

# Accelerated Learning Techniques For



# Internet Marketer

# Step 1: Where to get started?



The 1st and most crucial thing to accomplish is to list out all your skills. What skills do you have?

You might have picked up these skills through daily life (like languages), through your job (hands-on knowledge on a particular niche) or from your spare-time activity (for instance fishing). It's most vital to list down skills or knowledge that you have and may be in demand elsewhere.

For instance, you love fly fishing and you do it daily after work. You might build your Net business on this: writing an instructional guide on fly fishing, instructing individuals how to do it, and so forth. Best of all, you don't need to spend cash to gain this knowledge: you already hold it.

So, the very 1st option, if you have no cash to start off your net business, is to earn a little capital utilizing your already existing skills or knowledge.

You might give tuition to pupils on your dominant subject in college, you might teach stuff about your spare-time activity to individuals who are interested, you might write guides on knowledge or skills you collected through experience and can't be found in theoretical books.

All right, let's say if you simply can not think of any skills or knowledge that individuals might be intrigued in. Then, it's most crucial that you locate an executable business model and center on that alone.

You might get almost everything you need through bartering, web hosting, domain name or charge card processing, to name a few in exchange for your product (if you own one) or services like copywriting, ghostwriting and site designs.

There's always some workaday job that individuals don't wish to do, and you

might do that for those individuals in exchange for items you require. You simply need to ask for it!

### ***Step 2: Your Product***

A lot of marketers have produced or acquired products that they believed would sell well and, in their enthusiasm, established everything from sales letters to sites to getting traffic. But, a lot of these marketers have forgotten the single most crucial factor that will impact their product sales - the "salability" of the product.



Once  
you  
start

creating products or purchasing rights to a particular product to sell, the most crucial factor you must take into account is the demand of the product. Do

individuals want your product? It's simply unintelligent to waste a month's time developing a product, setting up the site and required sales strategies only to find that individuals don't even flick an eyelash at your product!

Your final goal is to deliver the product to your buyer and collect his or her cash. In order to do this, you have to make certain your buyer wishes to purchase your product in the first place. How do you discover if they want your product? Easy. Just ask! Ask in forums related to your niche.



### **Carry out a survey or public poll.**

The Net is a flat playing field, and you've the power to reach just about anybody in the world who has a Net connection.

Let's suppose you have this brilliant idea on creating a step-by-step instruction on how to cook Mexican food. First, you have to determine if anybody is interested (or even heard of) Mexican food.

To do this, go to a food-related forum and ask tactfully if anybody would be interested in learning Mexican cuisine. Don't ask blatantly whether anybody would like to purchase an eBook with directions on how to cook Mexican food, or you might be in danger of being accused of spamming.

On the other hand, you may give out a couple of samples of your Mexican recipes to test the waters - see how the forum members respond to them. If they show exuberance for learning more, then you decidedly have a market in this.

If they show no interest, then it's time to look for a freshly idea to market. You save time in the long run as you don't



have to determine the low demand for your product the difficult way.

If your theme is welcomed by the forum members you polled, you may go ahead and compile your extensive content on cooking Mexican food as there is interest in the info you possess. Where there's interest, you may easily build up want for your product, and with want (plus great marketing), your purchases will arrive by nature!

As a net merchant, your buyers can't see your face. They can't hear your voice when you're advocating your products, and they can't see the emotions on your face when you're telling your buyers what advantages they may derive out of your products.

The Net is a level playing field for every Net marketer and merchant out there. The absolute connectivity means that you may reach every individual in the world. You're not limited by geographic

constraints and anybody may be your buyer or client.

This is exactly why you should over deliver. When every rival of yours has access to everybody in the market, your only way of taking the battle is to over deliver, over and over.



When you over deliver, you present yourself as an individual with the buyer's interest at heart. You become a trusted acquaintance and not a greed-driven marketer out seeking their cash. Over delivering is plainly your only way to differentiate yourself from your rivals.

You may begin over delivering by providing superb support for your

buyers. How many times have you been rejected with rude answers when asking about a particular product you bought?

Compare that with the number of times you've been supplied very great service, as though you're being helped by a personal acquaintance. The ratio is just off balance, proving how scarce great buyer support is. By supplying excellent support to your buyers and answering their every need with patience, you'll gain buyers that are fiercely loyal to you as they know you've their best interest at heart.

When you supply excellent buyer support, you're already ahead of most of your rivals. Take it a step further and consider it: in what other ways may you over deliver to your buyers?

One very great way is to provide your buyers a pleasant surprise when they make a purchase from you. For instance, if a buyer buys your cooking utensils, you

could throw in a bonus recipe book for them.

But, don't utilize the bonus as an incentive for the buyer to purchase your products. Your products must be great enough to make the buyer purchase it in the first place, and the bonus must serve as a surprise ingredient; you must not announce it in the product catalogue.

The last way is to build a durable relationship with your buyers. If a buyer buys regularly from you, you ought to send greeting cards during birthdays and on every holiday, be it Christmas, New Year, Easter, even Chinese New Year!

Your buyer will again recall you as a friend, not a business affiliate, and will favor you above other merchants as of the strong relationship.

So, remember to begin over delivering today!

### Step 3:

#### *Getting The Word Out*

You've produced your own product that has been demonstrated to have awesome demand, you have a sales letter that has a sky-high conversion rate, but all that will be futile and you'll bring in nothing if you don't have a single soul traveling by your site since you'll have no one to sell to!

You may be a total beginner and therefore don't have a massive mailing list to sell to, and your site is on the 100th page of search engine results pages. We may change all that with a couple of tried-and-tested traffic generation strategies.

Most importantly, let me make it clear to you that SEO isn't the only way to acquire monolithic amounts of traffic! You see, search engine result pages are in a way simply web pages - like regular sites around the net.



It's only so lucrative to have your site listed on the top of search engine results as many individuals use the search engine to search for info and arrive on the search engine results page. Therefore, loads of individuals see your site's link and you draw in loads of traffic.

The effect will have been exactly the same if your site is mentioned in a site with really high traffic.

For instance, imagine what will occur if your site was mentioned on the front page of Yahoo's site!



# How to sales e

Your site will receive so much people your bandwidth may go over the limit. So, the trick is to get other high-traffic sites in your niche to link to your site. To do this, you have to give them really firm reasons to link to you - perhaps it's this really thought-provoking article you've placed on your site, possibly it's the ingenious answer to this lifelong issue everybody has had for all their lives. In short, give individuals astonishing reasons or value to earn a link from them.

As an alternative, you might link to a particular high-traffic site that's related

to yours and ask for a link back. This process is called reciprocal linking and is a really common process for gaining links.

But, before you even ask for the link, check your own site and ask yourself if you will be proud to advocate such a site to your readers, and whether it will supply valuable info to your readers. In short, make certain your site has its own value and not simply an empty shell devised to draw in traffic!