowded With Other Top-Quality Publications Already**  
This can be a problem if you don't know other topics well enough to start a newsletter based on them.
3. **You Have To Find Top-Quality And Well-Known Contributors Who Must Contribute Top-Quality Information That Cannot Be Found Or Easily Found Anywhere Else**  
Finding them will involve a lot of research time and effort. Getting them to help out is another step in the process.
4. **You May Have Problems Filling In A Particular Issue Due To Lack Of Top-Quality Information**  
Don't expect every issue to be super-issues as not all topics generate the same interest. The danger here is some subscribers may choose to unsubscribe when they encounter a single less interesting issue.
5. **You Have To Publish Regularly And On Time**  
Your credibility is at stake, and if you miss a publication or publish late just once, you risk your subscribers canceling their current subscription or not renewing their subscription the following year. Thus the pressure on you can be great.
6. **You Have To Ensure That Your Publication Is Properly Delivered To Your Subscribers Via E-Mail**  
Sometimes mails bounce back for some reason and you need to be aware of it. Your mailing list service should be sophisticated enough to not delete messages that bounced once or twice as sometimes some of the servers routing the mail may be down only temporarily.
7. **You Have To Deal With Support Issues As It Is Your Own Product**  
This is in addition to sourcing for articles and contributions from other experts, doing your own research, compiling them for each issue, and further marketing your newsletter.
8. **Since You're Sending Out E-Mails To Your Subscribers, The E-Mails Can Easily Get Passed Around To Others Who Did Not Subscribe To It**  
If what you're publishing are merely jokes that you've compiled from various sources and your subscription fee is low, this is not too much of a problem and may in fact help you in getting more subscribers. However if you publish highly-sought after stock investing information for a high price you may want to prevent any unauthorised forwarding of your e-mail. The solution to this problem lies in Internet Business Model No.4 coming up next.

## Recommended Resources

1. Check out the following successful site at ThisIsTrue.com where a Super Internet Entrepreneur charges for a subscription to his popular weekly e-zine:



## Who Should Use This Model?

Here are some examples to get you thinking:

**1. You Bring True Short Stories From The Past That Inspire Or Humor Your Subscribers**

Your subscribers are paying you to do the research for them for their entertainment

**2. You Bring Good Articles From The Top Names In Your Area Of Interest**

Your subscribers are paying you to source for those top names and extract the best information from them. The top names get additional exposure from your marketing efforts, and your subscribers get good value.

**3. You Bring Additional Information In Areas That Will Always Need Updating**

Your subscribers can be cooking enthusiasts looking for the latest recipes to cook up, or they're magicians looking for the latest trick to stun their audience, or they're golfing fans looking to improve their game, or they're travelers looking for information on the best places to travel to.

Your subscribers are paying you for your time and quality of information.

**4. You Bring Stock Market Analysis Every Day**

Your subscribers are investors and are looking for analyst tips to increase their stock market performance.

Your subscribers are paying you for your time and quality of your analysis.

## Marketing Internet Business Model No.3 The "Paid E-Zine" Model

You're selling a subscription to your e-zine off a web site. This e-zine will be delivered to your subscribers via e-mail.

You'll need to draw **TARGETED PROSPECTS** to your web site and hope that they will buy a subscription once they're there.

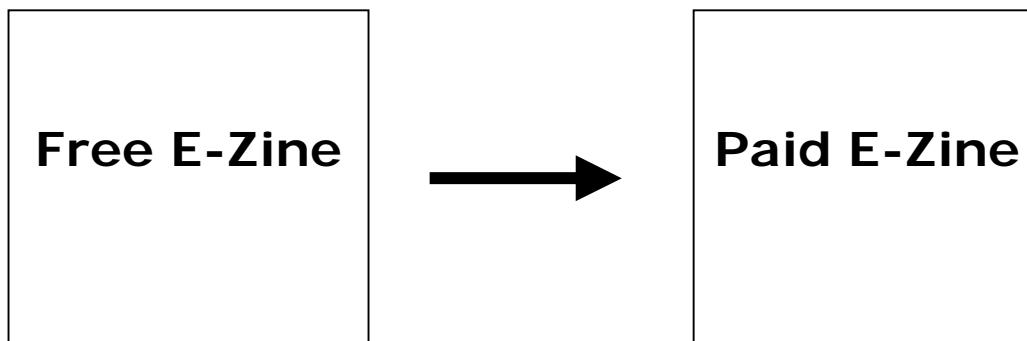
Your **MAIN** ways of marketing under this Model will include the following:

**1. As Per Internet Business Model No.2**

This is because you're likely to have set up an Associate Program to sell your subscriptions for you, and you'll also be looking at the free search engines for a good listing.

**2. By Promoting Your Paid Subscription Via Your Free E-Zine That Contains Less Materials Or Materials That Are Not As High In Value As Your Paid E-Zine**

Your free e-zine can act as the funnel for new subscribers of your paid e-zine and you will create your e-zine content with this goal in mind from the beginning, separating the really valuable from the rest and putting the former as the content for your paid e-zine.



## **Step-By-Step-By-Step**

### **1. Decide On Your Topic**

You want a topic that will give you lots of materials and resources that you can point your subscribers to.

### **2. Decide On The Name Of Your Newsletter**

This is important, because the right newsletter name or title can sell you more subscriptions than another.

### **3. Decide On Your Content**

What are you going to include in your newsletter? Are you going to write everything yourself? Or are you getting others to write for you with you being just the Editor/Publisher?

### **4. Decide On Your Format**

You may want to publish two articles every issue. Or one long article each time. Or you may want to have a section on subscribers' questions. You can improve on your format as you go along, based on feedback you get and experiments you conduct.

### **5. Decide On Your Publishing Schedule**

Sometimes the nature of the topic you're covering will dictate what your publishing schedule is (eg. the best stocks to invest in based on last week's performances). Other times your competitors' schedules will affect yours. If you're on your own and your topic gives you a lot of leeway, your schedule can vary from once daily to once a week to once in two weeks to once a month. You can also publish quarterly issues if it's somehow acceptable to your subscribers

### **6. Decide On Your Subscription Fee**

This is crucial to your success. There's no hard and fast rule on this issue, and depends on a few factors including what your topic is (stock tips may fetch a higher price per issue than marketing tips), what your competitors are charging for theirs (unless you have a very strong differentiating factor that allows you to charge more) and others. You may get more subscribers with a lower subscription fee but more subscribers is not necessarily what you want as your overall profit may be your priority because you may still earn more profits overall with a higher subscription fee and a lower number of subscribers. Are you looking for more subscribers (that may lead to more profits somewhere else) or more direct profits from your subscription fee alone?

### **7. Write The First Four Issues Ahead Of Time**

If your content is not time sensitive (like "stock tips"), you can give yourself a "buffer" of sorts by writing at least 4 issues or more ahead of time so that when you want to go on vacation, you can. You're also insuring yourself against coming down suddenly with the flu or a broken leg when your main concerns will be whether you'll

### **8. Install Your E-Zine Delivery/Sequential Autoresponder System On Your Host Server**

Buy ARP3 and have a professional programmer install it on your host. Then create an Autoresponder that will contain your series of issues. Add your first four issues to this Autoresponder and you have a ready buffer of at least a month (if you send out an issue a week).

**9. Set Up Your Web Site With A Killer Sales Letter**

See Internet Business Model No.2 above.

**10. Register Your Domain Name**

Use [EMatrix Inc](#) to register your Domain Name. Your Domain Name here should be descriptive of the content of your e-zine.

**11. Set Up Your Credit Card Processing System For Recurring Billing**

See the section on Credit Card Payment Systems to decide on the right Provider to use.

**12. Set Up Your Associate Center**

See Internet Business Model No.2 on this topic.

**13. Integrate Your Associate Program System With Your Credit Card Processor's System**

If you're using a Payment System that does not have an Associate Program to go with it, you'll need to pay some programmers to integrate the two together so that you can correctly track sales made by any particular Associate. If you don't want to market using Associates, you can forego this step.

**14. Continuously Create New Newsletter Issues**

This Model requires you to come up with new issues all the time. Make sure you've done your research for enough materials for the future. You need to create the outline for all your issues ahead of time so that you're not writing as you go along, although if you're creative enough, you might just be able to do it.

**15. Market your newsletter**

See the section on Marketing.



## **Success Factors**

1. Publication must be unique in some way
2. Publication must provide valuable information not found elsewhere
3. Publication must be regular and on time
4. Mailing list program must have good features
5. Automatic Renewal feature in payment system

## Internet Business Model No.5

### The "Virus" Model



The purpose of this Internet Model is to create a Web Site that somehow compels the visitor to get his friends to visit the site as well, for a purpose. His friends, when they go to the site, will themselves get their own friends to visit. This goes on and on, very quickly multiplying the number of visitors you can have within a short period of time that you cannot match using conventional Internet marketing techniques.

There are many ways that this Virus Model can be created:

1. One of the earliest forms of this type of Internet Model is **FREE GREETING CARD SERVICES** like that found at [BlueMountain.com](http://BlueMountain.com). Each sender of a free greeting card will bring back at least another visitor to the site who will drop by to pick up his free greeting. While he is there he will be encouraged by the site to send his own free greeting card to his friends. Thus the cycle starts again.
2. Another one is [ICQ.com](http://ICQ.com) which provides an **INSTANT MESSAGING SOFTWARE** that requires the user's network of friends to also use the software before the instant messaging can take place. And when the user's friends download the software so that they can communicate with the user, they will also tell their own network of friends about the service so that they can in turn communicate with their own network of friends. And on and on it goes.
3. One of the earliest success stories is [Hotmail.com](http://Hotmail.com) which is a **FREE E-MAIL SERVICE**. Get your free e-mail account here and send messages from it to your network of friends. Attached at the bottom of each and every message you send out is an invitation by Hotmail for the reader to get his own account by simply clicking on the Hotmail link. When the new user gets his own account the entire cycle is repeated his own friends.
4. Yet another one is [PassThisOn](http://PassThisOn) which provides very **FUNNY GRAPHICS, IMAGES and PUZZLES**. Visitors to the site will find it hard to resist telling their friends about the site where the funny stuff are found.
5. [Get Response](http://GetResponse) provides **FREE FOLLOW-UP AUTORESPONDERS** for their visitors. Every time a request is made by the visitors of Get Response's visitors, an advert for Get Response's free follow-up autoresponders is attached, thus providing Get Response with free advertising to the user's subscribers, some of whom will turn into free users, some of whom in turn will become paying customers.

## You Will Need

1. **Something That Is Either Virus-Worthy On Its Own (Like The Content Of PassThisOn.Com) Or Can Be Made To Be Viral (Like Blue Mountain's E-Greeting Card Concept)**

There is no fixed concept – it is only limited by your imagination. The examples here are meant to stimulate your own creative mind.

2. **A "Tell Your Friends About This Site" Tool**

If you model your site after PassThisOn.com, you must **PROVIDE** an easy means for your visitors to tell their friends about your site. The "Tell Your Friends About This Site" script is absolutely crucial to your success.

## Making Your Money

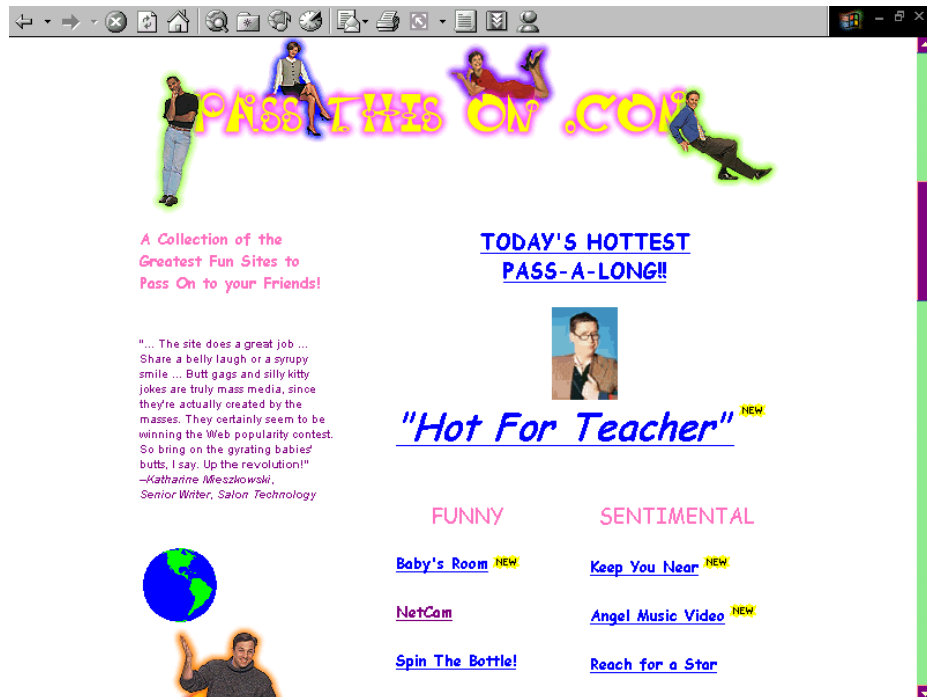
Blue mountain makes money by selling advertising space on its web site. Visitors to the site to either send or pick up cards will be exposed to advertisers' banners.

ICQ also makes money from advertisers but the advertisements are displayed when the user starts up his ICQ program that opens up a HTML page with various advertisers/sponsors' messages.

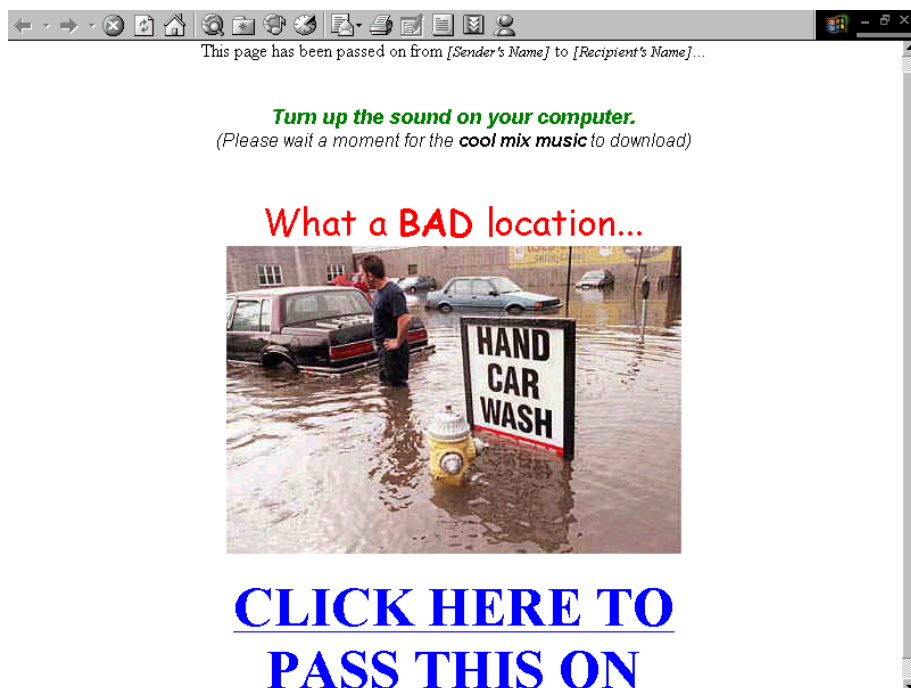
PassThisOn made money when the visitor to its site exited by going somewhere else whereupon various smaller windows will pop up containing links to advertisers' sites. These smaller windows can only be closed when the visitor clicked on one of the links within it, by which time the visitor was already on the site of the advertiser. PassThisOn made money not when the links are displayed but either when the visitor clicked on the links or did something like subscribing to the advertiser's e-zine while on the advertiser's site. This is the CPA (Cost Per Action) model – and the cost to the advertiser when the visitor does something may be higher than when the advertiser simply displays a banner to the site's visitors.

Here was PassThisOn's model and how it made its money. "Made" because along the way, PassThisOn changed its business model to one where it took over your Internet Browser's "Home Page" setting so that the next time you start up your Internet Browser, you'll see PassThisOn's page which would display its advertisers' website to you. Because it took over your Home Page without telling you or asking for your permission, PassThisOn angered a lot of visitors to its site and perhaps due to their complaints, it ceased doing business at the end of June 2004.

However their previous business model is worth looking at as an educational experience of how things could work on the Internet to make you lots of money with just a few simple components as discussed above. So let's go way back in time to when PassThisOn was at its prime:



You would click on any one of the links above containing a funny picture or writing. If you enjoyed what you saw, you were encouraged to tell your friends about it through the, "Click Here To Pass This On" link at the bottom of your screen:



You would then see a screen asking you to fill up your friends' names and e-mail addresses:

Here's how you can share our "Car Wash" page with your favorite people!

We will send a **PERSONALIZED** email invitation (just like the one you originally received) to up to ten of your friends and family members!

And then **YOU** will receive all of their responses!

Simply fill in the form below.

And yes, this is a **FREE** service, courtesy of PassThisOn.com !!

**STEP 1 of 4:**  
Fill in YOUR first name and email address...

Please include your **FULL** email address below. (For example: user@aol.com or name@hotmail.com). And double check your typing. Thanks :)

Your first name:

Your email address:

**STEP 2 of 4:**  
Edit your message...

ALL of your friends will receive the following subject line and main message. You can change the words if you wish. **PLUS** you will be able to add customized messages for each individual friend in STEP 3.

Subject:

Main Message:

**STEP 3 of 4:**  
Fill in your friends' info...

You can fill in up to ten friends' names and email address. You can also add a customized message for each individual friend.

Friend #1:

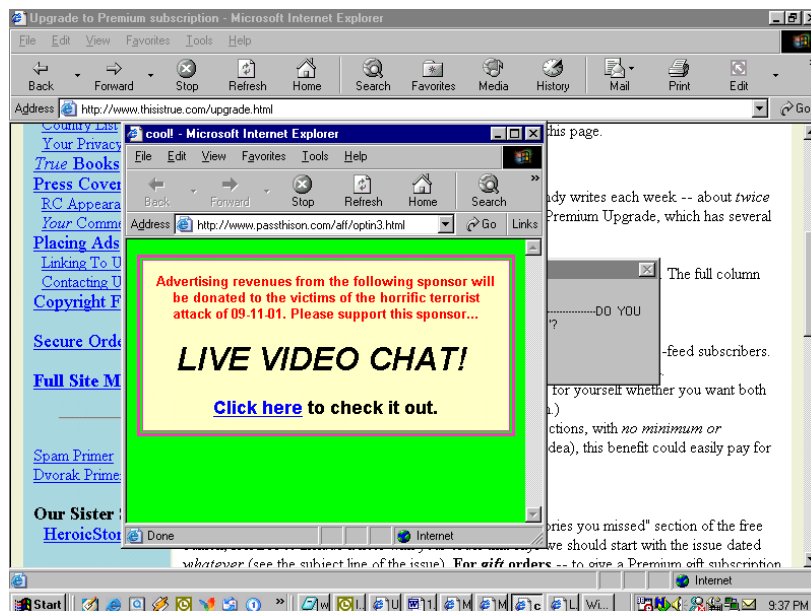
Friend #1 First Name:

Friend #1 Email Address:

Once you've done that, you would then click a button sending the message off to your friends:

The screenshot shows a web browser window with a form for sending messages to friends. The form is divided into two sections, one for 'Friend #9' and one for 'Friend #10'. Each section contains input fields for 'First Name' and 'Email Address', and a text area for an 'Optional Customized Message'. Below the form, there is a section titled 'STEP 4 of 4:' with the instruction 'Click on the SEND button...'. A 'SEND' button is visible, along with a note: 'This may take about 30 to 60 seconds (because this page is VERY busy!) Please hit SEND only once.'

So at this point you would have referred a number of visitors to this site for free. Now if you were to exit the site either by clicking on your Internet Browser's "Back" button, or typing in another web site address in its location bar, or by closing your Browser altogether, a pop-up window would magically appear containing ads. PassThisOn earned money through somebody clicking through the link within and/or doing something on the advertisers' sites. Since PassThisOn.com used to receive thousands of visitors a month, those clicks and actions would add up to a pretty sum. And remember, you've already referred your friends to this site before you saw the ads. Your friends would then go through the same exact motions as you did and referred his friends, before being shown the same ads as they exited the site. You could also pop up another window when the first window containing the ad is closed, showing yet more ads, and earning more money. While you sleep!



**Get Response** makes its money by offering a PRO version of its free autoresponder. The PRO version comes with many more powerful features, and no advertising messages will be attached to each message that goes out. The free version provides it with free advertising so that more users can sign up for it, and the PRO version makes money from the big base of free users some of whom will decide to upgrade. Either way, it can't lose.

### **Building Credibility**

You build your credibility by the content or the tool you provide on your site, as well as whether your tool work as it should. As long as your visitors see and get value in some way, your credibility will be established.

## **The Pros**

**1. Site Gets Marketed On Its Own After You Start It Off**

If it starts off well and your content or tool is truly viral, get ready for an explosion of traffic. Your crucial step is in this first step as you'll need to start off with a bang. Thereafter your traffic will then multiply on its own, without any more intervention on your part!

**2. It May Be Very Easy For You To Start Creating A Viral Marketing Tool**

The above concept can be programmed by a reasonably competent programmer as it is not complex.

## **The Cons**

**1. You Need To Install The "Right" Viral Marketing Tool**

What is "right" depends on your model – and you may need to spend time experimenting to get the right tool.

**2. You Need To Source For Advertisers**

This is easier said than done. However your traffic logs will be a very good persuasive tool. You can also approach advertising brokers who will source for advertisers for you, although their rates can be high. And you can be an Associate/Affiliate for certain Principals and post their banners on your site.

**3. Sites Like Blue Mountain Require Hundreds If Not Thousands Of Card Designs For A Wide Variety Of Occasions.**

For the one-person Entrepreneur, this is impossible to replicate.

**4. Sites Like ICQ And Hotmail Require A Heavy Investment In Software Development.**

Therefore they can only form examples for you to model after. In any case they have the advantage of having launched their sites much earlier, so you'll need to find a way to use their idea in another context.

**5. Sites Like PassThisOn Requires A Keen Sense Of Humor, A Collection Of Some Of The Funniest Animation Movies, Images, Graphics And Other Stuff, And The "Tell Your Friends About This Site" Software Tool To Help Create The Viral Effect.**

This site requires the owner to consistently come up with something new and have some technical knowledge in making his site behave the way it does.



## **Who Should Use This Model?**

### **1. If You're Not Good In Writing Or Don't Like To Write**

In this case the PassThisOn Model is more or less perfect for you. Funny animation or graphics do not require you to write more than a few lines, if at all – so make full use of them.

But you are required to be able to draw or animate though – although you should be able to find a good artist to do this for you for a small fee (check out those art academies around you).

The PassThisOn Model has a good many pages, but all you require is just one original page that appeals to most people. When you use humor, you're appealing to almost everybody – so do use humor as one of your starting points.

Just look around you and find things that make you laugh out loud. The more ridiculous it looks, the better. Then simply translate that into a web page and put it up with a Tell A Friend Tool, and add a script to your pages that will have windows pop up showing your advertisers' messages when your visitors leave your site.

You can easily look for advertisers who pay by the CPA model in on-line Directories. Once you've found the, signing up with them takes only a few minutes although you do need to spend time sourcing for the right advertisers with the right products and services.

### **2. If You Have A Cheap Tool Or Service With A Viral Element In Mind**

Although ICQ and Hotmail are not for the one-person entrepreneur to develop, there have been cases where a good programmer can develop a useful tool with a viral element without having to spend a great deal.

This may depend on the very idea itself which does not require a heavy investment in programming time and architecture. A good example is SubscriberDrive.com where the owner provides software that sits on his server accessible via the Internet. This software provides a joint venture arrangement for mailing list owners to build their list by promoting each other's list during the signing up process without the list owners having to contact each other directly.

A pop-up box will open at the each list member's site whereupon the potential subscriber will see 6 other lists all asking him to subscribe. The more often this box pops up due to high visitors count at a particular list owner's site, the more often his mailing list will be seen on other list owners' pop-up boxes.

If you are the developer of this software, one of your main purposes is to build up your own mailing list by ensuring that every pop-up box on your system that opens in your list owner member's site will always contain YOUR mailing list. All your members' mailing list will take its turn to fill up the 6 boxes, but yours will always remain there.

Thus your business model for this particular viral tool is to build up your own mailing list by providing a mailing list builder for other list owners so that you can earn your money by selling your own products to your bigger list.

## Marketing Internet Business Model No.5

### The "Virus" Model

Your web site will contain materials that your visitors would want to tell their friends about.

You'll need to draw **NON-TARGETED VISITORS** to your web site and hope that they will then refer their friends to your site before they leave.

You need to do this **IN A BIG WAY IN THE BEGINNING**, and you need to do this correctly only **ONCE**.

This is because if you do it right, the Viral Effect will kick in and you don't have to put in any more huge efforts in promoting your site since your visitors will be doing it for you using your slick and seamless "Refer-A-Friend" Tool.

Your **MAIN** ways of getting that explosive start will include the following:

**1. Leaving A Link To One Of Your Web Pages Via Discussion Boards All Over The Internet**

Find the top trafficked Discussion Boards and leave your links behind for maximum traffic.

Since your site can be mainly humorous in nature, you can refer to it directly in your posts and not get deleted by Moderators of those Boards as humorous stories and links are usually not treated like links to Products for which you're an Associate.

**2. Tapping Into Free Or Low-Cost Viral Marketing Tools Like StartBlaze**

StartBlaze.com or NoMoreHits.com provide you with start pages exchanges. Join them, and for every time you open your browser that point to their URL which will then display another member's web site, you earn some points towards getting your own web site displayed on somebody else's browser when they start it.

If you get others to sign up for their services using your special link provided to you by those services, you'll earn some more hits when your "downlines" start their browsers.

It's free and quick and easy to set up.

**3. Starting Your Own Free Follow-Up Autoresponder Services And Inserting Ads For Your Site In Each Of The Autoresponder Messages That Go Out**

Every autoresponder message that goes out will have your ads telling others to go to your site. Marketing is free (except for the cost of setting up your Autoresponder service which will include buying the software and hosting), and how well it works for you will depend on how many people are using your free Autoresponder service, which means that you'll need to market your Autoresponder service. Which is relatively easy since your own free Autoresponder service can insert another ad at the bottom offering the recipients of the e-mail his free Autoresponder.

**4. Inserting An Ad/Mention In Your Own E-Zine (If You Have Started Any) On Any Theme That Is Not Related To This Site**

If your site's content appeals to a broad market as it is not targeted, you can insert ads related to it in any e-zine that you publish.

**5. Submission To Free Search Engines On Selected Keywords That Are Related To Your Site.**

See above.

## **Step-By-Step-By-Step**

**1. Think Of Some Visual And/Or Audio Representation Of Something Hilarious, Sad, Shocking, Touching Or Poignant**

This is the most important aspect of this Internet Business Model. You will need to come up with images or sounds that you think will cause your visitors to immediately want to tell their friends to see or hear them. You can either record these images with your camera or tape recorder, or you can hire an artist to draw images out for you, or you can hire a FLASH designer to create a movie with sound that visitors to your web site can view right in their browsers.

**2. Create A Web Site For That**

This is simple one-page web site containing your image, movie, or text.

**3. Add A "Refer This Site To Your Friends" Form At The Bottom**

This simple Form will send the data to a Referral script that will send out pre-written messages (by you). There will be 2 messages – one to the sender thanking him for the referral and one to the recipient recommending that he visits the web site.

**4. Look For Pay-Per-Click Advertisers**

Check out the Associate Program Directories and look for Merchants that pay you when your visitors click on your Associate link to their site.

**5. Create Pop-Up Windows**

Program your web site to pop these windows up only when the visitor leaves the site, or closes the browser window – not when he's referring his friends using your form.

**6. Insert Pay-Per-Click Advertisers' Advertisements Into Those Pop-Up Windows**

Your Pop-Up Windows will show nothing except links to your Advertisers' web sites. You can write some compelling messages here to encourage your visitors to click on those links.

**7. Register Domain Name**

Here your Domain Name can relate to the subject matter of your image. If you're showing an image of a girl's father beating up her boyfriend silly – you could name your web site [www.You-Said-You-Were-Bringing-Her-Home-Early.com](http://www.You-Said-You-Were-Bringing-Her-Home-Early.com).

**8. Get Hosting**

You need a host with high transfer limits and high bandwidth so that if it is wildly successful with lots of your visitors referring their friends, its momentum is not broken with an inaccessible or slow-loading web site (which will cause some visitors to leave without knowing what it is).

**9. Upload Your Web Site And All Pop-Up Windows To Your Host Server Via FTP**

Ensure that they work as they should.

**10. Install Your Refer-A-Friend Script On Your Host Server**

Ensure that the data entered in your Refer-A-Friend Form is sent directly to this script for the Referral to work as it should.

**11. Test Everything**

Ensure that everything works properly.

## **12. Market Your Web Site**

Market your web site aggressively in the beginning for them to take over eventually.

## **Success Factors**

1. **Content on site must REALLY affect the person's emotions significantly so that he'll want to tell his friends about it**
2. **A good "Refer-A-Friend" Script to facilitate his referral**
3. **A good first marketing campaign**

## Internet Business Model No.6

### The "Community" Model



Here your web site consists mainly of one thing – a Discussion Board. You may still have other sections, but they're not the main focus of your site.

You get visitors who are looking for answers posting their questions for somebody out there with the knowledge (and who are kind enough) to provide them with the answer they need.

The Board becomes the facilitator for a community to come together, all focused on a particular topic.

The Board's Chief Moderator and Administrator ensures that order is kept and that discussion can proceed without unnecessary interruptions like blatant advertisements in order to lessen the "noise" level and provide more "signals". This ensures repeat traffic as well as new traffic to the Discussion Board.

A screenshot of a web browser displaying the 'Search Engine Forums' page. The page has a header with the site name and navigation links. Below the header is a table listing various forums related to search engines, with columns for forum name, topics, posts, last post, and moderator.

Forum	Topics	Posts	Last Post	Moderator
<b>The Search Engines</b>				
<b>HELP! and New Member Forum.</b> If you are new to the subject of search engine placement and optimization, this is the forum to start in. Or if you just can't get something figured out, post here as our members will check this forum often and help you.	2999	16413	06-03-2002 06:14 AM	Sinoed, unreviewed
<b>AOL Search Forum</b> This search engine should be sending everyone lots of traffic. Find out how to get your share. This Forum is for all AOL search tools.	558	3042	06-02-2002 01:44 AM	Silv
<b>HotBot Forum</b> Discussions about the HotBot search engine.	647	3148	05-21-2002 12:07 AM	open
<b>Lycos Forum</b> Discussions about the Lycos search engine.	542	2177	05-31-2002 09:58 AM	Janet Berg, RodB
<b>AltaVista Forum</b> Get and give information about the ins and outs of AltaVista.	3260	19841	06-03-2002 02:24 AM	open
<b>Yahoo! Forum</b> Discussions about Yahoo! The toughest place to get listed well, but a generous generator of traffic for your site if you do it right.	3668	16819	06-03-2002 06:12 AM	Janet Berg, Ness
<b>LookSmart Forum</b> LookSmart is one of the most important places to be listed. Learn how here.	822	4633	06-03-2002 12:43 AM	mwigmani, unreviewed
<b>Inktomi Forum</b> Let's talk about the engine that drives so much of the search power on the Net. Do not post questions about specific portals using Ink data in this forum. Keep it in	1105	6034	06-03-2002 12:12 AM	Mike-Levin.com, thejenn

Useful Search Engine Tactics Forums at <http://www.searchengineforums.com>.

## **You Will Need**

### **1. The Right Discussion Board Software**

There are 2 main types of Discussion Board software – the “threaded” ones and the “linear ones”.

“Threaded” Discussion Boards separate each response into a page of its own, with all the headings listed on the Board.

“Linear” Discussion Boards lump all responses to a post one after another on the same page.

Threaded Discussion Boards may be preferred by some Internet Entrepreneurs because every time the heading of a response is clicked on, the new page for the response is displayed – which usually starts with an advertising banner.

However not all Super Internet Entrepreneurs under this model make their money selling advertising banners – so a linear discussion board may be preferred as it is neater and in the eyes of some, nicer to look at.

A good feature for any Discussion Board to have is automatic notification of responses to the original post – which more or less guarantees a repeat visit from the original poster when there is a response.

### **2. A Topic To Focus On**

This is easy. Simply focus on a theme that you are passionate about. There are many others like you out there. Your topic should be a narrow one and yet has a lot of materials on which discussions can be held.

### **3. A Team Of Voluntary Moderators To Help You Moderate Your Board 24 Hours A Day**

If your Board is successful, you'll get posters from all corners of the globe, each with their own time zones. Thus you'll need to appoint Moderators who are willing to help you moderate your board for free – with you being the provider of the Discussion Board and host. You can get them to help you out by you giving them exposure in return.

## **Building Credibility**

You build your credibility from:

### **1. The Quality Of The Posts**

How good are the posts on your Board? The better they are, the more your visitors will find your Board valuable and recommend it to others.

### **2. The Quantity Of The Posts**

The more good-quality posts from different contributors you have on your Board, the more your visitors would find your Board a good resource.

### **3. The Frequency Of The Responses**

How often do you and your visitors respond to posts from the others? The more often, the more active is your board and the more appeal it has. Unless, of course, the posts that are made are low-quality ones.



**4. How Well You Moderate Your Board**

How clean is your Board from blatant advertising, name-calling, insults, etc? The cleaner your Board, the more quality posts it has, and the more others hold it in high esteem.

**5. How Many Other Quality Contributors Does Your Board Have?**

The more there are, and the more regular they are, the better your Board can be. And you get your quality posts for FREE while they get free publicity. Win-win.

## **Making Your Money**

**1. Selling Advertising Space On Your Board For Banners**

Sell by per thousand impressions or per click or for a period of time. "Hot" spots for you to place banners include the top of the Discussion Board, the bottom of the Discussion Board, and the "Thank You For Posting" Page after your visitor has posted a message.

**2. Posting Banners Of Product Owners Of Whom You're An Associate/Affiliate And Rotating Them**

Get a rotating script with your Discussion Board so that you can display more than one banner at a time to the same visitor.

**3. Endorsing Other Products Through An Endorsement Post Directly On The Board**

Once you've built up traffic to a good level and you've built up the trust between you and your visitors, you can start making posts directly relevant to the post being replied to and make recommendations to products you're an Associate/Affiliate of and you have confidence in their quality either because you're a user yourself or they are backed by a good name in the industry. Then watch your money roll in.

## **The Pros**

**1. It Is Not Difficult To Set Up A Discussion Board**

All you need is a good domain name and a Discussion Board software. Some owners actually set up their Boards on a 3<sup>rd</sup> party website providing free Discussion Boards.

**2. You Will Be Making Many New Friends From All Over The World Through Your Board**

You will be interacting with many people from around the world each with his own view, opinions and unique experiences to share that can only enrich everybody involved, which you cannot get any other way.

**3. Finding Guest Moderators To Help You Out Is Easy Once Your Board Attracts Enough Traffic With Good Quality Contributors**

This frees you to provide quality responses and the time to market your Board further. Your volunteer Moderators are simply happy to help you run a good resource on your topics and at the same time get free publicity as well. Win-win.

## **The Cons**

**1. Operating And Moderating A Discussion Board Is A Full-Time Job**

Starting a good, active Discussion Board is the most difficult part of this Internet Business Model. In addition, once you're able to start a community, you'll need to be able to find the right Moderators to help you out. This may not be an easy task.

**2. You'll Need Good Contributors To Your Board To Add Value**

There is only so much time you have and so many posts you can make yourself. Finding good contributors is a challenge, although if you are able to run your Board until traffic picks up, you'll be able to find some of them.

**3. You Will Occasionally Have Problems With Posters Of Messages**

They can be rude, or consistently ignore your warnings, or announce to others how unfair you are, or try to hack your site, or post blatant advertising messages, and so on.

This will be so no matter how fair you are or have been. A Discussion Board is a double-edged tool. If everybody observes the rules, you'll be all right. But one bad apple is all you need sometimes to damage your credibility – even if his accusations are without merit. Thus you'll need to ensure that you're able to handle flames if they occur, in a manner seen to be fair to all on your Board (not just you).

**4. You Need To Be Proficient In The Topic Being Discussed**

So that you can contribute to keep discussions going and on track when nobody else can. Otherwise your Board will cease being an attraction to your existing and future visitors.

**5. You And Your Team Need To Have The Right "Moderator" Touch**

Which is being firm yet not offensive to your visitors. This is a very delicate balance, and not everybody is suitable for it. Every visitor to your Board has a different level of tolerance for abuse – and it is your job to make sure that they know what your rules are. You'll need to remind them from time to time.

## **Recommended Resource**

Check out the Seeds Of Wisdom Discussion Board at SowPub.com for a good idea of what this model is all about.

## **Who Should Use This Model?**

Here are some ideas to get your going:

**1. If You're A Parent Of A Disabled Child**

You can form a community for parents to discuss how to take care of their child. Experienced and inexperienced parents will learn from each other. Products or services that can help make their lives easier in taking care of their child, or make their child's lives easier to cope with their disabilities can be showcased on your board. Occasionally you can make an endorsement of a particular product or service that you really like.

**2. If You're A Proud Owner Of A Harley Davidson Bike**

You can start a Discussion Board on how owners can take care of their own Harley Davidson bikes with the community exchanging tips and notes. Special accessories that you've sourced that are great at enhancing your members' enjoyment of their bikes can be recommended to them (with you as an Associate, of course). Harley Davidson owners frequently get together for rides together so it'll be a good meeting place for them to announce the location of their next rides.

**3. If You're A Chinese Cooking Expert**

You can start a Discussion Board focusing on Chinese cooking and divide it according to the level of your community. You can have different forums for beginners and competent cooks. You can share cooking tips, great original Chinese recipes you've found, sources for the best sauces and ingredients for Chinese cooking (you're an Associate for the company selling those sauces or ingredients, of course), best Chinese cook book (you're an Associate for Amazon.com or for some author with his own Associate Program) and so on.

**4. If You're A Computer Game Fan**

You can start a Discussion Board on how to play a particular game that you're an expert on, what other games are great, where to get them, tips and tricks for beating the game and so on. You can sell advertising space on your Board for game software, or you can be an Associate selling those games to your community.

**5. If You're A Fitness Freak**

You can start a Discussion Board on how to losing weight and bodybuilding with very good tips and notes from your own experience. You can arrange with fitness centers throughout the country on listing their center through a link on your Discussion Board and earn a commission every time your member become their member.

The possibilities are many. The above examples are meant to show you just how this Model can be used for many different areas.

Can you find an area for yourself that you can set up a Discussion Board for?

## Internet Business Model No.6

### The "Community" Model

You're creating a community of like-minded individuals to gather together to discuss topics of interest in your theme via your own Discussion Board.

You'll need to draw **TARGETED VISITORS** to your Discussion Board.

Your **MAIN** ways of marketing under this Model will include:

**1. Being An Active Participant In Other Discussion Boards Similar To Your Theme And Leaving A Link Back To Your Own**

This is one of the best ways to get targeted visitors to your own Board since you're already at a place where a thriving community are interacting with each other. Since your Board deals with the same or similar theme, they'll be right at home.

**2. Inviting (Through A Private E-Mail) Other Good Contributors To Your Board And Starting Good Quality Discussion Threads With Them**

Pick the best contributors from amongst those on display and invite them. They'll be glad to be a part of your board as it's new and there's less competition for eyeballs, and they know you're now actively marketing it through your invitations to selected parties.

Contributors will gladly contribute to your board if, after their posts, they are able to leave links behind that sell their products or services – so make sure you provide a Board that has this ability.

However this ability in turn will bring you posts that exist solely for the purpose of leaving a link to products – and so you'll need to be able to moderate your Board well to prevent it from becoming used for advertising instead, and dilute the quality of your Board in the process.

**3. Starting Discussion Threads On Certain Hot Topics On Your Own Discussion Board And Inviting Visitors On Other Boards To Give You Their Opinions**

Find the best topics to start a thread on. Controversial topics can also be considered. The idea is to make it as exciting and involving as you can – so that with a growing number of posts on each topic, you'll get many other contributors all wanting a piece of the action.

I've seen threads on controversial issues taking a life on its own within a few minutes or hours – and visitors to that Board are happily reading each and every post from passionate parties from both sides.

However there will be name callings and insults being thrown around between the parties, so your good skill in moderating the posts will be required to maintain its integrity.

**4. Starting A Poll On Your Site That Requires A Big Number Of Responses And Asking Your Visitors To Help Spread The Word For You So That You Can Get A More Accurate Count**

This is a very clever thing to do and you have a legitimate reason to get your visitors to help you out. After all, they will also benefit from a larger pool of respondents. You're also guaranteed repeat visits from those keen on finding out the results of your poll.

**5. Inviting Famous Names In Your Field To Participate In Your Discussion Board And Informing Visitors On Other Discussion Boards About This**

This is an event that most people would love to be a part of. The famous names get new potential customers for their products/service and you use their names to market your Board in the process.

## **Step-By-Step-By-Step**

### **1. Decide On Topic**

The more focused you are, the better it is. However, you'll need to ensure that your topic is one that has a lot of issues or sub-topics to cover.

### **2. Name Your Discussion Board**

Take some time to your Discussion Board - make it descriptive as well as attractive.

### **3. Decide On The Type Of Discussion Board To Install**

Since you're going to make money from advertisers, a threaded board is better as you'll be able to show advertisements above each and every message that is clicked on.

### **4. Ensure That Discussion Board Can Display Banners Or Text Ads On Rotation**

This is to enable you to show more Advertisers' banners or text links to the same visitor as he clicks on the various messages to read.

### **5. Look For Pay-Per-Display Or Pay-Per-Click Or Pay-Per-Sale Advertisers**

Find them at Associate Program Directories.

### **6. Register Domain Name**

Think of one that describes what your Discussion Board is about. If it's on fishing, for example, you may find [www.Forum-For-Anglers.com](http://www.Forum-For-Anglers.com) appropriate.

### **7. Get Hosting**

You'll need a host with lots of space for your messages and low data transfer limit because when it's successful, you'll get lots of visitors to your site.

### **8. Install Discussion Board On Server**

Get a programmer to do this properly for you.

### **9. Install Rotation Script**

This script will rotate the banners or text links on your Discussion Board.

### **10. Create Web Page And Upload To Host Server**

Your web page can be a simple one-page compelling description of what your Discussion Board is about, plus the rules and regulations you've set for your visitors to read and/or contribute.

### **11. Upload Advertisers' Banners Or Text Links To Host Server**

This will complete the set up of your Discussion Board.

### **12. Test Everything**

Do some test postings to ensure that the Board is working properly, and to see that the banners are shown and rotated as they should.

### **13. Decide On Discussion Topics To Post On Your Own Board Ahead Of Time**

You'll need to think of good, maybe controversial topics to start your board off. They have to be thought of ahead of time so that you are not left with an inactive board when things slow down.

**14.Start Posting On Your Own**

Post those topics on your Board yourself and invite your visitors to leave their comments.

**15.Market Your Discussion Board**

See section on Marketing.

## **Success Factors**

1. **Quality of posts by contributors**
  
2. **Frequency of Postings**
  
3. **Good moderation of Board by you**
  
4. **Interesting threads**



## Internet Business Model No.7

### The "Comprehensive Resource Center" Model



Here the web site consists of a **huge** collection of very useful articles and information on a topic of your choice.

Your goal is to make your site **the** site to go to for information on the topic you've chosen. It is free for all who are interested.

#### You Will Need

- 1. To Figure Out The Various Categories/Headings For Your Web Site That Deal With Your Topic**  
Make no mistake about it – you need to be as comprehensive as possible. The more comprehensive it is, the better. That's the value of your site – breadth and depth of information on the topic of your choice.
- 2. To Source For Useful Articles And Information Under The Various Headings Or Categories**  
You need lots of information to form the basis of your web site, and you will need lots more to continue adding to your site.
- 3. To Publish A Newsletter Reminding Your Visitors Of New Articles Being Put Up**  
As your visitors will most likely not come back on their own on a regular basis, you'll need to send out an announcement e-mail to your visitors of new articles on your site. And the more often they come back and find your site, the more likely they will market your site for you for free.
- 4. To Update Your Web Site On A Regular Basis**  
You will in fact be adding more and more information and tools to it – and this is a never-ending quest.
- 5. To Archive Your Published Articles For Your Library**  
You must put up a search engine for your web site to make searching easy, as after a while your site will be so full of information that your visitors will have problems finding what they want otherwise.

Get your search engine for your site at [www.Atomz.com](http://www.Atomz.com) or [www.FreeFind.com](http://www.FreeFind.com).

**6. A Discussion Board As Part Of Your Site (This Is Optional, But It Is A Good Fit In This Model)**

You're going to create a huge community for your site and a Discussion Board provides the interactivity that helps you tremendously. You can also solicit for more materials and help from your own visitors. Their continuous postings would provide another form of content for your site that will only help your site further.

## **Building Credibility**

You build credibility from the breadth, depth and quality of the content you have on your site on the topic you've chosen, from yourself and good quality contributors.

## **Making Your Money**

**1. Selling Advertising Space Within Web Site, Discussion Board And Newsletter**

There are plenty of hot spots for you to make your money by selling advertising space. Charge more for the premium spots (top of page), and home page. Some entrepreneurs are able to charge 10 times more for an ad in his newsletter than their competitors due to the sheer size of their subscribers.

**2. Selling Products Related To Your Topic As An Associate/Affiliate**

Either in addition to or instead of selling advertising space – but you'll do well to do both.

**3. Selling Membership To Your Visitors For Special Privileges On Products Or Services Offered By You**

You get another source of income from your visitors who regularly buy from you and are looking for good discounts, by charging them a buyer's club fee which you collect in advance. This buyers' club encourages your visitors who are members to buy at least once or twice from you during the course of their membership period to justify their joining fee. You can't lose either way.

**4. Selling Membership To Protected Area Of Your Web Site (Perhaps With More Distinguished Guest Contributors)**

See Internet Business Model No.4 above which has dealt with this aspect in detail.

### **The Pros**

**1. You Gain The Prestige Of Being The Owner Of The Site On The Internet To Go To For The Topic Of Your Choice.**

This can bring you places – like being invited to conferences to speak on your topic in return for fat fees.

**2. You Get To Mix With Other Interesting People Around The World**

Each with their own opinions and experiences – which can enrich your own life tremendously.

**3. You Become More And More Of An Expert In Your Field Each Day**

This is due to the fact that you deal with tons of information on your topic every single day. You will be truly enriched in more ways than one.

### **The Cons**

**1. This Is Probably One Of The Most Difficult Internet Business Models To Undertake**

Your time commitment is very heavy. You have to constantly add new materials to your site, delete obsolete links, do it regularly, moderate the Discussion Board if you have any, deal with contributors to solicit articles from them, and so on. But it is probably also the most rewarding one, depending on your own disposition.

**2. You May Need To Hire Additional Help To Assist You In Managing Your Site**

Which will cost you money, but if you're able to generate more revenue with the extra help, you'll do okay. On the other hand, there will be many contributors who are willing to do it for free, if only to be able to benefit from their participation and exposure even when they're helping you to make your fortune. Everybody wins.

## Recommended Resource

Check out this awesome site on Asian cooking recipes and see how much effort the owner has put in. He's one of my [Pajamas Graduates](#), now earning a great living off this site alone!

<http://www.AsianOnlineRecipes.com>

**The Unrivaled Practical Guide for Asian Recipes**



**Asian ONLINE RECIPES** "demystifies the flavors of the east...."

Asian Kitchen | Cooking Guide | Online Recipes | Equivalents | Conversion | Glossary | Sitemap

Thursday, August 5, 2004

**What's New**

The true taste of Asian food! Savor it and you will be totally charmed by the traditional and authentic Asian recipes. Come treat yourself to the best of Asian food recipes.

**Newsletters**

Issue #018 - Sauté seafood for a crisp crust / Sautéing Red Snapper Fillets

**Cuisine from the Indian subcontinent**

Most Westerners, when asked what food they associate with the Indian subcontinent, will say 'curry', and curry is not just one dish. It embraces a whole range of dishes, each distinctly different according to the spices and herbs used in varying combinations.

**What's Next**

**The indigenous**

**Good Afternoon...**  
**Welcome to Asian Online Recipes**

The ultimate website to the fresh, fragrant and colorful Asian recipes. It celebrates and demystifies the flavors of the East with traditional and modern Asian cooking recipes side by side and practical guides on buying and using ingredients.....this is the website for cooking authentic Asian cuisines at home.....spoil yourself by indulging in a tantalizing line of mouth watering Asian cuisines by unleashing yourself to our more than **1,500 Free Asian cooking guide and online recipes** of various countries in Asia. A website that truly focus on food & cooking recipes.

**E-Zine on Cooking Guide Made Easy.....**

**The Practical Guide for Asian Recipes**

There is a widespread misconception on how to become a great cook. It is not simply the mere memorization of hundreds

**Food ... Glorious Food !!!**  
Delve into a host of culinary pleasures & treasures below.....

- Herbs & spices
- Spicy Salad
- Dim Sum Cuisine
- Desserts
- Pickles & Chutneys
- Hawkers Delight
- Vegetarian Dishes
- Nyonya Delicacies
- Meat & Kebabs
- Tofu, Beans & Nuts
- Food Articles
- Newsletters
- Shopping Corner
- FAQ

## **Who Should Use This Model?**

### **1. If You Have A Huge Collection Of Materials In Your Area Of Interest**

You could be a prolific writer or creator of audio or video files, or ideally you should have your own original commentary or spin on areas that have been covered by others in detail. Where those areas can also be found elsewhere, you're also adding value in compiling the fragmented information, filtering them and putting them up in a meaningful order on your site with your own spin on them. You save your visitors time and effort in having to do the searching themselves.

### **2. If The Area Of Your Choice Has A Lot Of Products For The Visitor To Choose From**

Here you can provide valuable information to your target market by giving valuable reviews of a book, a piece of shareware or music or product all related to a particular theme. You're adding value by guiding your visitors to choose the right product by rating and/or them.

The advantage to this approach in reviewing e-books or some other product is that you can get them for free! In addition, once you develop a style of reviewing that your readers like, you can achieve celebrity status if you market yourself well.

## Internet Business Model No.7

### The "Comprehensive Resource Center" Model

You're creating a site that is **THE** site to go to in your chosen topic, with lots of articles that are not necessarily written by yourself.

You'll need to draw **TARGETED VISITORS** to your web site, **TARGETED VISITORS** to your Discussion Board and **TARGETED SUBSCRIBERS** to your e-zine.

Your **MAIN** ways of marketing under this Model are:

**1. Submission To Free Search Engines For A High Listing For Searches On Your Keywords**

You'll need to optimize your content-filled pages for high rankings in the search results of search engines for particular keywords.

You'll also need to check out the Keyword Effectiveness Index (KEI) of the keywords you have in mind to find the best keywords to optimize your pages for.

Try out WordTracker.com for the right tool you can use for this purpose.

**2. Creating "Link Popularity" To Boost Your Ranking**

Search Engines like Google and an increasing number of other search engines place a high emphasis on how many other sites are linking to you, and how many other sites are linking to those sites linking to you (among other things) to determine your own site's ranking on search results on particular keywords relevant to your site.

However, Google also "penalizes" you for linking back to the web sites linking to you – so for you to get incoming links from other web sites without linking back to them, your content need to be very good or outstanding.

**3. Setting Up A "Refer-A-Friend" Tool On Your Web Site To Easily Allow Your Visitors To Refer Their Friends To Your Web Site.**

This is simply a form on your web pages that asks for your visitors' names and e-mail addresses and their friends' names and e-mail addresses. Once they're filled in, the person referring your site to his friends will click on the "Send" button whereupon his friends will then get an e-mail from your server asking them to visit your site.

It's easy to set up and provides you with free traffic for as long as your site is up. Find such a tool at <http://www.senze.com/refer>.

**4. Setting Up A Resource Box That Provides Tips To Other Webmasters' Web Sites With Just A Special Link**

Here you're providing free content to other webmasters for their web sites. All they have to do to get your regular content is to insert a special code within their web pages and your Resource Box containing your tips will be seen on their site.

As you have space below the Resource Box for a link, you'll place a link back to your own site for the web site owner's visitors, and a short message telling the same visitors that they themselves can get the same Resource Box for their own web sites if they have any.

Find a tool like this at <http://www.senze.com/syndicator> - simply do a search for "Master Syndicator" under the "Site Promotion" category on the page.

**5. Submission Of Your E-Zine Information To Directories Of E-Zines**

Prepare a description of your e-zine and submit it to the many directories of e-zines on the Internet for free listings.

**6. See Internet Business Model No.6 Above For Promoting Your Discussion Board.**

## **Step-By-Step-By-Step**

**1. Have Lots Of Materials On Your Topic Ready**

Do your research and compile your materials in readiness for conversion into Web Pages.

**2. Create Your Web Site With E-Zine Subscription Boxes On Every Page**

Use a WYSIWYG Web Page Editor like DreamWeaver to paste your materials to and convert into HTML pages. Save them into your hard disk for uploading to your server later. The HTML codes for the E-zine subscription boxes will be created for you by your E-Zine System (see below).

**3. Name Your Comprehensive Resource Center**

Think of a good, attractive name for it.

**4. Register Domain Name**

Use a descriptive domain name that also contains a keyword relevant to it. For example, if your site is on skiing, you can register [www.Skiing-Central.com](http://www.Skiing-Central.com).

**5. Get Hosting**

Start with at least 100MB of hosting as you will be uploading many web pages, install your E-Zine System and Discussion Board.

**6. Upload Your Web Site To Your Host Server Via FTP**

**7. Set Up Your Discussion Board**

You have a choice as to whether you want to use a linear or threaded board. Depending on the comprehensiveness of the topic that you've chosen, either one can be appropriate.

**8. Create Your E-Zine**

See Internet Business Model No.3 above.

**9. Set Up Your E-Zine System (ARP3)**

See Internet Business Model No.3 above. I recommend ARP3 for your E-Zine System as it is also a Sequential Autoresponder System.

**10. Market Your Web Site**

See Section on Marketing.

**11. Provide Advertising Information To Your Advertisers/Sponsors On Your Web Site**

This is to let them know that you do accept advertising. You can leave your rates out of your web site and have them accessed via an Autoresponder so that you can follow up with them as you would have their e-mail addresses to do so.

**12. Create Sponsors' Newsletter**

This is the newsletter for your existing and potential Advertisers/Sponsors. You will state the dates when you have available advertising spots and their respective rates. You can also offer special rates for various advertising packages.

**13. Market Your Web Site, E-Zine And Discussion Board**

See section on Marketing.



## **Success Factors**

1. Quantity of articles and resources on your site
  
2. Quality of articles and resources on your site
  
3. Quality of articles in your e-zine
  
4. Quality and Quantity of posts in your Discussion Board

## Internet Business Model No.8

### The "Free Functional Tool" Model



Ever found a web tool so useful that you will use it again and again?

For example, once you have a web site, you'll need to submit its URL for registration with the search engines. If you were to do the submission for each engine, it will take you some time. However, if there is a web site that has a tool that allows you to submit to all or most of the search engines with just one submission, and do it for you either every day, or every week, or every month, completely on autopilot, wouldn't you want to use it instead?

Another example is a web tool that checks your web site's ranking in the various search engines at the same time. You don't have to check every search results from each search engine separately, a very time consuming process.

Or you can host a multi-forum Discussion Board software that can be easily set up for your visitors' own use with their own username and password, so that they don't have to set up their own Board on their own servers, which will involve some costs and some programming knowledge.

### You Will Need

**1. An Idea For A Tool That Your Target Visitors Will Find Useful And Want To Use**

Simply find a problem that your prospects have and provide a web solution for it. Examples are the free URL submission tools, the free HTML Form generators for your web site and the free "check your URL ranking in the search engines" tools.

**2. Setting Up That Tool**

You can either do the programming yourself, or pay some programmer to do it for you, or purchase a multi-user license for a tool that already exists.

**3. Mailing List Host**

You will want to build up a mailing list of users of your tools so that you can get in touch with them for announcements of upgrades of your tool, or that you've released another great service. Sparklist.com is one such host.

## **Building Credibility**

Your credibility is measured by the usefulness and effectiveness of your tool. The more useful and effective it is the more credible you are.

## **Making Your Money**

### **1. Selling A Similar Web Tool With More/Advanced Features**

Your free functional tool, though useful, can be made more powerful with additional features that your visitor would like. Having him use the free version merely familiarizes him with your tool and would make his decision to upgrade a lot easier on his part.

### **2. Selling Advertising Space On Web Site**

There are a few hot spots – just above the tool, next to the tool, below the tool, or at the “Thank You” page after the tool has been used, as in the URL submission service, for example. Sell them for all the money you can get!

### **3. Selling Advertising Space On Newsletter**

You would do well to always build up a mailing list of your visitors so that you can announce new features of your tool and slip in a couple of ads at the same time.

### **4. Selling Products On Web Site And Newsletter As An Associate/Affiliate Or Endorsing Another Product**

Find other products that complement your tool and its concept. If you’ve set up a free tool that appeals to the webmaster, any of the other tools that would help a webmaster is automatically qualified to be introduced to him.

## **The Pros**

### **1. Once You’ve Set The Web Tool Up, You Don’t Have To Do More Apart From Ensuring That The Tool Works**

Aside from marketing your Web Tool, that is, which is the same as for any other Internet Business Model. This is especially so if you have set up a viral marketing effect within your Web Tool, which takes over the marketing for you. Easy, and extremely exciting to watch!

## **The Cons**

### **1. You Need To Create A Web Tool That May Require Deep Technical Knowledge**

Which may be something you don’t have. You will then need to hire a programmer to create it for you. Which brings you to another problem – who would be the right programmer to create something that has never been done before?

### **2. The Cost To Create That Tool May Be Too High**

While you may have a good idea, the execution of that idea may require deeper pockets than you already have.

## Recommended Resource

Go to Yahoo.com for an example of the functional tool model:



Want free traffic for your site?

**Mark Joyner's StartBlaze** caused a stampede of visitors to his servers when he first launched it, and spawned tons of imitators. It provided free traffic to its members who all join to get a special URL that they can use to set their browsers' Home Page to.

Here is how it works: Every member who starts their browser pointing to that special URL will see another member's web page. Each viewing of another member's web page will earn the viewing member some points which will be used to show that viewing member's own web page to the other members in the network when they start their browsers.

Each member can refer others to join the network, and earn from their opening of their browsers, in a multi-level arrangement that reward each member for their referrals with more hits.

StartBlaze is no longer around, but it spawned hundreds of websites that modeled Mark's viral marketing theories and systems. Perhaps the greatest example today is InstantBuzz.com

[TrafficSwarm.com](http://TrafficSwarm.com)

Here you let your Internet Browser do the work for you. When you join them, you will be given a special code. You will then set your Browser's Start Page to this code. Every time you start your Browser, you will see TrafficSwarm.com's Home Page that contains 6-8 text advertisements of other TrafficSwarm members. You own ad can be inserted for free and can also be displayed and seen by other TrafficSwarm members when they start their own Internet Browsers, provided you've earned enough credits that will go toward "paying" for the exposure. You earn some credits when you start your Browser to TrafficSwarm's Home Page, and when you click on the advertisements displayed on it. You can also earn some credits if you refer your friends to it and they sign up for the service with your Referral link. If you don't want to set your Home Page or click on the ads to earn your credits, you can pay TrafficSwarm to display your ad for you.

### **Who Should Use This Model?**

There are limitless possibilities.

Just look around you – what things are you currently doing manually that you can automate by creating an on-line tool?

Can you create:

**1. A Currency Conversion Tool?**

You'll be targeting tourists with this tool. You'll need to take into account the daily currency conversion rates and updates.

**2. A Tool That Creates Pop-Up Windows Of Varying Dimensions And Requirements For Webmasters Without Any Programming Knowledge?**

Your targets are obviously webmasters who will need a whole lot more than pop-up windows.

**3. A Tool That Calculates The Cost Of Doing Something?**

This is so that you can justify the sale of your solution that costs less than the cost of your prospect doing that something without your solution.

**4. A Tool That Solicits Input In A Poll For The Most Popular Artiste For The Month?**

Your target market may be those interested in the recording industry and you are an associate for CD stores. You can also send out the results of the polls by e-mail every month to those who signed up – with offers and ads within.

**5. A Tool That Acts Like A Survey Form That Takes All The Data From Your Participants On-Line So That You Can Sell The Resulting Aggregation Of Data To Other Parties As A Guide?**

A good example is where you're a 3<sup>rd</sup> party Human Resources firm specializing in providing data on the average salary and benefits of a particular industry. Your clients would be interested in what the average salary and benefits are in their industry is so that they don't underpay or overpay their staff – and all your prospects would be those who participated in the survey in the first place.

## Marketing Internet Business Model No.8

### The "Free On-Line Tool" Model

In this model you provide free use of a special on-line tool for your visitors.

You'll need to draw **TARGETED USERS** to your web site.

If you target **WEBMASTERS**, your **MAIN** ways of marketing are the following:

1. **Submission Of Your Tool For Listing In Directories For Webmasters Like**  
[www.senze.com/freesite](http://www.senze.com/freesite)

Sites like the above get visitors from webmasters looking to add value to their sites.

2. **Getting Links From Web Sites That Are Related To The Use Of Your Tool**

As an example, if you offer a free loan repayment calculator, offer this tool to sites offering financial services and request that they link to you for the benefit of their own visitors.

3. **Buying Ads On Same-Theme Web Sites Or In E-Zines That Cater To Webmasters**

There are e-zines for webmasters that have thousands of subscribers, and if you can advertise in a good e-zine from a good publisher, you'll get lots of responses.

4. **Submission Of Your Web Site URL To The Free Search Engines**

Use Wordtracker at <http://www.senze.com/wordtracker> to help you determine the Keyword Effectiveness Index (KEI) of keywords relevant to your tool, and then choose the one with the best and highest KEI to optimize your site for.

A good KEI (of above 50) will give you a better chance of being listed high in search engines and thus give you free traffic.

If you target **NON-WEBMASTERS**, your **MAIN** ways of marketing are the following:

1. **Submission Of Your Web Site To The Free Search Engines**

See above.

2. **Getting Links From Web Sites That Would Find Your Tool Complementary To Their Content**

See above.

3. **Buying Ads On Web Sites Or E-Zines Of A Similar Theme To Your Tool**

See above.

## **Step-By-Step-By-Step**

### **1. Program Or Find A Free Functional Tool**

Go to [www.DaveCentral](http://www.DaveCentral) and download free software to try out based on what interests you. Then find the software with the best potential for profit, and either engage your own programmer to do a similar software but done on-line via the Internet instead of via a download. Or go to [www.thefreesite.com](http://www.thefreesite.com) and see if you can find any ready on-line tool that you can use on your own web site.

### **2. Register Domain Name**

Use [EMatrix Inc](http://EMatrix Inc) as your Domain Name Registrar. Choose a descriptive name like [www.Currency-Converter.com](http://www.Currency-Converter.com) (which is self-explanatory) with your keywords within if possible.

### **3. Find A Host That Allows You To Install Software On Their Servers**

I use SiteHost4u.com for their excellent service level – but do check to see if your type of application can be installed on their servers by asking their Support.

### **4. Install Your Software**

Your programmer should be able to do this. Unless of course all you need on your site is a piece of code (provided by your On-line Tool Provider) that you can copy and paste.

### **5. Prepare Your E-Zine Materials**

It could contain additional tips on using your on-line tool, or an announcement on upgrades to your tool. Use this to endorse other products that complement your tool, and products that target the same target market as yours.

### **6. Set Up Your E-Zine System**

Use AutoResponsePlus for this purpose. Have it installed by a professional installer that ARP3 recommends.

### **7. Market Your Functional Tool**

See the Marketing Section.

### **8. Set Up Your Advertising Center On Your Web Site**

If you sell ad space on your web site, you'll need to set up an Advertising Center that will source for advertisers and liaise with them on your rates, payment for ad, duration of ad, size of the banners/text links and others.

### **9. Set Up Newsletter For Sponsors And Advertisers**

If you send out an e-zine, you have space that you can sell within to Advertisers. Your Advertising Center will need to handle this profit center as well. This newsletter will provide your current and potential Advertisers or Sponsors with information on the available advertising spots as well as special advertising packages that you may offer from time to time (especially when times are slow and you want to fill up some spots quickly).

## Success Factors

1. How valuable your Tool is to your visitors
  
2. How easy it is to use your Tool
  
3. How viral you can make it



## Internet Business Model No.9:

### The "Free Tip of the Day" Model



If you have a large collection of short tips, short stories or short snippets of information on a particular topic, this Internet Business Model may be for you.

You will send the above to your subscribers on a regular basis via e-mail, at no cost to them. Popular e-zines along these lines are the "Marketing Tip Of The Day" or "Joke of the Day" e-zines.



Sites using this Model are built around this subscription box.

## **You Will Need**

**1. A Topic To Focus On That Is Not Time-Sensitive**

Good examples are jokes, recipes, stories, and stuff like that.

**2. A Large Collection Of Tips/Short Stories/Short Snippets On The Topic**

You don't want to create your tips as you go along because you may fall sick one day and your e-zine will grind to a halt. So do them in batches and store them on your hard disk. Or do an entire month's issue in one day and have the rest of the month off. It's up to you, because you're not dealing with time-sensitive information.

**3. A Mailing List Server To Send Your E-Mails Out**

The bigger your list, the more crucial your mailing list server is. And your goal is to make your list as big as possible in the shortest possible time.

**4. A Daily Publishing Schedule**

You will need to send out your tips daily. As long as you've compiled your tips based on the days you're going to send them out, you're okay. Just push the "Send" button!

**5. A Web Site That Compels Your Prospects To Subscribe To Your E-Zine**

The main purpose of your web site is to get your prospects to subscribe to your e-zine. You must get this right or you'll be losing a lot of subscribers. And your list is your gold mine.

## **Building Credibility**

**1. The Design Of Your Web Site**

You must impress your visitors the first time. Your web site must be designed according to the theme you've set for it. In other words, you have to be congruent. Don't use a business design if your site provides free recipes.

**2. The Content Of Your Web Site**

If you don't provide quality material on your site relevant to your theme, you will have less sign-ups. If you provide jokes, make sure they're really funny or else don't put them up! Your visitors will decide whether to sign up for your newsletter or not based on what he sees on your site. So make your content good!

**3. The Quality Of The Material In Your E-Zine**

As your list subscribers must grow as quickly as possible, you must give them quality material as often as possible to have them remain your subscribers. Do the filtering all at one go according to certain criteria you have set out in advance.

**4. Your Adherence To Your Publishing Schedule**

Once you start publishing on a daily basis, you must do it everyday to continuously establish your credibility. Miss a day or two over a period of time, and your credibility will be affected.

## **Making Your Money**

### **1. Selling Advertising Space Within Your E-Zine**

Choose the number of spots you would like to sell within your e-zine and for how much. This is crucial as it directly determines how much money you'll be making.

### **2. Selling Banner Advertising On Your Web Site**

Your web site will also have "hot spots" where you can sell banner space. There's one spot at the top of every page, and one spot at the bottom, and one spot at the side. Choose your spots carefully, and know which pages are your "hot pages" as well (which definitely includes your home page).

### **3. Endorsing/Selling Other Products Within Your E-Zine**

During the times when you haven't sold out your advertising inventory, insert your own advertisements for the Associate/Affiliate Programs you've joined.

## **The Pros**

### **1. As The Topic You're Focusing On Is Not Time-Sensitive, You Can Work Days Or Weeks In Advance**

This enables you to compile the entire month's tips in one or 2 days, leaving you with the rest of the month free. All you do is simply send out the tips daily to your mailing list server which will then send it to your base of subscribers.

An easy way to do this is to get a follow-up autoresponder and store all the issues you are publishing for the year in your account. Each new subscriber will have his e-mail trigger your autoresponder and his subscription will start from Issue #1 irrespective of when he joins your list.

### **2. You Can Easily Get New Material From Your Own Subscribers**

Once you've compiled a large list of subscribers, they can become your willing contributors of short tips, short stories or short snippets on the topic you've chosen. Just ask and you shall receive.

## **The Cons**

### **1. You Need A Large Collection Of Tips/Short Stories/Short Snippets On The Topic You've Chosen To Start Off**

You must allocate a block of time to do this before you launch your site. After you have done this your site may not take off because your target market don't find your topic appealing enough for them, or your chosen target market is too small for you to have enough subscribers. All your efforts would then be wasted.

### **2. Your Subscriber Base Needs To Grow To A Certain Number Before You Can Start Selling Advertising Space Within Your E-Zine.**

However, in the meantime you can insert advertisements of sites you're an Affiliate of.

- 3. Lately The Number Of Advertisers And Cost Of Advertising Have Gone Down**  
Thus lowering your profits and may make this Internet model less viable altogether.  
However when the economy is good you can expect this model to thrive again.

## Recommended Resource

**JokeADay.com**

## Who Should Use This Model?

A few criteria would make this Model clearer:

**1. You Can Create Or Have Access To Non-Dated Materials**

Jokes and recipes are 2 really good examples. Short stories that entertain or inspire is another.

Be aware that the above are 3 very competitive areas, but if you can differentiate yourself from the pack you'll still have a good chance.

**2. The Subject Matter Is Very Wide In Nature**

Tips on Marketing, Gardening, Home Improvement, Car Repairs, Slimming, etc are suitable.

**3. The Subject Matter Covers Matters On A Daily Basis**

A good example is Horoscopes or Sports Trivia or Recipes. They can all be done months in advance.

## Marketing Internet Business Model No.9

### The "Free Tip Of The Day" Model

In this model you're providing free tips by e-mail every single day on a topic of your choice.

You need to sign up **TARGETED SUBSCRIBERS** to your e-zine.

Your **MAIN** ways of marketing under this Model are:

**1. Swapping Ads With Or Buying Ads From Other Similarly Themed E-Zine Publishers**

Advertisers don't care how many e-zines your subscribers are subscribed to, only how many subscribers your e-zine has.

Thus it makes sense to share subscribers with your competitors because the more subscribers you have, the more money you can make.

Swap ads with your competitors that promote each other's e-zine. If your competitor has half the number of your subscribers, ask him to promote your e-zine in his e-zine twice and in return you promote his e-zine once in your e-zine.

Do this with 5 or 10 other competitors and pretty soon you'll have a lot of subscribers in a very short period of time.

**2. Submission Of Your Web Site To The Search Engines**

See this topic on some of the other models above.

**3. Buying Fresh Subscribers From List Sellers**

A good source is World Wide Lists at [www.senze.com/wwl](http://www.senze.com/wwl). Simply open an account with them, set the amount that you're willing to pay for each subscriber (I pay no more than 15 cents per subscriber), prepare a description of your e-zine, and submit it to them for listing on their web site under the proper category.

Your description will be displayed amongst other descriptions (your competitors), and WorldWideList's visitors will have a choice as to which e-zine from them all they would like to subscribe to.

Your subscribers' names and e-mail addresses will then be e-mailed to you by WorldWideList in the format you want daily for you to import into your e-zine database.

## **STEP-BY-STEP-BY-STEP**

### **1. Choose A Topic That Is Not Time Sensitive**

You'll be working weeks ahead, so you don't want to publish things like yesterday's football scores, for example.

### **2. Decide On The Format**

More stories gives you more spaces for advertisements (the spots "in between" the additional stories) but this also means that you'll have to "work" harder in creating more content.

### **3. Source For Free Content**

Look for free content on the Internet. You can also solicit content directly from your subscribers and publish their contributions with a mention of their help. Some of them will be delighted to help you out.

### **4. Set Up Your E-Zine System On Your Host**

You can use ARP3 to start off. When the number of your subscribers reaches 50,000 and beyond, consider using a specialist mailing server to send out your mail.

### **5. Create Your Web Site (Optional)**

Since the most important component of this Internet Business Model is your actual newsletter that is sent out via e-mail and the number of subscribers you have to this newsletter, strictly speaking you don't even need to set up a web site. You can easily submit your publication for listing on a 3<sup>rd</sup> party's web site that lists out all newsletter publications and pick up some subscribers from their visitors, or your new subscribers can easily subscribe to your list by sending a blank e-mail to a specific e-mail address where they'll automatically be added.

However you can create a web site and put more stories there if you want to have another profit center by selling space for banners on this web site as well.

### **6. Market Your E-Zine**

See section on Marketing.

### **7. Source For Advertisers**

2) Once you have enough subscribers (say, maybe 20,000 subscribers), you can start to look for advertisers to buy advertising spots within your newsletter.

3) Look for them by doing the following:

#### **i) Subscribe To Your Competitors' Newsletters**

And then check out who their advertisers are. Click on the link in the advertisement and you should find yourself on the Advertiser's web site. Look around the web site to find the Advertiser's contact e-mail address. Then simply make an offer to them for your advertising in your e-zine that is more attractive than your competitors' rates. Since they are already advertising, they know the value of advertising – and you're just another publication that they can consider.

#### **ii) Subscribe To Other Newsletters Not Related To Your Theme**

You can find Advertisers all over the Internet. Simply subscribe to as many other good newsletters as you can find and keep your eyes focused on advertisements on

them. Respond to those ads to find out the details of those Advertisers and then send an offer to them.

**iii) Include Advertising Information In Your Newsletter**

Some of your subscribers could be your potential Advertisers. Simply include a one-line advertisement at the bottom of your newsletter (where you're not selling a spot) for advertising in your newsletter and include an e-mail address linked to an Autoresponder that will contain all your advertising rates that will automatically be sent back to him once he sends a blank e-mail to it.

**8. Create A Sponsor Newsletter And Use ARP3 To Store It Under An Autoresponder Address And Send Out**

Use this newsletter to inform your Advertisers of the spots that you have on specific dates and what special offers you're running. From time to time, send out something that will benefit your Advertisers together with the information.

**9. Set Up Your Credit Card Payment System**

You'll need to be able to accept payment for ads by credit card. Use PayPal or 2Checkout.com for this purpose.

**10. Set Up Your Advertising Administrative Center**

You need to manage your Advertisers and their advertisements. You need to keep track of their advertisements, when they're to appear and when they're to end. You'll also need to send sample issues to them with their ads inserted, for their records. There could be changes to an ad once it's been given to you, and you'll need to be able to respond and make the changes quickly.

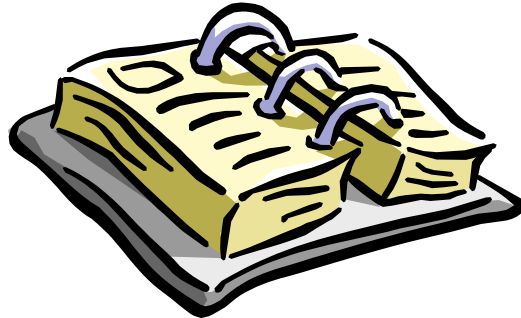


## **Success Factors**

1. The more subscribers you have, the more money you can make
  
2. Entire site must be set up to capture e-mail addresses effectively
  
3. Multiplying your subscribers quickly
  
4. Good economic conditions in the U.S.

## Internet Business Model No.11

### The "Directory/Guide" Model



Here you're listing out the various web sites and resources you can find on a topic of your choice.

Since it's a Directory/Guide, it has to be fairly comprehensive to be of any value to your visitors.

It basically saves your visitors time looking for those links themselves, something they'll definitely appreciate.

Yahoo started out as a Directory of wide topics. It has now morphed into a Portal providing a comprehensive suite of free services. You can do the same with a narrow topic as even Yahoo cannot do a better job than you can because it relies on submissions, whereas you're actively seeking out quality sites to list, as well as submissions.

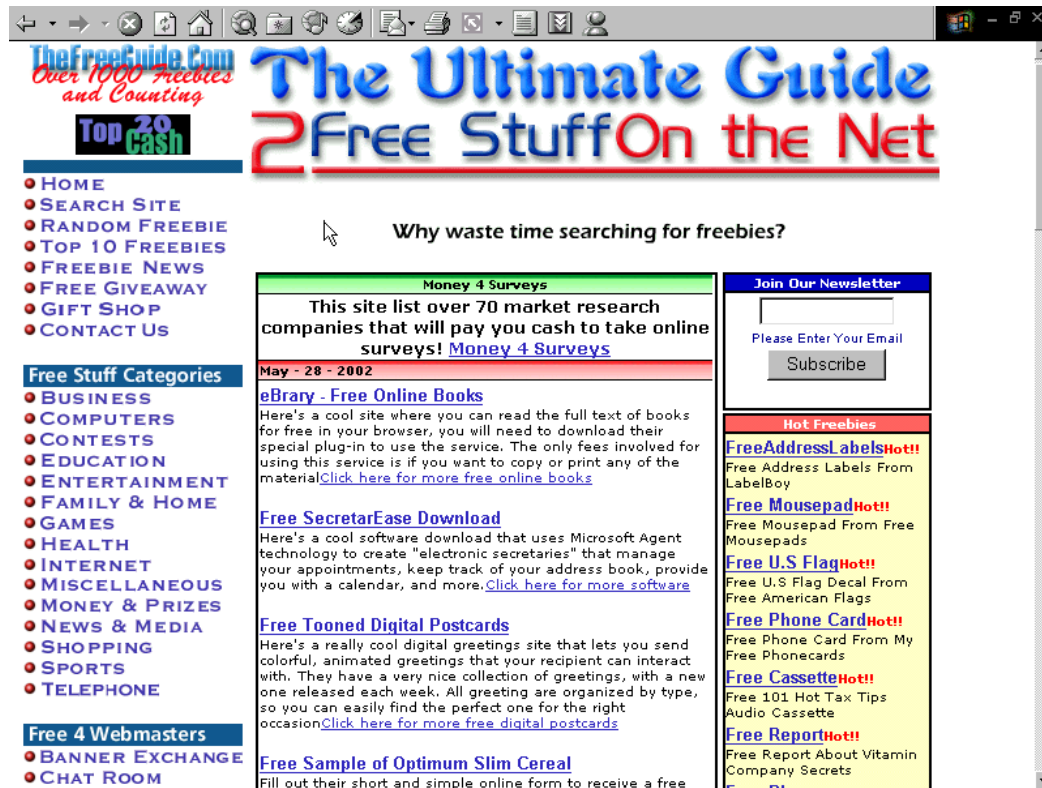
This Model is different from the Comprehensive Resource Model (Internet Business Model No.7) as you don't need to include articles. You just list out the links, one by one. Writing is minimal, if any.

### You Will Need

#### 1. **A Comprehensive Collection Of Links On A Narrow Topic**

Firstly, you'll need to look out for a topic that appeal to your target market. A good example is [Free Stuff Central](#) which lists web sites that are offering free stuff. The Free Site's target market is huge, even as it focuses only on free things.

Check it out below:



How comprehensive need your Directory/Guide be? Simple answer: as comprehensive as it can get. The more comprehensive it is on a particular area, the more value it has to your visitors provided they've all been filtered for quality.

**2. Good Quality Sites To Link To**

Don't just link to any site that falls within your topic. You'll have to ensure that it's worth your visitors' time to visit those sites, as otherwise your Directory/Guide will not be of much value to them.

**3. Plenty Of Time To Surf And Find Relevant Sites**

There is no short-cut to this. You must go and search for your sites. Fortunately there are many free tools available for you to do this.

## Building Credibility

**1. The More Comprehensive Your Directory/Guide The More Credibility You Have**

Your effort will be seen from the amount of quality links that you have. Nobody would spend that long a time to compile those links if he is not serious about it.

**2. The Better The Quality Of The Links You've Provided, The More Credibility Your Site Will Have**

Obviously a Directory/Guide is meant to provide its users with some value. Thus your quality control mechanism must be in place.

**3. Your Useful Comments Preceding Each Link Describing The Resource**

Or you can simply have a rating out of 5 stars for the resource that you're listing out. The comments or ratings are simply to add more value to the sites you've listed, and differentiate you from a similar, competing site. It'll take more effort, and depending on how well you write your comments to suit your visitors' needs, you'll find that it may just be your "secret ammo" to blow your competition away.

## **Making Your Money**

**1. Selling Advertising Space Within Web Site And Newsletter Announcing New Relevant Links**

This is an obvious way. Sell all the real estate within your website and newsletter as you can find.

**2. Selling Products Related To Your Topic As An Associate/Affiliate Of The Site Being Linked To Or Endorsing Another Product In A Joint Venture**

Most sites offering free stuff, for example, have something to sell. Like a PRO version of a free autoresponder. Thus when the user is directed there with your Associate/Affiliate ID and he upgrades to a paid version some time later, you've made some money.

## **The Pros**

**1. Your Content Is Made Up Mostly Of Links**

Input from yourself can be in the form of simple comments or a rating system.

**2. Once You've Set It Up There Is Very Little Maintenance On Your Part Apart From Adding New Links As You Go Along**

You can also get your visitors to suggest new sites they have found useful, thus getting them to help you compile your Directory/Guide.

## **The Cons**

**1. It Can Be Very Time Consuming To Set Up A Directory Or Guide In The Beginning**

However if you've been doing a lot of research on your topic for a period of time, your bookmarks would likely be full of links anyway. Then all you need to do is to re-categorize them and add a few more links.

**2. Your Directory/Guide Must Be As Updated As Possible**

That's where your Directory/Guide's value lies. If you have a lot of dead links or links to lead to sites that no longer fall within your topic, your Directory/Guide will cease to be useful.

### **Recommended Resources & Tools**

1. You can use the tool at [ChangeDetection.com](http://ChangeDetection.com) to tell you if a link has changed its content or gone dead.

Simply register the various web sites you've found with them, and they'll notify you by e-mail should any of the content of the page changes. You'll be using it to notify you if the changes include a change in the theme of the page or that it is no longer active due to one reason or another (the owner may have failed to renew his domain registration, for example, in which case somebody else may have taken over and changed its contents).

2. Use the tool at [TracerLock.com](http://TracerLock.com) to monitor news, web pages, newsgroups, auctions sites and others for keywords matching those you're looking for, so that you can easily add new resources to your Directory/Guide.

## Who Should Use This Model?

Anybody with a comprehensive collection of links on an area that interests him.

The secret is in **organizing** the links that you've bookmarked into a coherent, useable form to your visitors – thus saving them time and effort in doing it themselves.

You can create links to:

1. **The world's greatest travel locations.**
2. **The world's most romantic locations**
3. **The worlds' best 5-star restaurants**
4. **The world's best French restaurants**
5. **America's best family Steakhouses**
6. **England's best skydiving places**
7. **The Internet's best web sites on the Star Wars films**
8. **The best Wedding sites**
9. **The best UFO landing sites**
10. **Use your imagination here.**

The possibilities are unlimited. Start with your interest and build your Internet Business from there.

## Internet Business Model No.11

### The "Directory/Guide" Model

In this model you're providing mainly links to other sites offering information or other things to your visitors on a theme you've chosen. Your value is in the **ORGANISATION** of those links into categories that are easy for your visitors to understand and use.

You want to draw **TARGETED VISITORS** to your web site and **TARGETED SUBSCRIBERS** to your e-zine.

Your **MAIN** ways of marketing under this Model will include:

**1. Submission Of Your Web Site URL To The Free Search Engines**

Your Directory or Guide should rank well in the free Search Engines. It'll be relevant to the keyword that is related to your topic, and you'll likely have many links back to it because you're providing a useful resource for free.

**2. Getting Links From Other Web Sites Similar In Theme To Yours**

The more comprehensive your content, the higher the chances of other web sites linking to you without your knowledge. This can only be good for your search engine ranking.

**3. Submitting Your E-Zine For Listing In E-Zine Directories**

You may be able to pick up some free subscribers this way. Ensure that you have an appealing name and description for your e-zine.

**4. Buying Subscribers To Your E-Zine**

You can go to WorldWideLists.com to get your e-zine listed and pay for each subscriber they get you.

**5. Swapping Ads With Other E-Zines Similar To Yours**

If you have many competitors, why not swap ads with them promoting each other's e-zine?

**6. Buying Banner Space On Other Sites**

You may want to try displaying your banners on other people's web sites to get some traffic.

## **Step-By-Step-By-Step**

### **1. Decide On Your Topic**

Focus on one topic that also has a lot of resources on it. Cooking is a good example, with lots of good web sites out there on how to cook a specific type of dish.

### **2. List Out All The Sites You've Found On The Topic You're Going To Cover**

Spend at least 4-6 hours every day for the next 2-3 weeks looking for relevant web sites using Search Engines and following related links from the web sites you've checked out. You may also consider joining Tracerlock.com to be automatically notified of new articles, web sites and other resources related to your keyword that you have registered with them.

### **3. Filter Out The Good Ones From The Really Bad Sites**

Your job is to find good, valuable sites for your visitors to check out. You may wish to write a short review for each site, or rate each one on a scale of 1 – 5 stars (in which case your writing is minimal).

### **4. Register All Of Them With ChangeDetection.Com Which Will Notify You If The Links Go Dead**

Register them one by one. This tool will save you time.

### **5. Create Your Web Site With E-Zine Subscription Boxes At The Bottom Of Each Page**

List out all the sub-categories under your main category. Then list out all the links to the respective web sites under the right sub-category, including a rating or review if you wish. Add your E-zine subscription boxes at the bottom of each page for your visitors to subscribe to your E-Zine (see below).

### **6. Register Domain Name**

Use a keyword relevant to your directory in your Domain Name and register it if it is available.

### **7. Get Hosting Services**

Your main consideration is space allocation. You can start off with 50MB and upgrade as you go along.

### **8. Set Up E-Zine System**

Install ARP3 on your host to send out your E-Zine. Then create the HTML code for subscription boxes automatically through ARP3 and insert those codes at the bottom of each and every web page that you have.

### **9. Send Out Announcements Of New Links Added**

Your E-Zine is nothing more than an announcement list, where you announce new additions to your Directory/Guide. Thus there is no need for you to prepare a few issues ahead of time.

### **10. Upload Your Web Site To Your Server**

Ensure that you continuously upload web pages with updated links as soon as you've discovered new relevant information through ChangeDetection.com's (dead links or changed content) & TracerLock.com's (new links) services.

### **11. Market Your Web Site And E-Zine**

See section on marketing.



### **12.Create A Home Page With A "Featured Sponsors" Box**

Once your traffic picks up significantly, you can insert the following into your web pages:

- 1) A "Featured Sponsors" box on your Home Page where you'll charge more than you would charge for banner space on the other pages of your web site. You need to install a Rotational Script to rotate the various Featured Sponsors in this box to the same visitors to maximize your profits;
- 2) Code to display banners at the top and bottom of your web pages. Install also a Rotational Script to display different banners on your web pages to the same visitors for maximum profits.

### **13.Set Up Advertising Information For Sponsors/Advertisers**

Use ARP3 to send information on your advertising rates. You can also set up one web page to inform your visitors that you accept advertising on your Directory and Announcement E-Zine.

### **14.Set Up Newsletter For Sponsors/Advertisers**

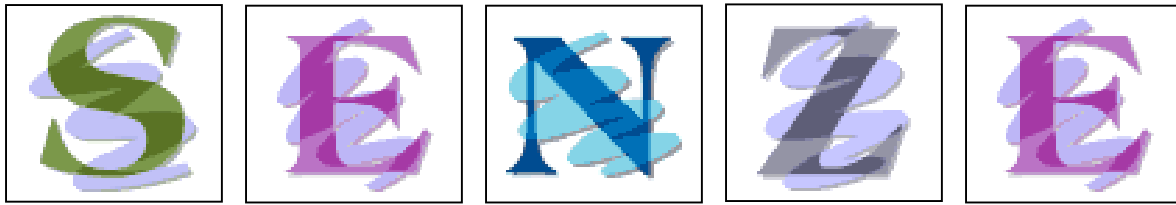
From time to time, send out announcements on the spots you have available for Advertisers to buy and their rates, booking deadlines, advertising policies, and other related issues. Tie this newsletter to an Autoresponder via ARP3 so that you can ask your potential Advertisers/Sponsors to send an e-mail to for advertising rates – after which you have their e-mails on record that you can use to send future offers.

## **Success Factors**

1. How valuable your links are to your visitors
2. How valuable your short review comments are to your visitors
3. How comprehensive your web site is

## Internet Business Model No.14

### The "Domain Name Trader" Model



The Domain Name Trader's way of making money is very simple. He logs onto the Internet, looks up a Domain Name register, searches whether the domain name he has in mind is available and if so, he registers them. He then waits for a buyer to contact him (or finds a buyer himself) who is willing to pay him much more than what he paid to register that name and in the process makes a hefty profit. He does this with all the Domain Names he has registered.

How much can the Domain Name Trader make per domain name sold?

Well, each domain name can be registered for less than \$10.00.

The domain "Business.com" sold for \$7 million! "AsSeenOnTV.com" and "Korea.com" sold for \$5 million each! "AltaVista.com" went for \$3.5 million!

Thus the return on investment for you as the Domain Name Trader can be staggering – IF you were lucky enough to be owning those names AND you were in the right time zone.

At one time, there were a lot of web sites telling you touting the merits of being a Domain Name Trader in order to get you to join in on the Domain Name Gold Rush.

But even as those web sites were created to tell you this, the Domain Name Gold Rush was already over by a long shot.

Today, nobody speculates on trading domain names this way anymore.

The Domain Name Trader's new modus operandi is as follows:

1. He checks for "valuable" Domain Names that will expire soon; and
2. He registers them for himself as soon as they are available due to the previous owners' carelessness in not renewing those Domain Names for one reason or another, which resulted in those Domain Names having expired and deleted; and
3. He then sells the same Domain Name back to the previous owner who will be begging him to do so!

He can charge anywhere from \$500 to \$10,000 or more, depending on how important that site is to the previous owner!

## **You Will Need**

### **1. A Domain Name That Has Great Value To Your Prospects**

Such a Domain Name would be one that has:

#### **1) A Thriving, Profit-Producing Web Site**

It can sometimes be easy to spot such a web site, especially when it has been set up properly following Internet Business Model No.1 (the Comprehensive Catalog Model), or Internet Business Model No.2 (the Killer Sales Letter Model), or any of the established Internet Business Models you see in this manual. The more money a web site produces for the previous owner, the more money you can command in return for transferring the Domain Name back to him. Sites that are active and frequently updated are also good candidates;

#### **2) Lots Of Links Back To It**

A "Valuable" Domain Name has a website set up that is linked to by many other web sites. The other web sites would link to it because the web site at the Domain Name contains lots of free, valuable information on a specific topic that the other web site owners would find difficult or time-consuming to replicate.

Since the Domain Name has lots of other web sites pointing back to it – it will benefit from the **FREE** traffic that comes from those other web sites. However, see (iii) below.

#### **3) Has Lots Of Traffic**

A Domain Name's web site will draw lots of traffic if the other web sites linking to it also has a lot of traffic on their own. However, not all web sites draw the same amount of traffic – so the best Domain Names are those with **QUALITY** links back to its web site. Thus the specific web sites that are linking back to that Domain Name is also important. A Domain Name with a web site that has a No.1 ranking on Google for a specific generic keyword (like "cars", for example) is likely to be more valuable than the same web site having 10 or 20 different links back from other unknown and smaller web sites.

Buy only Domain Names that can be determined to be "valuable" following the above "rules".

### **2. Checking for "Valuable Domain Names"**

#### **1) Expiring Domain Names:**

To check for a potentially valuable Domain Name, you'll need to know which Domain Name is expiring soon, how many links back to it that it has, and a good guess as to how much traffic it is getting every month based on whatever information you can get.

One way to check for Domain Names that are expiring is to use the "WHOIS" query when you're at a Domain Name Registrar's web site. Simply type in any Domain Name in the "WHOIS" search feature, and you'll get back details of the Domain Name including the expiry date.

However, it's very time-consuming to do things this way as you'll need to type in all the Domain Names you want to research, one by one.

## **2) Domain Names With A Lot Of Links Back**

One way to do this is to download Google's Toolbar at <http://toolbar.google.com>. Once you've installed it into your system, it will appear as a Tool Bar on your Internet Explorer under the URL Location box. To check for the number of links back to a Domain Name, simply go to its web site with your browser, and once you're there, click on the "I" logo on the Google Tool Bar, and you'll see "Backward Links" as one of the options under the drop-down menu. Click on that, and you'll then see a list of other web sites linking back to the web site with the Domain Name that you want!

Comparing one site against another for the number of links back to them is also called checking for "Link Popularity". An alternative is to use the web site at <http://www.linkpopularity.com>.

## **3) Domain Names With Good Traffic Flow**

There's no way to know for sure the exact number of visitors a web site is getting except if you have full access to the web site's visitors logs. However, you can depend somewhat on Google's "PageRank" technology that will rank a particular web site according to its "value" or "importance". Google's "PageRank" looks at how many other web sites are linking to the current Domain Name, plus how important those web sites are. It is presumed that if those web sites linking to the current Domain Name are "important" (which is also based on how many other sites are linking to those other web sites as well as those former web sites' own "importance"), then we can guess somewhat that those "important" web sites draw quite a good traffic flow which will spill over to the Domain Name you're targeting.

Simply look at the "PageRank" icon on the Google Toolbar and you'll see how Google ranks the current web site, from 0-10. A score of "10" means that the current web site is very "important", while a score of "0" means it has no ranking as determined by Google based on the factors above.

## **4) Services**

Here's a service you can use to save you time and effort in checking for expiring Domain Names:

[\*\*EMatrix Inc\*\*](#)

(Click on the "BackOrder Domains" tab)

## **3. A Domain Name That Is Not Somebody Else's Trademark**

One of the things you have to be careful about in the Domain Name Trader Model is that you must ensure that you are not registering somebody else's trademark as your own domain. Otherwise you can be assured that the trademark owner will sue your pants off to get it back, and more likely than not he will succeed as the courts are not usually sympathetic to Domain Name Traders looking to profit from somebody else's trademark.

Use the tool at [\*\*NameProtect\*\*](#) to check whether the domain name you want is a trademark.

**4. Register Your Domain Once It Expires**

Use [EMatrix Inc.'s](#) "Domain Alert Pro/Back Ordering" service to register the expiring Domain Name that you've set your eyes on, for \$18.95. You're not guaranteed that you will get it once it has expired, however.

**5. A Place To Park Your Domains**

You'll need to specify the Domain Name Servers for your domain when you're registering your domain name with the Domain Name Registrars, but since you're not going to upload any web pages, you don't really need the hosting service.

Your Domain Name Registrar will usually allow you to park your domain names with them for free – as is the case with [EMatrix Inc.](#)

**6. To Find A Highly-Qualified Buyer**

The previous owner of the Domain Name will who did not renew it for some reason will be the most eager buyer for it, especially when his site is a very successful one making lots of money for him and having plenty of links back to it!

You may be able to sell it for US\$500 or US\$1,000 as it will definitely cost him more to start from scratch with his existing Internet Business that does not have a Domain Name to go with it.

**7. Engage The Services Of An Escrow Company**

If you don't know who the buyer is, he wouldn't want to pay you for the Domain Name until you've transferred it to him. Likewise, you wouldn't want to transfer the Domain Name to him until you're paid. To break this deadlock, you'll need to engage the services of an Escrow company, which is a trusted 3<sup>rd</sup> party that will oversee the integrity of the transaction.

The buyer will first pay the Escrow company which will inform you that it is keeping the money for you to be paid upon your transferring the Domain Name to the buyer. Once you've done the necessary transfer (see No.8 below), you'll present to the Escrow company that documentation or evidence that the Domain Name now belongs to the buyer – whereupon you will be paid the amount being held by the Escrow company.

Find an Escrow company at [www.Escrow.com](http://www.Escrow.com). The fee for their service can either be paid by the buyer or you the seller or split evenly between the two of you.

**8. Sign The Domain Name Transfer Papers**

Assuming you've found a buyer, you'll then need to come to an agreement whereby you will transfer the Domain Name in the buyer's favor for a specific price. This can be done simply via e-mail alone, and make sure you print all e-mail correspondence with your buyer out for your records. Transfer of the Domain Name will involve the signing of some documents downloaded from your Domain Name Registrar's web site, and you'll need to have a Notary Public attest on the same document that you are in fact transferring the Domain Name to the Buyer. There will be other things that you will need to do, and your Domain Name Registrar will advise you on the steps.

## **Building Credibility**

This is the simplest of all Internet Business Models to do. All you need to do is to be the registered owner of a successful domain.

### **The Pros**

**1. It's Relatively Easy To Find And Register The Domain Name You Think Would Be In Demand**

With all the tools and services available on brainstorming, expiring and expired domain names and specific domain name monitoring for you to use, you can easily spot the good ones. However, see the Cons below.

**2. There Is No Web Site To Create**

Because you're not using your web site to create value, there's nothing for you to build. Some web sites can take hours if not weeks to build, and you don't have to do any of that.

**3. Your Profit Margin Is Huge**

Since your cost of registration is only less than \$10.00 per domain per year, selling it for only \$500.00 means that your margin of profit is huge.

### **The Cons**

**1. You May Never Be Able To Register A Valuable Domain Name**

Many owners are very careful with their domains and will renew long before they expire. There are also Domain Name Registrars with an "Automatic Renewal Upon Expiry" service so that the owner does not have to remember to renew it each time it's expiring. In addition, many Domain Name Registrars now remind their customers via e-mail months and weeks before the Domain Name is due for renewal.

**2. Most Domain Name Registrars Give The Previous Owner A Grace Period To Buy It Back**

From the time a Domain Name expires, the Domain Name Registrar may give the previous owner a grace period of between 1-45 days – with a typical period being 30 days – before deleting it from their records and effectively placing it back into the pool for others to register it. This gives the previous owner a fair bit of time to buy it back, unless his Domain Name Registrar deletes it within a day or two of its expiry.

**3. You May Never Be Able To Register A Valuable Domain Name In Time**

If you subscribe to Expiring Domain Name lists like Bizmint.com or ExpiredTraffic.com, the same lists go out to hundreds, if not thousands of other subscribers at the same time. So even if the previous owner did not manage to renew his Domain Name for some reason – the chances for you to grab a Domain Name the instant it expires is low, especially if it is one with lots of links back to it as indicated in the list, even if you use a Back Order service to monitor and register for you as the others will likely be doing the same thing.

## **Who Should Use This Model?**

Do this Model only if you're not at all keen on the other Models.

Its importance is not as great as it once was – but you may still catch a big one with a truly memorable domain name that a big fish really wants above anything else.

Once in a while, you may chance upon a valuable Domain Name that everybody missed out on for some reason. You may be doing a search for a good site in Google, and you type in a single keyword like "cars", and you see the Search Results. You click on the No.1 search result, and get a dead link!

Now there are 3 possibilities here – either the host server for the site is down temporarily, or it has just expired and deleted and has been bought by a new owner and is awaiting the new owner's registration to take effect throughout the Internet (which will take about 48 hours or so), or the Domain Name has JUST expired and deleted and nobody has registered it yet!

When this happens, go immediately to [EMatrix Inc](http://EMatrix.Inc) and do a quick check to see if it's available for registration. If it is, **IMMEDIATELY** register it because a No.1 position on Google for a single, wide keyword is extremely valuable! Park this Domain Name at [EMatrix Inc](http://EMatrix.Inc) for free so that all you pay is the registration fee of less than \$10.00.

If you're successful in registering it, your details as the new owner of the Domain Name can be found by the previous owner who does a WHOIS search on any Domain Name Registrar for it, or by simply typing in the Domain Name in his browser. Just ensure you've typed in your contact details correctly including your phone number and e-mail address on your registration form – and then wait for the previous owner to contact you to get it back!



## Marketing Internet Business Model No.14

### The "Domain Name Trader" Model

Here you're buying domain names with the intention of selling them later for a profit.

You want to draw **SPECIFIC POTENTIAL CUSTOMERS's** attention to the fact that you do have the domain that they want.

Your **MAIN** ways of attracting them include the following:

**1. Wait For The Previous Owner To Contact You**

If you have bought the Domain Name from somebody with a web site that has lots of links pointing back to it, you may get an e-mail from him asking to buy it back from you. If you put up a sales letter on your site, you're making it easy for him to contact you without having to do a WHOIS search.

**2. Getting Listed On E-Bay's Domain Name Section**

E-Bay gets millions and millions of visitors each month and they're a good place to put your domain name up for sale to the highest bidder.

**3. Putting Up A Sales Letter On Your Web Site**

Get free hosting at Netfirms.com and put up a sales letter selling the benefits of your domain name and the price you're asking, together with your contact details.

Depending on what your Domain Name is, you may get some visitors who type in your domain name blindly and come upon your one-page site. It is wise to educate the casual visitor on the value of domain names and their worth to their owners to try to convert casual visitors into buyers.

Since all you need to do is write out the benefits of having the Domain Name that you own which you need only do once, it's well worth your time to do it. Once this is set up, your site will continue to sell your domain name for you every day until you give it up.

**4. Simply Wait For Them To Contact You As They Would Be Able To Get Your Details From Domain Name Registrars' Records**

Serious domain name buyers will check the details of the owners of domain names through the WhoIs section on their Registrar's web site. However it is far better that you don't wait for this to happen. All you have to do is to put up a simple one-page sales letter for your domain name with all the details a new buyer would need to know to make a decision and to contact you.

**5. Joint Venture With E-Zine Publishers To List Your Domain Name For Sale And Splitting The Profits With Him.**

It costs the publisher nothing to mention that your domain name is up for sale – and if the name has lots of potential to get high bids for it, he'll likely help you out in return for a share of the profits from it.

## Step-By-Step-By-Step

**1. Subscribe To [EMatrix Inc's](#) Expiring Domain Name Lists**

Under the "BackOrder Domain" tab, look for the "Domain AlertPro – Investor's Edge" service. You get a list of expiring Domain Names that is updated daily.

**2. Zoom In On Domain Names That Are "Valuable"**

The most valuable Domain Names are those with the most links back to it and appears to be making money from the way it's set up. Use Google's toolbar or [www.LinkPopularity.com](http://www.LinkPopularity.com) to check.

**3. Register Those You Want With [EMatrix Inc.](#)**

It'll be impossible for you to monitor the exact time the Domain Name is expiring and deleted by the Domain Name Registrars, so you'll need to pay for this service.

**4. Once It's Registered Under Your Name, Market The Domain Name To Other Interested Parties Or Sell It Back To The Owner**

The more valuable it is, the more money you can make.

**5. Once You've Found A Buyer, Come To An Agreement With Him On The Price**

You can come to a quick agreement using e-mail. You can also draw up a contract and have the buyer sign it at his side and send back to you via courier. However, e-mail is good enough, and the sooner you can finalize the deal, the better.

**6. Engage The Services Of Escrow.com**

Ensure that one of the terms of your agreement is that both of you will engage Escrow.com's services to ensure that both of you keep to your part of the bargain.

**7. Wait For Escrow.com To Inform You That The Buyer Has Paid Them**

Once this has been done, download whatever documents you need from your Domain Name Registrar's site and take the steps necessary to effect a Transfer to the buyer.

**8. Do The Transfer Of Domain Name To The Buyer**

Depending on the Domain Name Registrar you have used, you may need to sign the transfer document in front of a Notary Public. There is a fee to pay for his services, and you can either absorb this fee or charge it in addition to the selling price of the Domain Name. Other Domain Name Registrars will allow you update the Registrant's profile on-line, in which case there's no documents to fill up and notarized.

**9. Send The Documents To Your Domain Name Registrar**

Courier the properly signed transfer documents to your Domain Name Registrar if required for their further action. You don't have to do this if no document is required by your Domain Name Registrar.

**10. Wait For The Transfer To Take Effect**

The time needed for this to take effect will vary from Registrar to Registrar, but expect at least 10 days or more for the transfer to be effected. If you've done the change on-line, the new Registrant for the Domain Name would be registered.

**11. Notify Escrow.com Of Successful Transfer**

Once the transfer has been effected, you will be notified by your Registrar and the WHOIS details for the Domain Name will show that of the buyer. Contact Escrow.com and show them the evidence of the successful transfer.

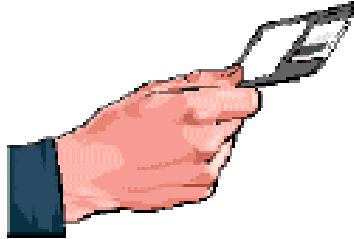
**12. Wait For Escrow.Com To Pay You**

Escrow.com will do a check to see if everything's in order before paying you.



## Internet Business Model No.17

### The "Free/Cheap Software Download" Model



If you have some programming knowledge, you can offer your visitors of your web site the use of a software downloadable for free or for a modest fee.

This software can be something that is related to the operation of a web site in some way.

You must have the right to distribute this software (you have written it yourself or you have bought the rights to it or you're distributing a piece of royalty-free software).

For example, you can offer a free/cheap Discussion Board software, or a free/cheap click-tracking software (for tracking advertisements) or a free/cheap follow-up autoresponder script.

However, you have to ensure that this free/cheap software must be installed on the visitor's host server, and that it is not easily installed by your visitors themselves.

### You Will Need

#### 1. The "Right" Software

You'll need to look around you to find the software you think your Target Market will need to have because it's useful to them in some way.

You can either program this software yourself or you can look around shareware directories for useful programs that you can download and use for free (check out <http://www.shareware.com> for thousands of free software you can choose from), or you can have a joint-venture with a software programmer who is not doing too well marketing his software. There are thousands of good software that are just not properly marketed – just check out the free shareware/freeware sites.

If you're the programmer, you'll be able to easily install the software yourself.

If you're not the programmer, try installing it to see if it's possible for you to do it quickly – say within 30 minutes or so. It has to be easy for you and yet not so easy for your visitors who have downloaded it to install it themselves.

## **2. Stable Software**

The software must be stable and not full of bugs. You can know this by installing it for your own use and testing it for a period of time.

This is important because if you offer a buggy software, you'll spend more time trying to fix it later, or worse, abandon it altogether.

## **3. Web site**

Your web site should talk about the benefits of using the software on their own web site and the fact that it is free or cost very little.

You should also have a demo set up to show how it looks like when installed, and a FAQs (Frequently Asked Questions) page answering common questions so that you reduce the need for you to keep answering questions by e-mail.

You'll need to provide a link for your visitors to download the software himself, plus full instructions on how they can install the software.

You'll also have a page offering your installation service for those who cannot install the software, or do not have the time to, or would rather not touch anything on their server themselves.

Check out the following web site for an idea of how your own web site could contain:

<http://awsd.com/scripts/index.shtml>

## **4. Instructions For Installation**

As you're providing a free/cheap download, you'll also need to provide free instructions for your visitors to install it themselves.

The instructions' role is 2-fold. You want the visitor to be able to fully install your software somehow if he can manage it, and yet find that it could be too much for him to install it himself, thus creating a need for him to want to engage your services.

You're subtly "educating" him to do this with properly written instructions.

## **5. Credit Card Merchant Account**

You should be paid BEFORE you start installing the software for your customers.

Set up a credit card merchant account that allows you to sell services. A good one is 2Checkout.com.

You'll need to set up a web page describing your services in more detail and what your visitors can expect. In terms of the time you will take to install it for them. Then link it to the order form.

## **6. Your Customers' Username & Password**

As you'll be accessing your customer's host server to do the installation via the Internet, you'll need his username and password.

Your order form should be set up with these 2 fields for your customers to fill in.

## **Building Credibility**

### **1. DEMO**

You build credibility for your software by having a live, fully operating demo version of it on your web site that your visitors can use and test out.

### **2. Current Users**

You can link to current users of your software to show your visitors how it's being used in various ways.

### **3. FAQs**

Your FAQs should be as comprehensive as possible to show that you take your software seriously.

### **4. Web Design**

Ensure that you have decent web design because first impressions count.

## **Making Your Money**

### **1. Installation Fees**

You make your money mainly from the installing the software for your customers on their server.

This is also the reason why you need a good balance between a software that is difficult to install by your visitors and yet not too difficult for YOU to install yourself.

Assuming you spend only 30 minutes per installation and you charge \$50 per installation, and you get one installation a day, you'll be earning \$1,500 per month.

Market your software aggressively and you may be able to triple or quadruple your installations, making you \$6,000 a month or more – working only 2 hours or so a day!

### **2. Upgrades**

Do you have a better version of your free software?

Once your customers are used to using your software, they are prime prospects for your upgrade.

This upgrade can either be free or for a fee.

Either way you'll get additional installation jobs. With the fee-based version, you'll get additional income – which can be considerably higher than what you charged earlier.

## The Pros

### 1. Installation Is Easy For You To Do

You'll be doing this every day – and it gets easier and faster for you as you progress.

### 2. There Are Thousands Of Free/Cheap Software Available

Just go to <http://www.shareware.com> or [www.download.com](http://www.download.com) and you'll be able to find just about any software you want. Most of them are poorly marketed – and therein lies your opportunity. You can easily make a deal with the developer to market it for him this way – and even get him to install it for your customers for a percentage of what you charge.

## The Cons

### 1. You Must Be Able To Know What Software Is In Demand

Sieving through the thousands of software can be a daunting task. But you can get around this by asking yourself – just what software would you want for your own web site?

Alternatively, look around you for some software being marketed for a fee – and find a similar shareware or freeware in the software directories mentioned above and offer them for free. You earn from the installation, not from the sale of the software.

### 2. You Are Selling Services

Thus you may not be able to get away from your Internet Business for more than a few days at a stretch – unless you stop taking orders during the time you're away or you have arranged for alternative installers to help you out in the meantime. However you can also play the role of marketer only and get the actual developer of the software to do the installation for a percentage of what you charge your customers.

### 3. Support Issues

There will be support issues arising from the use of your software that either you or somebody else you appoint must be able to trouble shoot and solve. Due to the nature of software, you cannot avoid this problem – but if the software is stable and have been properly tested, then you will be able to minimize this problem somewhat.

## Recommended Resources

Definitely try out [www.download.com](http://www.download.com) . There are thousands of software for virtually anything you can think of.



## Marketing Internet Business Model No.17

### The "Free/Cheap Software Download" Model

In this model, you're making money installing free/cheap software for others.

Your target market includes **WEBMASTERS** looking to make their web sites more functional, more productive or make money or more money for them.

Thus you will be focusing on selling the benefits of the free/cheap software to them before you get the installation business.

Your **MAIN** ways of marketing include:

**1. Adding A Visible Link On The Part Of The Software That Is Seen By The User's Visitors**

For example, if you offer a free Discussion Board software, you can program your software to always display a description at the bottom of the Board that will always link back to your site giving the free download.

If your software includes sending out e-mail to your user's visitors, you can include a link back to your site at the bottom of each mail that is sent out.

**2. By Submitting It To Sites Like Showcasing Software Like That Found At Download.com**

These sites are the sites that users of software will go to find a suitable one for them to use. They get thousands of visitors each day.

**3. By Submitting It For Editorial Review At The Above Sites**

If you can get someone from the above sites to review your software, you will be able to get additional exposure through their comments. Be careful though – if your software stinks, they'll say so. Make sure it is a top-notch software before you even think of submitting it to them for this purpose.

**4. By Encouraging Your Own Subscribers To Use The Software For Their Own Internet Business**

You may publish an e-zine with information on the latest software and software fixes that you have come up with for your subscribers. Always encourage your subscribers to download your star software every time you send out an issue.

**5. By Optimizing Your Web Site For The Search Engine On The Keywords Related To Your Software**

You will want to get some traffic from the search engines, if you can.

**6. By Writing Other Useful Free/Cheap Software That Complement Your Main Software So That Those Other Software Can Advertise Your Main Software For You**

You will also be giving the other software away for free. Because these other software complement your main software, eventually some of the users of your other software will also start using your main software.

## **STEP-BY-STEP-BY-STEP**

**1. Develop Or Source For A Software That Is Useful For Webmasters**

Just think – what would a webmaster want for his own web site to increase its management and effectiveness? If the solution you're thinking of is already available to webmasters, can you make it even better?

**2. Register Domain Name**

Use [EMatrix Inc](#) to register one for \$7.85 a year. Your Domain Name should be descriptive of the software that you're providing.

**3. Get Hosting**

You can get a basic package since your web site's requirements are minimal.

**4. Upload Software To Your Host Server**

**5. Sign Up With Credit Card Payment Processor**

So that you can accept payment for your services. In this regard, PayPal and 2CheckOut.com will be ideal.

**6. Create An Order Form For Installation Services With Your Credit Card Payment Processor**

Log on to your Credit Card Payment Processor's Control Panel and configure the Order Form with the details of your services and how much you're charging.

**7. Create Web Site With Full Instructions On How The User Can Install The Software Himself On His Server**

Link to your free software that has been uploaded to your host server. When your prospects click on this link, the software will begin downloading into their computers.

**8. Link To Your Order From Your Web Site**

Log on to your Payment Processor's Control Panel to get the "Buy Now" link in HTML form and paste this link into your web page where you sell your services. Your prospects will see your Credit Card Payment Processor's Order Form when they click on that link.

**9. Upload Web Site To Your Host Using FTP**

**10. Market Your Web Site**

See section on Marketing.

## **Success Factors**

1. **How useful your Software is to your target market**
  
2. **How difficult it is for the webmaster to install your software without any technical knowledge**

## Internet Business Model No.19

### The "Thank You Page" Model



In this model, you target webmasters with a free on-line tool that they need that will end up with the webmasters' visitors looking at your "Thank You For Using This Tool" page.

For example, creating web forms for input from visitors and having its input e-mailed to you via e-mail would require some programming ability from webmasters. However, most webmasters don't have the time or the ability to program such a form.

Thus if you are able to simplify the programming of such a form at your site by making it a point-and-click on-line version and offering it to webmasters who need only link to the customized form (at your site) that they have created for themselves, you have an opportunity to make some serious money for yourself.

This is due to the fact that you are in control of how the form behaves and you are able to set up a "Thank You" page after the visitors have typed in their data and clicked on the "Submit" button.

### You Will Need:

#### **1. To Create The On-Line Tool Targeted To Webmasters**

This on-line tool will enable your webmasters to customize for their own use without any programming knowledge on their part.

The key to this Internet Business Model is the fact that the webmaster must link to your web site that has his customized on-line tool in place. When you control this tool, you control the "Thank You" Page.

Thus you will need to hire a programmer to create this tool for you.

#### **2. A Killer Sales Letter**

You will need to write persuasively to get your target market (webmasters) to use your on-line tool. You must solve a problem that they have, or provide a benefit that they want.

#### **3. Web Site**

Your web site will contain descriptions and images of how your tool can work for webmasters.

#### **4. Username & Password**

You would want to issue your webmaster users with a username and password for him to access your tool at any time on a restricted area of your site, to update or customize your tool according to his later preferences. You'll need a user management software for this purpose.

### **Building Credibility**

#### **1. A Nicely-Designed Functional Web Site**

Show your target webmasters the on-line tool that you're offering them, quickly and precisely.

#### **2. Full & Specific Instructions On How To Use Your On-Line Tool**

Make your instructions as clear and as idiot-proof as possible so that everything from start to finish can be done entirely by your webmaster himself through a point-and-click interface with minimal text input, if possible.

#### **3. A Bug-Free On-Line Tool**

Ensure that you have tested your tool thoroughly before you release it as if you have marketed it vigorously after launch and it doesn't perform as it should, you'll have support nightmares and perhaps even have close down due to negative publicity.

### **Making Your Money**

This "Thank You" page is your on-line real estate that you can use to:

#### **1. Sell Your Own Products Or Services**

Which may be an upgrade version of the on-line Tool with the "Thank You" Page customized to the webmaster's own requirements.

#### **2. Refer Your Users To Other Products Or Services**

Of course, you're an Associate of the Principal offering those products or services.

#### **3. Lead Your Users To Do Something On Another Site To Earn Money On The CPA (Cost Per Action) Model**

Like subscribing to newsletters where the publishers pay you a specified amount of money for each subscriber you get for them.

#### **4. Collect E-Mail Addresses For Your Own Use By Offering Something Free In Return**

Like a mini-series teaching your interested visitors how to do something better so that you can continuously offer them something of value time and time again.

## **The Pros**

### **1. Full Automation**

Everything can be set up and what you promise your customers delivered without any input at all from you – with ALL the effort coming from them and your on-line tool.

### **2. Webmasters Are Your Users**

You are thus able to leverage on webmasters to reach their own visitors that you otherwise wouldn't be able to do without such an on-line Tool that makes their on-line experience simpler and easier.

### **3. Many Options**

You have many options on how you would want to make your money from the "Thank You" Page. You can try different offers at different times as it is completely under your own control.

## **The Cons**

### **1. You Must Be Able To Create A Tool That Webmasters Would Want To Use**

You'll need to figure out exactly what on-line Tools Webmasters would want for their site. These on-line Tools that you provide must lessen their problems in some way or give them an advantage they otherwise wouldn't be able to get.

### **2. You Need To Hire Help To Program Your On-Line Tool**

Since your needs are likely to be specific, you'll need to get somebody to customize the on-line tool for you as it's unlikely that you'll be able to find a free application for you to use. Good Programmers are expensive and it doesn't end when the Tool is ready as you'll also need to test your Tool thoroughly to ensure that it is 100% bug-free.

## Recommended Resources

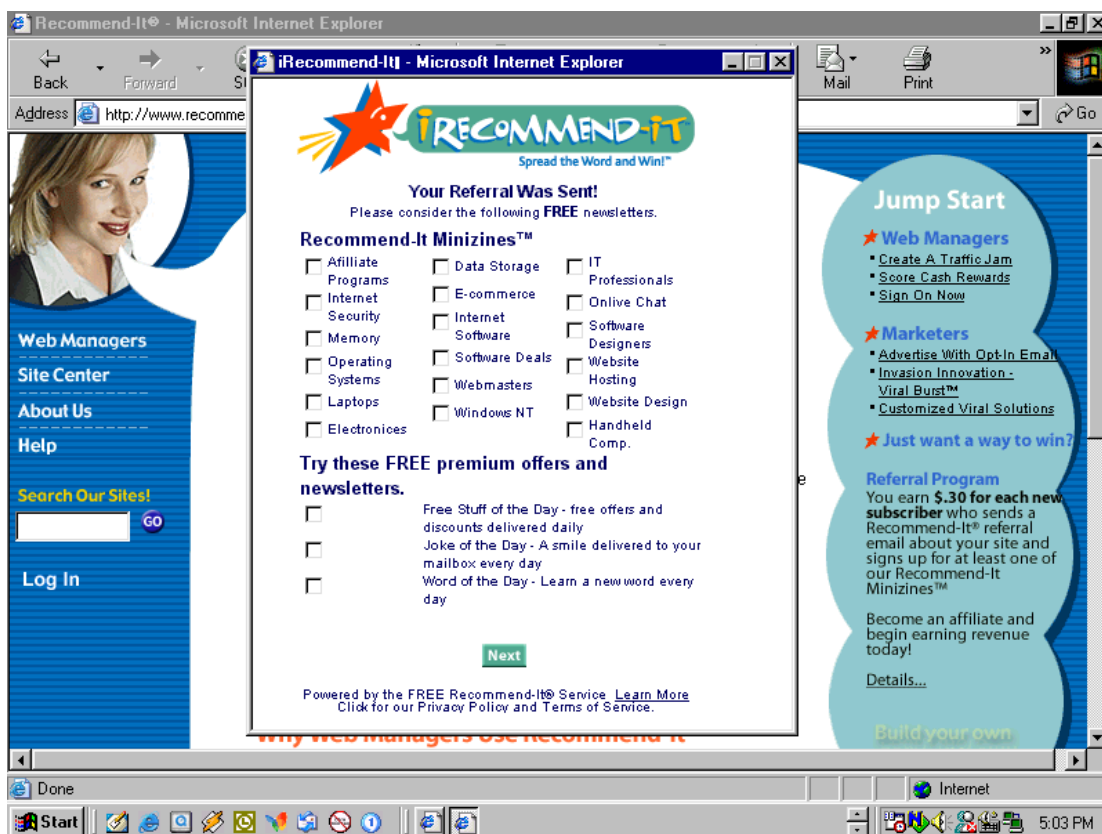
The following are some of the Tools that have been created that take advantage of this Internet Business Model:

### 1. Forms

This is one of the earliest models that tapped into most webmasters' weakness in lack of programming knowledge or the time to do the programming even if he has the knowledge. The top site for this a customized web tool is found at [www.freedback.com](http://www.freedback.com)

### 2. "Refer-A-Friend" Tool

This Tool provides the webmaster with the advantage of being able to get extra traffic for free from their own visitors. Find such a tool at [www.recommend-it.com](http://www.recommend-it.com). Their "Thank You" Page sells leads to a bunch of e-zine publishers and advertisers.



### 3. Survey Tool

This is a point-and-click on-line tool that the webmaster can use to create their own survey form which comes complete with a tabulator of the results from the form's input. Check out [www.SurveyMonkey.com](http://www.SurveyMonkey.com).

Once the user has completed the survey, a Thank You Page can pop up thanking him for his effort that can either contain banner or link advertisements or tick boxes requiring him to check off for certain benefits like No.2 above.

#### 4. Bulletin/Discussion Boards

Setting up a Discussion Board on one's domain can either be a timely or costly affair for the webmaster. By providing the webmaster with the use of an easily set-up or customized Bulletin/Discussion Board, you can control the "Thank You For Posting" Page for users of the Board who post a message. 4

#### 5. Free Classifieds Postings

You can set up a classifieds ads site for your visitors to post. Once he has done so, thank him for it and show your Associate links to products you recommend.





### **Who Should Use This Model?**

This Internet Business Model is great for those who would like an automated Internet Business Model that provides a service to webmasters to get the leverage webmasters can provide in terms of traffic.

There are other possibilities that will only manifest itself through the study of other similar on-line tools, 6 of which have been shown above.

## Marketing Internet Business Model No.19

### The "Thank You Page" Model

In this model, you make money by getting other webmasters to use your free on-line tool that they need that will end up with the webmasters' visitors looking at your "Thank You For Using This Tool" page.

Your **MAIN** ways of marketing include drawing **TARGETED USERS** of your tool or utility by:

**1. Getting Listed High In Search Engines On The Keywords Related To Your Tool Or Utility**

You will get good traffic from these sites that are very targeted.

**2. Getting Listed In Web Directories Of Free Tools Or Utilities Like The Free Site Found At <http://www.senze.com/freesite>**

However, your competition here is intense as there could be 50 other web sites offering the same software. If you're not listed amongst the top 10 or so, you'll stand a very low chance of being seen or used.

**3. Getting Your Other Software To Lead Visitors Back To Your Site To Use This Tool Or Utility**

If you provide other on-line tools or utilities for your visitors, each of them could advertise your main tool or utility.

**4. Your Own Tool Or Utility May Have Its Own Viral Marketing Element Built In**

For example, the Recommend-It tool will send out a "Thank You for using this Tool" message to the user telling him that he can also set up the same Tool for his use on his own web site.

## **STEP-BY-STEP-BY-STEP**

**1. Provide An On-Line Tool That Webmasters Want To Have But Would Need To Program To Get**

This tool must be used by the webmaster's own visitors, and is linked directly from the webmaster's own web site to yours.

**2. Engage A Team Of Programmers To Program It**

They need to ensure that the language used to program your tool can be understood by the server that is used to host your program.

The user of this program must end up seeing your "Thank You" Page.

**3. Register a Domain Name**

Ensure that it is descriptive of your tool.

**4. Get Hosting**

You need to host that will allow you to install programs on its servers. Your space requirements will depend on how big your program is, but you'll need to ensure that your server is a fast one with high bandwidth and low data transfer limit. SiteHost4u.com is a good host to use.

**5. Install Your Software On Your Server**

Your programmers will do this.

**6. Test Your Tool Extensively To Make Sure It Works Properly**

Test it by asking your friends to help you out to ensure that they don't have a problem with using it. If there are bugs, iron them out a.s.a.p. DO NOT release your tool with bugs as it'll be a nightmare for you to fix them as the users are using it.

**7. Write Your Killer Sales Letter & Design Your Web Site**

Persuade the webmasters to use your on-line tool for free. Sell the benefits to them correctly. See Internet Business Model No.2.

**8. Set Up E-Zine System**

Provide tips to webmasters on how to get good results from their web sites. Your purpose is to compile a list of them to "re-sell" your free tool to them in the future.

**9. Upload Your Web Site To Your Server Via FTP**

**10. Market Your Web Site**

See section on Marketing.

**11. Program Your "Thank You" Page**

You'll want a quick and efficient way to add sponsors and advertisers to it without any need to know programming.

**12. Sign Up For Credit Card Payment Processing Services**

Create the form for them to pay you to advertise on your "Thank You" Page. You'll need a Provider that accepts sale of services.

**13. Write A Killer Sales Letter For Sponsors And Advertisers**

Send it out to those who requested for information on your advertising rates. Link to the above order form from within this letter.

## Success Factors

1. How appealing is your free on-line tool to webmasters
2. How difficult it is for them to create the on-line tool themselves
3. How user-friendly your tool is

# Summary & The Matrix

## YOUR INTERNET BUSINESS SET UP ACTIVITY

ACTIVITY	WEBSITE CREATION	SPECIAL COPY-WRITING	WEBSITE OPTIMI-SATION	SPECIAL PROGRAM/PROGRAM-MING	E-ZINE SUBSCRIP-TION BOXES	MAILING LIST SYSTEM	DOMAIN NAME	HOSTING	CREDIT CARD PAYMENT PROCESSOR	ASSOCIATE PROGRAM CREATION	E-ZINE CREATION	AUTO-RESPONDER SET-UP/ WRITE-UP	FTP
<b>MODELS</b>													
<b>No.1i</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y	D	Y	Y	Y
<b>No.1ii</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y	D	Y	Y	Y
<b>No.1iii</b>	Y	N	N	N	N	N	N	N	N	N	N	N	N
<b>No.2</b>	Y	Y	SOME	N	Y	Y	Y	Y	Y	Y	N	Y	Y
<b>No.3</b>	Y/N	Y	SOME	D	Y	Y	Y	Y	Y	Y/N	Y	Y	Y/N
<b>No.4</b>	Y	Y	SOME	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>No.5</b>	Y	N	N	Y	N	N	Y	Y	N	N	N	N	Y
<b>No.6</b>	Y/N	N	Y/N	Y	N	N	Y/N	Y/N	Y/N	N	N	N	Y/N
<b>No.7</b>	Y	N	Y	N	Y	Y	Y	Y	D	N	Y	Y	Y
<b>No.8</b>	Y	N	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y
<b>No.9</b>	Y/N	N	Y/N	Y/N	Y	Y	Y	Y	Y	N	Y	Y	Y
<b>No.10</b>	Y	N	Y	N	Y	Y	Y	Y	Y	Y/N	Y	Y	Y
<b>No.11</b>	Y	N	Y	Y/N	Y	Y	Y	Y	Y	N	Y	Y	Y
<b>No.12</b>	Y	N	Y	N	Y	Y	Y	Y	N	N	Y	Y	Y
<b>No.13</b>	N	Y	N	N	N	N	N	N	Y	N	N	N	N
<b>No.14</b>	N/Y	N/Y	N	N	N	N	N	N/Y	Y	N	N	N	N/Y
<b>No.15</b>	N	N	N	N	N	N	N	N	N	N	N	N	N
<b>No.16</b>	Y	Y	SOME	N	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>No.17</b>	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y
<b>No.18</b>	Y	Y	SOME	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>No.19</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y

**Legend:**

Y=YES      N=NO      Y/N=YES AND NO (default is YES)      N/Y=NO AND YES (default is NO)      D=DEPENDS  
SOME=ONE ACTIVITY WILL AFFECT ANOTHER

NOTE: THE ONE WITH THE MOST "N"s IS INTERNET BUSINESS MODEL Nos. 1(iii) (Vstore), 13 (E-BAY), 14 (DOMAIN NAME TRADER) & 15 (INTERNETWORK MARKETING), WHICH ALSO MEANS THAT THEY'RE LIKELY TO BE THE ONES WITH THE MOST PEOPLE INVOLVED

## Setting Up Your Internet Business Matrix

**NOTE:**

**YOU CAN SKIP STEPS NOS. 1 AND 2 IF YOUR BUSINESS MODEL IS ANY OR ALL OF THE FOLLOWING:**

- 1) The "Virus" Model - No.5
- 2) The "e-Bay Power Seller" Model - No.13
- 3) The "Domain Name Trader" Model - No.14
- 4) The "InterNetwork Marketing" Model - No.15

Explanations for skipping these steps for the above Models are found below.

### Steps

#### 1. DETERMINE WHAT YOUR PASSION IS

- i. Use Worksheet No.1 and ask yourself what it is you really like. The questions you see are just to guide you into letting your brain think.
- ii. Narrow your choices down to the top 5 passions.
- iii. Rank them in order of how passionate you are for each of them, with the top one at No.1.

#### 2. DETERMINE THE VIABILITY OF YOUR PASSION

Decide whether it is **WORTHWHILE** for you to pursue your passion on the Internet to make money. Work on one passion at a time, starting with Passion No.1:

**i. Come up with AS MANY KEYWORDS as possible that are related to your passion**

- use Overture's "Term Suggestion Tool" to help you. See your manual.

- Do a search on Google for a keyword related to your passion and see which sites are listed. Visit those sites and click on the "View Source" button in your browser menu bar to look at the source code of those sites. Look for the META Tag that contains the "keywords" phrase and copy come of the keywords you see there, that you think are relevant to your passion.

**ii. Use WordTracker**

- and check the "Count" and "Competition" figures for your keywords to get a **FEEL** of the ***demand for and supply of*** web sites related to your keywords, as determined by the Search Engines.

**iii. Choose the RIGHT Keywords to target**

You do this by checking the KEI index for your keywords to determine how ***likely*** you are to end up high in search engine results for those particular keywords.

Find the **BEST** keyword based on the KEI to work on, so that you can optimize your web site for it. A web site that has been properly optimized for the right keyword that has a high KEI will have a better chance of being listed high on the free search engines – which means lots of free traffic for you.



**NOTE:**

Your top Passion may turn up figures that show that it's not worth your time to work on it (demand too low, too many sites doing the same thing, etc). If this is the case, drop any plans you have for this Passion and start all over again for Passion No.2 on your list, and so on down the list, until you come to a Passion and the right keywords that have the **MOST POTENTIAL** to make you money.

### **3. DETERMINING THE RIGHT INTERNET BUSINESS MODEL TO START**

Once you have determined which Passion and keywords to work on, you need to determine which Internet Business Model you are keen to do (unless you've already decided on Nos.5, 13, 14 and 15 above).

Look through all 19 different Internet Models – all of them have different requirements, different ways of marketing, and different ways of making money.

Some require more time to set up, some more money, and some more effort.

Some require a web site, some don't.

Some require you to set up a Mailing List System, some don't.

Some require you to set up a Sequential Autoresponder System, some don't.

Some require you to write very well, some don't.

Some has special programming needs, some don't.

List out all those that **appeal** to you overall most without going too much into their requirements now, as we will deal with those requirements by looking at inexpensive alternative sources.

#### **EXAMPLE:**

Let's say you have decided to focus on "Vegetarian Food" as your top Passion and your check in WordTracker shows that this keyword has a high KEI with a very good Count (Demand).

Looking through the 19 different Internet Business Models, you have the following possible choices that are most suitable for your chosen Passion:

1. Set up an **Internet Store** under the **Comprehensive Catalogue Model (No.1)** selling all sorts of foodstuff suitable for vegetarians or lovers of vegetarian food;
2. Set up a one-page web site under the **One-Page Model (No.2)** selling exotic recipes in **E-BOOK** format for Vegetarians;
3. Set up a web site selling **SUBSCRIPTIONS** to your monthly publication of Vegetarian Recipes under the **Paid E-Zine Model (No.3)**;
4. Set up a **MEMBERSHIP WEBSITE (No.4)** selling a **ONE-OFF/MONTHLY SUBSCRIPTION** for access to all sorts of stuff Vegetarians would want to have regularly (like streaming videos of the preparation of a Vegetarian dish by you the chef, hard-to-find resources on getting the best tofu in the US, Canada, Australia and the UK, and so on).
5. Set up **Discussion Board** under the **Community Model (No.6)** discussing the various topics Vegetarians would be concerned about (a possible Forum could be – "What sort of cooking oil is the best for Vegetarian cooking?")
6. Set up a **Comprehensive Resource Center (No.7)** for Vegetarians containing all sorts of information Vegetarians would find useful, for free;
7. Set up an **On-Line Functional Tool (No.8)** that will enable Vegetarians to determine what sort of food products fall under the category of a particular

classification of "Vegetarian" (some Vegetarians don't take dairy products, and if a particular product has milk in it, you can list it in your database and all the Vegetarian has to do is to type in that product's name and he'll know from the results that come back from your tool that the product is out of bounds for him);

8. Set up the **Free Stuff Model (No.9)** and send out free Vegetarian recipes every week;
9. Set up a web site positioning you as a **Nutritional Expert (Expert Model, No.10)** specializing in advising Vegetarians what combination of vegetarian food to eat to suit his purpose like gaining muscle without gaining fat, for example;
10. Set up a **Web Directory (Model No.11)** containing all the links to very good Vegetarian Web Sites;
11. Set up a web site offering free tips on how to become a Vegetarian and what he should be eating during his first few days of conversion from a meat eater to a Vegetarian under the **Super Affiliate Model (No.12)**;
12. Source for very high-protein, pure vegetarian specialty food in your country and auction it off on **e-Bay (Model No.13)**;
13. Join an **on-line MLM company** specializing in food supplements for Vegetarians (Model No.15);

### **Phew!**

All the above are the possibilities for just one Passion that has a lot of potential to make lots of money for you (again, assuming the KEI for "Vegetarian Food" is good and the "Count" is good too).

Then look at the requirements for each Model (under the "You Will Need" heading in your manual), the ways of marketing each one, the ways of making money in each Model, and the Pros and Cons – and you'll then end up with a handful of possibilities from which you will narrow down to just one!

If I were to present all the above to 3 interested parties for this "Vegetarian Food" category, all 3 of them will likely end up doing a different Model because they are all different in terms of their interest, time money availability and capability – and these variables are required in different amounts for each Internet Business Model!

I would choose the **Comprehensive Catalogue Model** even though I'm experienced in the **One-Page Model** because I think there's more potential and more money to be made by selling all sorts of things to Vegetarians looking for things to buy!

However you may prefer **selling subscriptions** to your E-Zine containing useful information on Vegetarian cooking because Vegetarians are starved of good recipes and information on their lifestyle.

And we can both be right!!!

### **WORKING BACKWARDS**

You can also work backwards by looking at the Internet Business Model that appeals to you first and then seeing if you can fit your Passion into that Model.

#### **4. DETERMINING WHETHER YOU NEED TO CREATE A STANDALONE WEB SITE FROM SCRATCH AND GET HOSTING AND DOMAIN NAME**

**You DON'T NEED a standalone web site for the following models:**

**i. Comprehensive Catalogue Model – Vstore Style**

- You simply use Vstore's Web Builder to create your Internet Store on their server. You will get your own special URL.

**ii. e-Bay Power Seller Model**

- You simply use e-Bay's web site to list your goods for auction. You will be allocated a special web page, free hosting and your own special URL.

**iii. Community Model**

- You can find Discussion Boards operated by others that will allow you to create your own Board using theirs for your purpose. You get your own Board under the name of your choice, free hosting and a special URL.
- However, one of your profit centers, which is the hosting of banner advertisements, will not be available to you.

**iv. Domain Name Trader Model**

- Since all you're selling are domain names to former owners or new prospects, your details can be seen in the public records of your Domain Name Registrar – so you DON'T NEED a web site for this.
- You have the option of creating your own one-page web site selling the benefits of the domain name you're holding but this is not strictly necessary. However if you decide to do this you can easily get FREE HOSTING from [www.netfirms.com](http://www.netfirms.com).

**v. InterNetwork Marketing Model**

- you use your MLM Company's marketing system that will include your own replicated MLM site and special URL.

**YOU CAN DO THE FOLLOWING INTERNET BUSINESS MODELS WITHOUT A WEB SITE, WITH SOME RESTRICTIONS:**

**1. Paid E-Zine Model (No.3)**

**WHY YOU DON'T NEED A WEB SITE:**

- You can easily get subscribers by advertising in other e-zines or by buying subscribers or by doing Joint Ventures with other e-zine publishers
- Strictly speaking, your subscribers need never see your web site since all the information they want is being delivered to them via e-mail.
- Payment for your subscription by your subscribers can be done on your Credit Card Payment Processor's order form on its (not your) web site. All you need is a special order link (provided by your Payment Processor) from your e-mail to its order form.
- You can get a host for your mailing list alone where they don't host web sites. The free ones are [www.yourmailinglistprovider.com](http://www.yourmailinglistprovider.com) and [www.topica.com](http://www.topica.com).

- You can archive some of your past issues by loading them into autoresponders and having your subscribers send a blank e-mail to those autoresponders for immediate delivery. You can get free autoresponders for this purpose at <http://www.freeautobot.com>.

**WHY YOU MAY STILL WANT TO HAVE A WEB SITE:**

- A web site can help you get additional subscribers at no cost through a good listing in the free search engines for your keywords.
- It will provide you with another profit center in the form of banner space on your web pages
- It will project a good image of you and your business for those looking to see whether you're a legitimate business before parting with their money

**2. Free Stuff Model**

Same reasons as No.1 above.

**3. Super Affiliate Model**

Same reasons as No.1 above (except the Credit Card Payment requirement).

In addition, all the web sites your subscribers see are your Principals' Killer Sales Letters because you're an Associate for them.

**4. Community Model**

**WHY YOU DON'T NEED A WEB SITE**

You can run a Mailing List Discussion Group instead of a web-based Discussion Board with every subscriber having the ability to post to the entire list via e-mail with you as the Moderator (you filter out offensive posts and advertisements and you then post to the list on their behalf).

**WHY YOU MAY STILL WANT A WEB SITE**

A Discussion Board has organizational features and is very useful when there are many sub-topics under your main topic.

**ALL OTHER INTERNET BUSINESS MODELS:**

As a general rule, if you need to have a merchant account (because you're selling something that **YOU OWN** yourself), you'll **usually** need to have your own web site:

- as the second-step in a 2-step marketing process. The first step begins with an e-mail announcing the product with a link to the Killer Sales Letter on your web site; and/or
- some information about what you're selling are better presented in a web page than through e-mail, like your customer support form, FAQs about your business and/or product, and so on; and/or
- your prospects may form a better impression of you and your business if you at least have a web site with a proper domain name to look at. This is especially crucial for the **Comprehensive Catalogue Model (No.1)**.

If you need to create a web site of your own from scratch, you'll need to spend either time & effort or money or all of them to get it up.

You will need to create the images, write the text, create the overall layout of the web site & its overall navigational map, have the web programming done, get a domain name and get a web host to host it.

#### **CREATING YOUR OWN WEB SITE:**

**You have 4 options:**

- i. Learn HTML Programming to create your web site**
  - time consuming. Will take you weeks or months to learn.
- ii. Learn how to use Web Site Creation software to create web sites without having to learn HTML Programming (MS FrontPage, Dreamweaver, etc)**
  - still time consuming. Will take you weeks.
- iii. Learn how to use inexpensive On-Line Point-And-Click, Template-Driven Web Site Creation Tools to create your Web Site without having to learn HTML Programming**
  - relatively faster than the above. Will take you 1 or 2 hours to learn at most.
  - inexpensive
  - takes time you could otherwise use for strategic planning and marketing activities
  - I recommend [SOLOBIS](http://www.solobis.com) for its complete all-in-one solution for building and marketing an Internet Business from scratch.
- iv. Hire Web Designers to do it for you.**
  - relatively faster than the above
  - can be expensive
  - frees you to plan and do other important activities

**Thus the fastest and cheapest route is (iii) above, unless you're already a web designer or web programmer yourself.**

## **5. SPECIAL COPYWRITING**

Part of your Web Site Creation activity includes writing special web copy.

For example, if you're doing the **Comprehensive Catalogue Model (No.1)** and **One-Page Model (No.2)**, you'll need to be able to write persuasively enough within the parameters of each Model to get your visitors to buy from you (unless you're using VStore, in which case all the writing has already been done for you).

You have to write the headline and a brief one-paragraph, appealing description for each product under the **Comprehensive Catalogue Model (No.1)**, and you have to write a no limit, full-blown Killer Sales Letter under the **One-Page Model (No.2)**. You'll also have to know what and how to write a Killer Sales Letter for your product listed on e-Bay (Model No.13).

Copywriting is a skill and is very crucial to the success of the above Models, more so than any other models.

## 6. OPTIMISE YOUR WEB SITE:

### NOTE:

#### SKIP THIS STEP IF YOU'RE DOING

- THE VIRUS MODEL
- E-BAY POWER SELLER MODEL
- THE DOMAIN NAME TRADER MODEL
- THE INTERNETWORK MARKETING MODEL

Once you've created your web site and you are in control of the site in terms of the domain name and hosting, you'll then need to **OPTIMIZE YOUR WEB SITE** to reflect a **HIGH RELEVANCY** for that keyword so that you increase your chances of a high listing in the search results for that keyword in the search engines.

### NOTE:

**YOU DON'T HAVE TO DO THIS STEP IF** you're doing the following Models

- **The "Virus" Model - No.5**  
Because you're going to *create something* that affects the emotions of your visitors and no search engine data will be able to tell you with certainty what to create, and you're going to rely on your **VISITORS** to market for you using your "Refer A Friend Tool"
- **The "e-Bay Power Seller" Model - No.13**  
Because you're not relying on the search engines to bring traffic for you – you're riding on e-Bay's own traffic, so you play within e-Bay's parameters. However, you do need to ensure that your most important keywords are in your headline to your listing so that your prospects can find you.
- **The "Domain Name Trader" Model - No.14**  
Because you're merely buying and selling existing domain names with existing web sites with lots of links from other web sites to them
- **The "InterNetwork Marketing" Model - No.15**  
Because you've already decided to be in the MLM industry as a player/member, you're going to rely on your MLM company's marketing system to help you market your MLM opportunity and product. You get a replicated web site of your own (which is like every other member's site) and a special URL, both of which you have no control over.

### NOTE:

If you're doing MLM the **Super Affiliate (No.12)** way, where you **EDUCATE** your prospects on the MLM industry with your web site and newsletter and you hope for your subscribers to join your MLM company as your downline AND/OR sell them tools and products that will help them in their own MLM company, you will have to follow the above exercise as you will then have your own website to create.

## OPTIMISING YOUR WEB SITE:

This is the technique of putting your chosen keyword in your:

- domain name (see separate heading on choosing your domain name)
- web page's <title> </title> tags
- web page's META description tag
- web page's META keyword tag
- web page's Heading tag (the words between the <h1> </h1> tags)
- web page's first paragraph



- web page's second paragraph
- web page's links
- web page's images' names (your .gif or .jpg image files)
- images' ALT tags

See [www.searchenginewatch.com/webmasters/index.php](http://www.searchenginewatch.com/webmasters/index.php) for a good treatment on this subject.

**NOTE:**

Web site optimization services can also be provided by 3<sup>rd</sup> party Internet Marketing firms, but be prepared to pay a handsome sum for their services with no guarantees.

## **7. SPECIAL PROGRAMMING**

Certain Internet Business Model like:

- the **"Virus" Model (No.5)**
- the **"Functional Tool" Model (No.8)**
- the **"Automated Service" Model (No.18)** and
- the **"Thank You Page" Model (No.19)**

require you to program a piece of software that will do a certain task or tasks for you.

You will need to hire top programmers familiar with the Models to do the programming for you, test it for bugs and fix any that may arise.

## **8. E-ZINE SUBSCRIPTION BOXES**

Publishing an e-zine may be:

- i. **incidental** to your Internet Business Model (where you provide updates to those on your mailing list as to new products you're selling on your **Comprehensive Catalogue Site [Model No.1]**); or
- ii. it may be your **main** Internet Business Model (eg. **The "Free Stuff" Model [No.9]**); or
- iii. it may be **part of your actual** Internet Business Model (eg. **The One-Page Model [No.2]** where you use your E-zine to follow-up with those who didn't buy the first time to further convince them to buy your product).

In any case, you will need to create a **Subscription Form** on your website for easy subscription by your visitors.

You can also create **Pop-Up Windows** containing your Subscription Form to draw attention to your E-Zine to increase the number of subscribers you can get a day.

If you want to create Pop-Up Windows that only pop-up when your prospects do not buy, drop me an e-mail at [senze@senze.com](mailto:senze@senze.com) and I'll give you the code.

## **9. MAILING LIST**

If you publish an E-zine you will need to install a good **Mailing List System** with powerful features that will easily allow your subscribers to unsubscribe themselves, handle bounced mails, and otherwise do a lot of things that you don't want to bother with in running an e-zine.

A free mailing list provider that you can use is [www.yourmailinglistprovider.com](http://www.yourmailinglistprovider.com). Follow the instructions to sign up and you'll have your Mailing List System up in no time.

I recommend AutoResponsePlus (which is also a Sequential Autoresponder) if you're looking to install your own. Hire their installers to do the installation for you as nobody knows their System as well as they do.

You will need to ensure that the host your web site is on allows you to install 3<sup>rd</sup> party software and use of their Database software for you to store your subscribers' contact details.

## **10.CHOOSING YOUR DOMAIN NAME**

**NOTE:**

**SKIP THIS STEP IF YOU'RE DOING THE FOLLOWING:**

- **VStore Comprehensive Catalogue Model**
- **e-Bay Model**
- **InterNetwork Marketing Model**

In the above models, you have no control over the domain name that is given to you.

If you're doing the expert model, use your name as the domain name.

If you're doing the other models, use a domain name that has your keyword in it to assist you in getting a better ranking in the free search engines.

Refer to the section on Domain Names to see how you can come up with good, appropriate domain names for your Internet Business.

## **11. REGISTERING YOUR DOMAIN NAME**

Once you've decided on your domain name, do a search on any of the Domain Name Registrars to see if it's available for you to register.

I highly recommend [EMatrix Inc](http://www.ematrixinc.com) as your Domain Name Registrar due to their very low prices and ease-of-use. Pay only US\$7.85 a year!

Remember to register your Domain Name FIRST before you decide on your host. You can always update your Domain Name records that indicate who your host is. Tick on the "Update Later" box on EMatrix Inc's Registration form.

## **12.DETERMINING IF YOU NEED A CREDIT CARD PAYMENT PROCESSOR AND IF SO, WHICH ONE**

If you're selling something that **you own or have the rights to sell**, then you need to have a Credit Card Payment Processor who will process credit card payments on your behalf, and send you the proceeds every 2 weeks via wire transfer directly into your local bank account. You may also opt for cheques in US funds to be air-mailed to you.

WHICH CREDIT CARD PAYMENT PROCESSOR YOU SHOULD USE DEPENDS ON YOUR INTERNET BUSINESS MODEL.

Here's the list:

### **Comprehensive Catalogue Model (selling multiple products)**

- Use **Gomerchant.com** as its credit card payment processing service comes integrated with a catalog system and Website Builder that enables you to easily upload new images and update your catalog without any programming knowledge, as well as a shopping cart
- If you use Vstore, no need to get merchant account as you're using Vstore's own credit card processing system

### **One-Page Model, with Associate Program (selling single product/service)**

- If you sell a digital product – Clickbank.com (their fees: 7.5% +USD1)
- If you sell a physical product – Ibill.com (their fees: 15%)

### **One-Page Model, without Associate Program (selling single product/service)**

- If you sell a digital/physical product – 2Checkout.com (5.5% + USD0.45)

### **Paid E-Zine Model, with Associate Program (selling subscriptions)**

- Clickbank (**without** weekly/monthly subscription renewal feature)
- Ibill (**with** weekly/monthly subscription renewal feature)

### **Paid E-Zine Model, without Associate Program (selling subscriptions)**

- 2Checkout.com (with weekly/monthly subscription renewal feature)

### **Membership Site Model, with Associate Program (selling subscription)**

- Ibill.com only as it is the only one with an integrated Password Management tool (15%)

### **Membership Site Model, without Associate Program (selling subscription)**

- 2Checkout.com + Password Management Software

**Functional Tool Model (selling advertising space)**

- 2Checkout.com (5.5% + USD0.45)
- Clickbank (7.5% + USD1)

**Functional Tool Model (selling more advanced tool)**

- 2Checkout.com (5.5% + USD0.45)
- Clickbank (7.5% + USD1)

**Free Stuff Model (selling advertising space)**

- 2Checkout.com (5.5% + USD0.45)
- Clickbank (7.5% + USD1)

**Expert Model (selling products, listings in directory, services)**

- Combination of Clickbank (for digital products & Associate Program) [7.5% + USD1], or 2Checkout [5.5% + USD0.45] (for listings in Directory and services).

**Directory/Guide Model (selling advertising space and featured listings)**

- 2Checkout.com (5.5% + USD0.45)

**E-Bay Power Seller Model (selling products)**

- PayPal (note restrictions below)
- 2Checkout.com (5.5% + USD0.45)

**Domain Name Trader Model (selling domain names)**

- 2Checkout.com (5.5% + USD0.45)

**Packaged Residual Income Model (selling e-books)**

- Clickbank (with Associate Program)

**Free/Cheap Download Model (selling installation services/more advanced tool)**

- 2Checkout.com (if selling installation services)
- 2Checkout.com (if selling more advanced tool)



**Automated Services Model (selling “product”)**

- Clickbank (with Associate Program)
  
- IBill (with Associate Program)

**Thank You Page Model (selling advertising spaces/leads)**

- 2Checkout.com

**NOTE:**

**IBill** approves you on a case-by-case basis, and has a charge of US\$750 (first year) and US\$350 (2<sup>nd</sup> year thereafter) payable to them for you to accept Visa credit card payments.

**WorldPay** has a recurring yearly maintenance charge, and so is not recommended unless you can see savings by using them.

**SET-UP FEES**

The set up fees with each Credit Card Payment Processor are all very competitively priced in any case, so your main determinant should be whether you require an Associate Program, their commission rates, their automatic billing feature (for renewing subscriptions automatically) and so on.

### **13. ASSOCIATE PROGRAM CREATION**

If your Internet Business Model is suitable for an Associate Program so that you can get your Associates to refer their traffic to your site in return for a commission to your Associates for any sale made, you'll need to create an Associate Center that will contain your banners, text links, classifieds ads, solo ads and endorsement letters that your Associates can copy and use in their promotional activities.

This Associate Program Creation is tied very closely with your Credit Card Payment Processor that has an integrated Associate Program Software which will help you and your Associates track their sales on-line.

If you can't find such a Credit Card Processor, or you can't be their merchant for one reason or another, you will have to use the services of a 3<sup>rd</sup> Party Associate Program Provider and integrate it with your Payment System. Find one such provider at [www.Interneka.com](http://www.Interneka.com).

Internet Business Models that are appropriate for an Associate Program include the **Comprehensive Catalogue Model (No.1 – except if you're using VStore), One-Page Model (No.2), Paid E-Zine Model (No.3), Membership Site Model (No.4) and the Automated Service Model (18).**

Setting up an Associate Program with all the relevant marketing materials for the Associate's use is not an easy task but you only need to do it once.

The fastest way to do this is to hire a team of web designers and a copywriter to set it up for you.

#### **14.E-ZINE CREATION**

Your E-Zine may be your actual Internet Business Model (eg. **Paid E-zine Model [No.3]**, **Free Stuff Model [No.9]**) or it may be incidental to it (eg. **Comprehensive Catalogue Model [No.1]**, **One-Page Model [No.2]**).

You'll need to create and design the right type of E-Zine to publish for your Internet Business Model.

Some are done on a regular basis and some are done just one time (**One-Page Model (No.2)**).

Tips on writing and publishing an E-Zine that actually gets read will be delivered to you when you're at this stage.

## **15. SEQUENTIAL AUTORESPONDER SET UP**

Setting up an Sequential Autoresponder with Follow-Up messages is vital to your One-Page Model.

Following up with your prospects who didn't buy is done automatically for you and your Associates, which will increase the likelihood of the sale.

I recommend AutoResponsePlus as your dual Mailing List System/Sequential Autoresponder System because of its ease of use, extensive features and price.

You may however get a 3<sup>rd</sup> party Sequential Autoresponder Provider like Getresponse.com or Aweber.com but you will be paying monthly fees. Their free version comes with very limited features.

A free 3<sup>rd</sup> party Sequential Autoresponder Provider with unlimited restrictions on the number of messages you can send out is [www.freeautobot.com](http://www.freeautobot.com).

## **16.FTP**

You'll need to transfer files from your hard drive to your host server via the Internet, like your web page files, images, scripts and download files (like your e-book, if you're selling one).

I use and highly recommend **WS FTP\_LE** for its ease of use and speed.

Check the list for the Internet Business Model that requires you to use an FTP program when setting it up yourself (some don't).

## YOUR BASIC FREE INTERNET MARKETING ACTIVITIES MATRIX

ACTIVITY	MAJOR							MINOR
	SUBMISSION OF WEB SITE TO FREE SEARCH ENGINES	GETTING LINKS	SUBMISSION OF WEB SITE TO SPECIALISED WEB DIRECTORIES	SUBMISSION OF E-ZINE TO E-ZINE DIRECTORIES	SUBMISSION OF ARTICLES TO E-ZINE PUBLISHERS FOR PUBLICATION	SUBMISSION OF ASSOCIATE PROGRAM TO ASSOCIATE PROGRAM DIRECTORIES	BUILDING UP SUBSCRIBER LIST	BROWSER START PAGE HITS EXCHANGE
<b>MODELS</b>								
<b>No.1 (i)</b>	Y	Y	N	D	D	D	Y	Y
<b>No.1 (ii)</b>	Y	Y	N	D	D	D	Y	Y
<b>No.1 (iii)</b>	Y	N	N	N	D	N	Y	Y
<b>No.2</b>	Y	N	N	N	Y/N	Y	Y	Y
<b>No.3</b>	Y	N	N	N	Y/N	Y	Y	Y
<b>No.4</b>	Y	N	N	N	Y/N	Y	Y	Y
<b>No.5</b>	Y	N	N	N	N	N	Y	Y
<b>No.6</b>	Y	N	Y	N/Y	N	N	N	Y
<b>No.7</b>	Y	Y	N	Y	Y	N	Y	Y
<b>No.8</b>	Y	Y	Y	D	D	D	Y	Y
<b>No.9</b>	Y	Y	Y	Y	N	N	Y	Y
<b>No.10</b>	Y	Y	Y	Y	Y	N	Y	Y
<b>No.11</b>	Y	Y	Y	Y	D	N	Y	Y
<b>No.12</b>	Y/N	Y/N	N	Y/N	Y/N	N	Y	Y
<b>No.13</b>	N	N	N	N	N	N	N	Y
<b>No.14</b>	N/Y	N	N/Y	N	N	N	N	Y
<b>No.15</b>	N	N	N	N	N	N	N	Y
<b>No.16</b>	Y	N	N	N	Y/N	Y	Y	Y
<b>No.17</b>	Y	Y	Y	N	Y/N	D	Y	Y
<b>No.18</b>	Y	N	N	N	Y/N	Y	Y	Y
<b>No.19</b>	Y	Y	Y	N	Y/N	N	Y	Y

**LEGEND:**      Y=YES      N=NO      Y/N=YES AND NO, WITH YES AS THE DEFAULT  
                   N/Y=NO AND YES, WITH NO AS THE DEFAULT      D=DEPENDS

## YOUR BASIC PAID INTERNET MARKETING ACTIVITIES MATRIX

ACTIVITY	BID FOR TOP POSITIONS IN PAY-PER-CLICK SEARCH ENGINES	PAY FOR TOP LISTINGS IN FREE SEARCH ENGINES' LISTINGS	PAY FOR FEATURED LISTINGS ON HOME PAGE OF TOP WEB SITES	BUY SOLO OR CLASSIFIEDS ADS IN OTHER E-ZINES	BUY SUBSCRIBERS/LEADS
<b>MODELS</b>					
<b>No.1 (i)</b>	D	D	D	D	P
<b>No.1 (ii)</b>	D	D	D	D	P
<b>No.1 (iii)</b>	Y	Y	Y	Y	N
<b>No.2</b>	P	P	P	P	P
<b>No.3</b>	P	P	P	P	P
<b>No.4</b>	P	P	P	P	P
<b>No.5</b>	N	N	N	N	N
<b>No.6</b>	N	N	N	N	N
<b>No.7</b>	N	N	N	N	Y
<b>No.8</b>	P	P	P	P	N
<b>No.9</b>	D	D	D	N	Y
<b>No.10</b>	Y	Y	Y	Y	P
<b>No.11</b>	P	P	P	P	P
<b>No.12</b>	P	P	P	P	Y
<b>No.13</b>	N	N	N	N	N
<b>No.14</b>	N	N	N	N	N
<b>No.15</b>	N	N	N	N	P
<b>No.16</b>	P	P	P	P	P
<b>No.17</b>	P	P	P	P	P
<b>No.18</b>	P	P	P	P	P
<b>No.19</b>	P	P	P	P	P

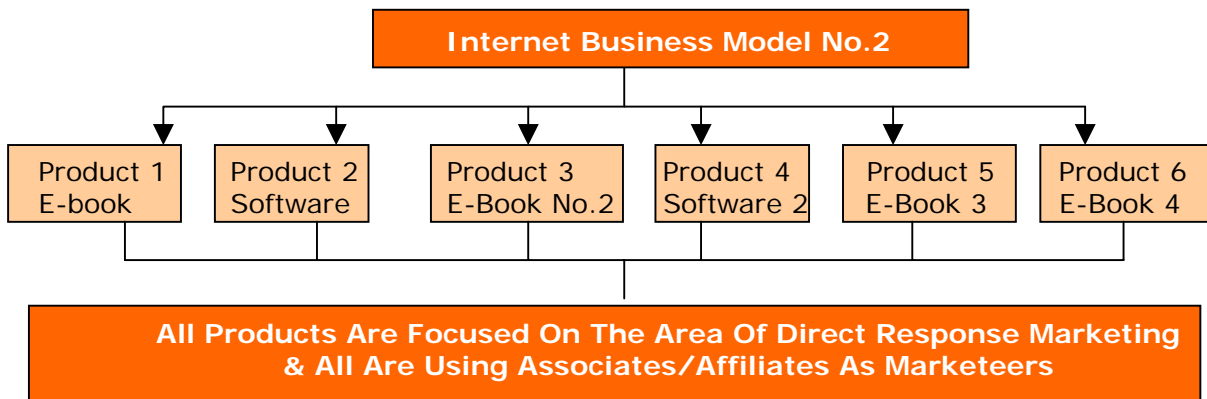
**LEGEND:**    Y=YES                      N=NO                      D=DEPENDS                      P=POSSIBLE

# How To Build Your Own Internet Business Empire!

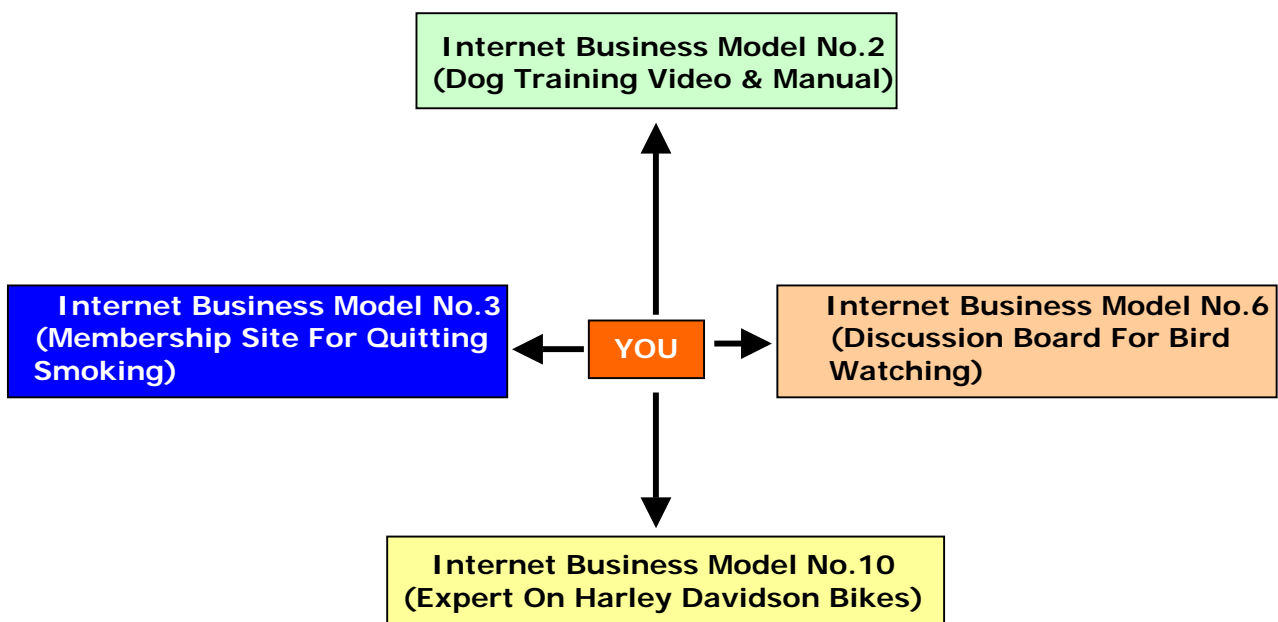


### Some Possibilities:

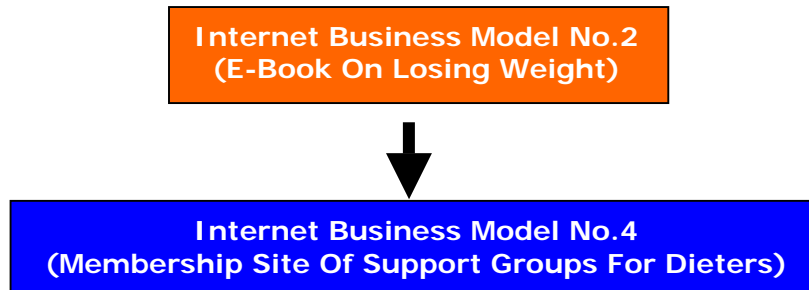
#### 1. Focusing Only On One Internet Business Model:



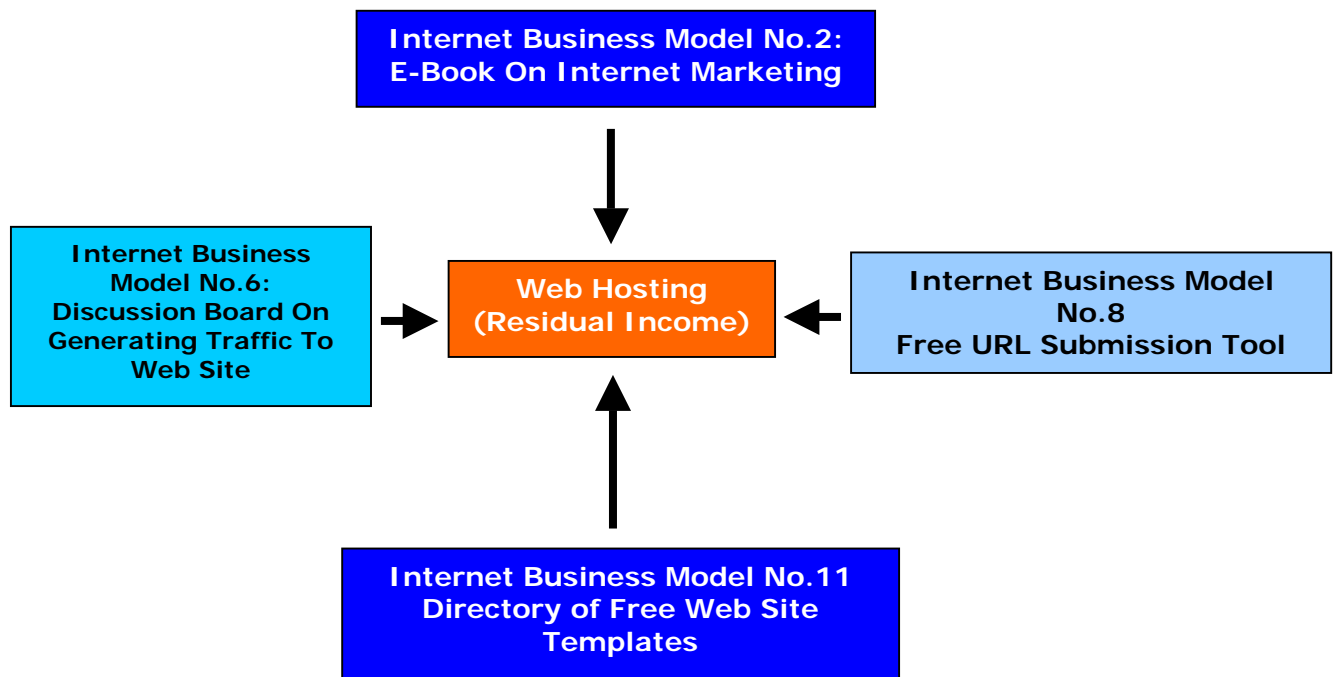
#### 2. Focusing On A Few Internet Business Models In Different Areas Of Interest:



**3. Using One Internet Business Model To Lead To  
Another Internet Business Model On The Same Area Of Interest**



**4. Using A Few Internet Business Models To Lead To  
Another Internet Business Model On The Same Area Of Interest**



## Your Next Step

Definitely decide on an Internet Business Model to start from the many above – especially those in the Top 8. There's nothing like having a successful Internet Business as you become your own boss, and you allow computers, software and the Internet infrastructure take the place of your physical premises, employees and face-to-face interaction. You'll be tapping into a vast resource of the world's best brains in order to save yourself lots of time and money even as you're multiplying your income along the way.

Hopefully the many ideas and examples contained within this manual will inspire you to greater heights in your business and personal life – as they have for me.

I urge you to also take a good look at [SOLOBIS](#) as it is a truly unique piece of Internet application that will help you get your Internet Business started on the right track in the shortest possible time, according to your schedule. You can start an Internet Business with it without any programming or designing knowledge, and it comes with practically ALL the tools and software you need to get going immediately!

I wish you every success!

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## Want To Be Featured Within This Mini-Encyclopedia?

Have you done **VERY WELL** with any of the Internet Business Models found here? Or are you doing one that is not featured here? Let me know and I may just feature an interview with you within the pages of the Mini-Encyclopedia!

Send an e-mail to [successmodels@senze.com](mailto:successmodels@senze.com) and tell me how successful you've been and I may revert with some very probing questions. Thereafter I may feature you within these pages. You'll get plenty of exposure in the process! Do it now while you're still thinking about it!

Warm Regards,

**Sen Ze**

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GET STARTED WITHIN DAYS – AND EARN MULTIPLE STREAMS OF INCOME!**

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Your copy of the Mini-Encyclopedia will also be customized with your Referral Link for **SOLOBIS** so that if your Customers were to resell this Mini-Encyclopedia themselves and they choose the FastTrack Set Up Option by buying Access to **SOLOBIS**, you’ll earn another commission on their purchase! **SOLOBIS** pays you down to 5 Levels, so the more you sell, and the more your Customers themselves sell with SOLOBIS’s help, the more money you can make!

Information on how you can market the Mini-Encyclopedia will be found within **SOLOBIS!**

**Sen Ze's**  
**"How To Use The Internet To Earn US Dollars In Your Pajamas™"**  
**Lifetime Mentoring Program**

This is the Mentoring Program I started in 2002 for those looking for a Mentor who could coach them in starting their own successful Internet Businesses. I have done 9 mega sessions so far, having spoken to over 7,000 people in the process and trained more than 550 participants with their own Internet Businesses. Many have already succeeded, and many more are in progress.



**121 International Participants At One Of My Boot Camps**

One of the most important components of this Program is that you will start with your passions or interest as the foundation for your Internet Business. When you focus on what you like or are good in and generate a handsome income every month, you'll no longer be "working" to earn your living. It'll be a very happy "activity" for you (not a job), and you'll look forward to it every single day.

Why "Earn US Dollars" and not any other currency? Simply because most businesses sell and buy in US Dollars on-line. It's the currency of the Internet.

"**Pajamas**" signifies your ability to "work" your Internet Business from your home – even when you're sleeping as some of the Internet business processes do indeed take place without any contribution on your part, after you've set them up correctly.

You'll also discover some mind-busting business concepts that you can use for the Internet that you won't discover anywhere else, simply because I've discovered them by accident!

If you would like to be a part of this Mentoring Program, simply go to [www.Earn-US-Dollars-In-Your-Pajamas.com](http://www.Earn-US-Dollars-In-Your-Pajamas.com) and check out the details, or e-mail me at [senze@senze.com](mailto:senze@senze.com). I can guarantee you an experience like no other!

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