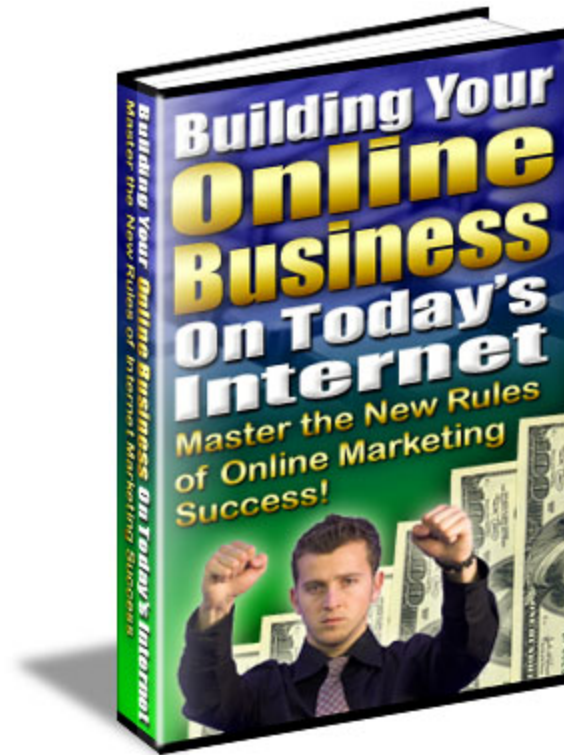


Building Your Online Business on Today's Internet!



Master The New Rules Of Online Marketing Success!
By JayKay

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Introduction - The Web 2.0



Today's internet is interactive and easy to use. There are hundreds of thousands of interactive sites that are available to post free comments, thoughts, blogs and articles. Writers and wannabe writers can post as many articles as they want in many different websites that welcome free information. Many sites even pay for these articles.

Videos are also a very popular part of the new internet. People can now download their own homemade video on sites like You Tube for free and gain instant fame. Some sites will pay for how many visitors you receive on your page.

There are hundreds of social networking sites on the internet today. In addition to the large networking sites such as MySpace, there are also smaller networking sites that are geared towards special interests. Just about every interest is represented on the internet.

Today's internet is faster and user friendly than ever before and welcomes people from all over the world to participate and enjoy. While some people are enjoying finding some information on the internet and meeting people, others are looking at the new internet as a way to make money. A lot of money. As a matter of fact, billions of dollars are made on the internet every single day.

You used to have to have a store to make money on the internet. If you wanted to sell something, you had to sell one of the usual marketing items or try to make a niche in an obscure market. Most of the markets such as electronics and books have been saturated on the internet. There is a lot of competition out there and it comes from all over the world.

One thing that is always a seller on the internet or anywhere else is fast information. When people want information, they want it fast. Especially if they are looking for it on the internet. If you can provide people with information that they really need, or really want in a quick manner, you can make some money.



Years ago, if you wanted to be a writer, you had to type out a book on a typewriter and submit it to the major publishing houses. Chances are that they would not want to even read the book, so inundated they were with manuscripts from people who want to be writers. The public was pretty much at the mercy of these publishing houses. When you think about it, how do we know how many Hemingways or Dickens were turned away?

Today anyone can be a writer. Not a very good writer, but a write just the same. And if you can put a pen to paper (or fingers to a keyboard) you can pound out a book. You have to have some sort of outline and a message that you want to convey, but you can do it. There are thousands of people who are writing books online and publishing them as well. Even what used to be known as "vanity publishing" has changed and is more affordable for average people who want to write a book for fun.

The advent of the e-book is relatively new. E-books are electronic books that are sent to buyers,

usually in PDF format. E-books are usually smaller than a regular sized book and contain information that someone will want in a hurry. A person will find the information on the internet on what is known as a squeeze page, or a website and order the book. The attraction will be that they will be able to get the e-book instantly. They can download the book once they have paid,

E-books are not usually fiction books, but non-fiction books that give information that can be researched on the internet. They are the best known source of income on the internet today and are quickly replacing the online auctions that used to dominate the web.



If you want to get in on the action and market a tried and true product on the internet, as well as dominate the web with your marketing plan, do not underestimate the power of the Ebook.

You can use today's internet for fun or for business. There is a lot of money to be made for those who choose to follow a marketing strategy and dominate the internet with their product.

Chapter 1 - The E-book

What is an e-book? If you have never before received an e-book you can learn that it is an electronic book that can be sent to someone at a moment's notice. One thing that makes e-books so popular as well as easy products to sell on the internet is the fact that they are instant information. Much of the information contained in an e-book can be found if searched for hours on the internet. But who has the time to search?

People want instant information and they want it NOW. This is where the e-book comes in. An e-book is not a usually a fiction book but a how-to, self-help or informational book. Someone who has just broken up with a long time love might benefit from a book that teaches them to bounce back and move on. They might really need a book like this but not want to go to the store. When they find the information that they want online, they are more inclined to order it in an e-book format because they can get the information NOW.

Are people willing to pay more to get information right away? You betcha. They are willing to pay \$2 for a loaf of bread at a convenience store so that they do not have to go to the supermarket where it is 50 cents. People are convenience driven, especially in America, a "drive thru" society that is devoted to convenience.

Imagine yourself on a Sunday evening trying to find information about a particular subject on the internet. You keep picking up bits and pieces and it is taking you tons of time to research. Now imagine having all of that information at your fingertips instantly. How much would you be willing to spend for that convenience? Chances are, if you are like



most people, the answer is more than you would pay for a book in a store. If there was no way to get the information, you might go to the bookstore the next day. Or you might not. You might just forget about the idea altogether. Or you may go to the library to get a book. An E-book is not only quick information, but impulse. You have to be able to offer a customer instant gratification for their money.

Your book should be filled with information that a customer will be able to use and feel pleased that he or she purchased. If your e-book is filled with fluff, poorly written or just plain dull, your customer will feel cheated.

In order to dominate the web with your e-book, you are going to have to learn proper marketing techniques. No matter how informative your e-book is, this is a business that depends on marketing more than anything else.

The e-book is vital to the business of dominating the web. If you have a hot title, you can create your own buzz about your e-book and make it into somewhat of a phenomenon. This is not anything new, although it may be new to you. Hollywood has been using this technique of “creating a buzz” in order to generate publicity of films for years. The internet has just given everyone access to the tools.

We will use the example of the bouncing back from a breakup book for in this e-book that will teach you how to dominate the web. We will give you step by step examples of exactly how to use the e-book to dominate the web and what marketing strategies will work for you.

Although good marketing strategies are crucial to the sales of your e-book and dominating the web, you do not want to dominate the web with a book that is not any good. Most e-books come with a “money back guarantee.” This gives the customer a sense of security that they are purchasing a product that will actually have some information. A person who wants to buy a book at a bookstore usually thumbs through it a little before buying. Or they might know the author and have enjoyed his or her work in the past. So they buy the book.



On your first time into the world of publishing e-books, you will not be a well known author. You will be an expert on the topic about which you write, but not well known. And people do not even know if your product is real. People are hesitant enough about buying something online without a preview and although you will have a preview on your squeeze page, which we will discuss later in this book, that guarantee is a safety net for the customer and an added incentive to buy.

If you give them a book that is well written and informative and not filled with a lot of “fluff,” you will have a satisfied customer. If you give them an e-book that is poorly written and contains virtually no real information and a bunch of adjectives, plan to give out a lot of refunds.

Never underestimate the importance of the e-book. You might be able to push junk with marketing skills, but you are certainly not going to have any sort of reputation on the internet. And there is a difference between an e-book author who is well liked and one who no one has

ever heard of and skips out the minute they sell enough e-books.

If you cannot manage to write an e-book, hire a ghostwriter to write the book. Make sure that he or she understands what you wish to promote in your book and what information you wish to reveal. One way to further dominate the web is to build on the products described in your e-book with advertising.

You have to make sure that your e-book is not an advertising manual for a certain product. It should be written from an objective viewpoint. If you want to promote natural healing, for example, you can lean towards this in the e-book and do so subtly, but not make your book sound like a promotion for natural healing. You can even give the “pros and cons” of natural healing, just make sure that the cons do not include the possibility of death if anyone ignores practical medical advice. The “cons” should be soft, like “you have to go to the health food store to get this product and cannot get it at your grocery store.”

Once the e-book is complete and up to satisfaction, make sure that it has a snappy title that will attract attention. The title should be specific so that, if someone does a search for the title on the internet, your book comes up in the first two pages in the search engines. You do not want to have a general titled book on dating like “Moving On After A Relationship,” because you can bet that there are hundreds of thousands of other articles, books and clips that will come up before your e-book on the search engines. Your book should be more specific such as “15 Ways To Bounce Back After A Bad Relationship.”

Using a number gets you ahead in the search engines. You should never spell out a number, either. If you use a number like 10 or 20 which are very common, you are further down the line in the search engines. Using an odd number will get you more prominence.



You can also create a pen name for yourself that will generate some notice in the search engine. The name should be easy to spell for the average person and not the same as a celebrity. It should also not be a common name such as Smith or Jones, although you do want to have a name that is easy to spell. Creating a name like Miranda Corey may be better than Jane Williams. You can also feel free to put “Dr” in front of your pen name. You cannot actually pretend to be a doctor, but you can use it as part of a pen name. You cannot, however, put MD after your name as that would insinuate that you are a doctor. You cannot give legal advice pretending to be an attorney, either. That is out and out fraud. You want to make sure that your marketing strategy gets you noticed on the internet, not lands you 5 to 10 in the big house.

Once you have your e-book and title as well as your pen name, you are ready to begin dominating the web with the sensation you are about to create about your product.