The Internet Profit Report

The Fastest, Easiest, & Most Profitable Ways to Make Money Online in Just 7 Simple Steps…

Brian T. Edmondson
Internet Income Coach

http://www.InternetIncomeCoach.com

The World's Craziest Online Business Model and 3 Proven Ways to Make Money Online

After making my living online for several years now I must have taken it for granted how good it really is. That was until recently when I had dinner with an old friend (we'll call him Bill) who is interested in making money online. He invited me out to dinner to pick my brain about online business and what he was doing.

Doing What on eBay?

Bill is selling products online with eBay. He **buys physical products in bulk and stores the inventory at home**. Then he posts the products on eBay in hopes of making a sale. Once the sale is made he has to pack the products up and go to the post office to ship them out. Oh, did I also mention that the products are sold at a **very low profit margin**?

Not a Scalable Business...

Now I don't know about you, but to me that sounds like an awful amount of work, and risk, just to make a couple of dollars. And the business model isn't scalable. **If you want to double your income, it's going to take double the amount of work**. Want to increase your income by a factor of ten? You'll need **ten times the inventory**, **ten times the amount of labor** to pack and ship the products, and **ten times the risk**.

Why Bother Going Online?

If that sounds a lot like a traditional "bricks and mortar" business, you're right! As a matter of fact, it seems that *the only difference is that the actual sale is made online and there is no physical storefront*.

The more I thought about this, I came to the realization that it had to be **the world's craziest online business model!**

A Better Business Model...

Now let me tell you a little about my online business. I sell mostly **digital information products** online, so I don't need to buy or store any inventory. When I make sales, the product is **instantly delivered**

online. In many cases I don't even own the products that I'm selling, so it's **completely hands off**. On top of that, the products have extremely **high markups** and almost **infinite profit margin**. Finally, the products I choose to sell are in **proven, high demand markets** – so I'm not hoping that sales will be made, I know they will.

If any of that sounds appealing to you, then let me share with you my **top 3 proven "set it and forget" ways to make money online**.

My Top 3 Proven Ways to Make Money Online

1. Contextual Website Advertising

Can you attract steady streams of visitors to your unique, information-rich website? Great! Then sign up with an online advertising program that pays you for showing them context-specific ads. This "pay-per click" model of revenue generation is probably the **quickest way for you to start making money online:**

- Display relevant ads on your website.

- Visitors to your website, when reading your material, see ads related to the subject of your articles / posts

- You earn money from every legitimate click on your site.

Your "work" consists of adding a small piece of code to your web page (anyone can do it!), which introduces **ads on your website that are relevant to your audience**. For example, if your site is devoted to yoga exercises, yoga-related text ads will appear.

The Most Popular Ad Network...

Although there are hundreds of recognized advertising programs available for web publishers, the most popular by far is **Google Adsense™**. It has the largest network of partners and is at the forefront of contextual advertising for websites, mobile technologies, search engines, and syndicated feeds.

This is a great way to start making money online with your blog or website when you are first getting started.

2. Selling Other People's Products - Affiliate Marketing

If you believe in helping people solve problems in specific niches, but don't want to devote the time and energy needed to create your

own products, then affiliate marketing is a great option. In particular, I recommend selling **digital products** (e-books, software, video courses, etc.). There are countless stories on the Internet of people earning consistent income as **affiliate "information" marketers**.

Why I Love Affiliate Marketing

Here are some of the reasons why I love affiliate marketing…

- **High commissions**, often 50-75% for both new and established digital products…

- Product owners offer **built-in marketing support** (e.g. sales letters, banners, e-mails to send).

- **No physical inventory** or purchase obligations, unlike many network marketing companies.

- Customer service, payment processing, and product delivery handled by product owner.

To get started, sign up with a popular affiliate marketplace like **ClickBank** or **Commission Junction** and search their marketplace for products you can offer that are related to your niche. Add these products to your website in the form of **"product reviews"** or

"recommended resources". You can add affiliate promotions to your email marketing process as well.

3. Creating and Selling Your Own Information Products

Although affiliate marketing is a quick and easy way to get started online, **eventually you'll want to create and sell your own information products** as well. Earning affiliate checks is lucrative on its own, but having your own affiliate "army" promoting your products offers the highest form of **leverage** and **stability** in an online business.

How to Create Information Products

There are many ways to create information products. You can write **special reports**, do **teleseminars** with experts, and record **video presentations** just to name a few.

What does it take to create an information product that sells? Start out by doing some market research and finding out what the **top 10 frequently asked questions and problems** people have in your niche. You can **write (or hire a ghostwriter) an e-book that offers solutions to those problems.**

You may even want to **give away your best solution to the biggest problem for free to build your email list**. You can then sell the e-

book to the people on your list. As you sharpen your skills and establish your online business, you can build out and entire product funnel with e-courses, teleseminars, and even full-fledged home study courses.

Diversify Your Online Product Portfolio

So which of these three options is best? Just like any portfolio, diversity is the key. Most of **my online businesses generate income using a combination of contextual advertising, affiliate marketing, and information product creation**. This is not an exhaustive list, as I also generate income from speaking, membership sites, and several other sources. However when helping online entrepreneurs who are just getting started with internet and information marketing, these are my top 3 proven ways to make money online. **They key is to get started, then build and grow your online empire.**

So Now What?

7 Steps to Your First Website, First Subscriber, and First Sale

If you could create a steady side income by putting in just a few hours a week, would you do it? Listen, it's entirely possible – and I'm going to show you how right now.

I very recently started another Internet business in a new niche market that I am very passionate about. I've already started to **collect names to build a subscriber list** – and I've even made a handful of sales!

A handful of sales might not sound like much, but I'm excited. Why? Because the hardest part – **getting this new site set up and starting to drive traffic to it** – is out of the way.

A Proven Online Business Model...

I'm using a **proven business model** that helped one of my online business partner's, Early to Rise, triple its revenues in three years from $8 million to over $25 million... the exact same model that helped ETR's parent company, Agora Publishing, explode into a nearly $600 million Internet juggernaut. (Yes, I said $600 million). So I know I can realistically expect my site to (eventually) churn out significant **income on virtual autopilot**.

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On a part-time basis...

By no means am I putting a full-time effort into this project. (And most would argue that I'm not even putting in a part-time effort.) **It's just something I'm doing on the side**. Of course, that's one of the major benefits of Internet and information marketing. You can get started on a part-time basis... while you still work a full-time job or run a full-time business.

You, too, can create a home-based Internet business that will provide you with a steady side income.

Here are the seven simple steps:

Step 1. Identify Your Market

The biggest mistake I see budding Internet entrepreneurs make is to start by trying to figure out what they're going to sell. And that can be tough. There are hundreds of thousands, even millions, of possible products and services.

It's more important to **decide what market or niche** you are going to target. When you identify your market, you will know who your prospects are, what problems they have, and what solutions they are looking for. And once you have that information, it's not hard to find a product to sell to them.

Picking the Perfect Online Business...

So how do you decide which market to go after? My recommendation is to **make a list of all the things you are interested in and choose from that**. Why make a list and not just zero in on your number one passion? Because you want to give yourself some options. **Just because you have a strong interest in something doesn't mean there are enough people out there who share your interest and (very important) have money to spend on it**.

Golfers, for example, are passionate about their game. They also have a lot of money and like to spend it on golf-related "stuff." On the other hand, though teenage boys may be into rough sports and fast cars, you won't have much luck selling them any high priced cars anytime soon.

Here's the magic formula:

Your Passion + Profitable Market = Great Niche Website

Now let's move onto step two.

Step 2. Choose – and Purchase – a Domain Name

Another mistake that online entrepreneurs make is that they try to come up with a domain name that is cute or creative. (With the popularity of Web 2.0, I am seeing more and more of this.)

What can you learn from FreeCreditReport.com?

Your domain name should be **descriptive** of your website topic and **benefit-driven**. Ideally, it should also include your **main keyword**. And, of course, it should be *easy to spell and easy to remember*.

A good example of a domain name that is easy to remember, easy to spell, descriptive, benefit-driven, and includes the main keyword of the website's topic: FreeCreditReport.com.

Once you have your domain you'll need a hosting account to physically store all the pages, pictures, and other files on your website.

I personally use and recommend **Host Gator** to register all my domains and host them as well. I typically go with their "baby" plan which allows me to host unlimited websites.

Step 3. Put Up a Website

When you're creating a website you'll basically want to create 3 types of pages.

First, you'll want to have a website / blog. This is where you'll have the regular pages of your website; things like your home page, about page, contact page, blog post pages, etc.

To create you're your blog, I highly recommend installing the Wordpress platform on you own hosting account. One of the reasons I recommend HostGator (above) to host your websites is they allow you to install Wordpress for free.

The other two types of pages you'll want to create are squeeze pages and sales pages. These will page pages that are separate from you regular website "template" with a singular focus of either building your email list or selling your products / services.

You can either use a regular HTML editor (like Dreamweaver) to create your squeeze pages and sales pages from scratch; but there are better and easier services that specialize in creating these types of pages.

A fast and easy plugin that integrates with your Wordpress site to create very simple squeeze pages and sales pages is PaperTemplate.

Another tool, more advanced tool, that can create blog pages, sales pages, squeeze pages, and a whole lot more is Optimize Press. My site, InternetIncomeCoach.com, was built using OptimizePress.

A final option, if you're not using a Wordpress site, to build sales pages, squeeze pages, and other types of landing pages is [LeadPages](#).

There are many other lower priced and free programs – but, as with most things in life, you get what you pay for.

Step 4. Add an Opt-In Form to Your Site

When you visit any of my websites you'll notice that there is a box – an opt-in form – near the top right-hand corner of just about every page.

The Difference Between Success & Failure...

Having an opt-in form is one of the key things that separate successful online businesses from those that fail. It allows your visitors to give you their name, e-mail address, and any other information you may want to collect.

By capturing your visitors' contact information, you can follow up with them on a regular basis via e-mail. You can **send them valuable content**, **build a relationship with them**, and bring them back to your website to **sell them products they are interested in**.

And by having their contact information (email address) you can do this over and over and over and over again.

Step 5: Offer a Freebie

The best way to get people to give you their contact information is to **offer them something of value for free**. An example of this is the *Internet Profit Report* you are reading right now which I give away at my InternetIncomeCoach.com.

You could also offer a free special report or some type of tip sheet related to your niche. Even a simple article will do, but the more you put into it the higher the value.

You write the report once, then upload it to your autoresponder, and have it automatically sent to everyone who gives you their name and e-mail address.

Make no mistake about it; **your autoresponder is the most powerful asset you have in your online business**.

If you're not currently using an autoresponder and email marketing in your business, you should stop immediately and get one then apply the above strategy to your business!

The autoresponder service I personally use and recommend to 99% of my coaching clients is **AWeber Communications**. As a matter of

fact it's the same service that handles deliver of the Internet Profit report and my email newsletter.

Step 6. Drive Traffic to Your Website

There are many ways to drive traffic to your website, but if you're starting out on a budget you'll want to focus mostly on *free* traffic.

One of my favorite ways to get free traffic is by **writing guest posts on highly relevant and targeted niche websites.** When doing this you'll want to make sure to include a link back to your website in the resource / bio box. Be sure to let people know about and offer your free report; this will give them a reason to go back to your website – and opt-in to your list.

Another good way to get free traffic is through **blog commenting and forum marketing**. Search for blogs and forums that are related to your niche and answer questions and post comments. Most forums and blogs will allow you to link back to your website. Just be sure that you are providing good content and that what you have to say is relevant to the forum's or blog's subject matter.

Keep in mind that most of the people that come to your website through blog posts and marketing (or just about any other traffic generation strategy) will not purchase anything from you – at least,

they won't purchase anything on their first visit. But that's why you have the opt-in form – to **capture their contact information so you can keep bringing them back**.

Step 7. Follow Up… and Start Making Sales

The final step is to follow up with the people on your opt-in list via email marketing and start selling them products. These can be your own products or products you are promoting as an affiliate**.**

This, of course is done via your autoresponder. (You did get one of those right?) For example, you could write a series of five to seven e-mails, each one promoting a different product. And as soon as people opt in to get your freebie, you have those e-mails automatically sent to them, one at a time, every couple of days.

You Must Provide Value…

You don't want people to think they're just going to be getting sales messages from you, so mix it up. **Include some valuable content in your e-mails too**. This will help you continue to build your relationship with them…

Wrapping things up...

Those are the seven steps you can take to quickly and easily launch a new online business. Once you have this basic system in place you continue to build on it by learning more ways to bring traffic to your site, building a bigger opt-in list, and starting to create and sell additional backend products.

If any (or all!) of this sounds daunting, don't worry. I provide step-by-step instructions on how to do all of this (and more) through several different coaching products, services, seminar, and [books available on Amazon.com](). You can learn more about my current offerings and availability at [InternetIncomeCoach.com]().

Thousands of internet entrepreneurs have made millions of dollars following nothing more than the simple business model and steps outlined in this very report.

Sincerely,

Brian T. Edmondson

Recommended Resources

Domain Name & Hosting

Hostgator.com – I recommend the "baby" plan because it allows you to host unlimited domains on a single account and offers your unlimited disk space and bandwidth. Use coupon code "**incomecoach25**" to save 25% off your hosting account order.

Website Development

I recommend a self-hosted Wordpress installation to handle your regular website / blog. My favorite advanced theme / template for Wordpress is OptimizePress. I also use PaperTemplate and LeadPages to create standalone squeeze pages and sales pages.

Autoresponder & Email Marketing

Aweber Communications – this is the autoresponder most recommended by internet marketing experts and there's a reason… it's easy to use and it works. I can't stress the importance and value of using an email autoresponder enough, it's that powerful.

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Final Thoughts

Remember, it's all about taking action. Get these tools, implement these strategies to start, build, and grow your online business.

It's all starts with your first website, your first subscriber, and your first sale. The rest, as they say, is history.