BUILD YOUR ECOMMERCE
STEP BY STEP

by khaled ould mammar

SURPRISE!!!
ANYONE CAN BECOME A CYBER RICH

WITH

ECOMMERCE ISLAND

BY KHALED OULD MAMMAR

Introduction

Internet commerce is a new way to make economic transactions, for an application that has existed for less than 20 years, it could radically change certain economic and social environment. already, it affects most economic sectors such as communications, finance and retail trade (a set of activities which represent about 30 percent

GNP) and offers opportunities in other areas such as education, health and public administration (about 20 percent of

GNP), which allows us to have our own ideas on the future of this branch of the modern economy

Book Dedication

KHALED Dedications and credits ;

I dedicate this ebook to all all American soldiers who lost their lives in Iraq and Afghanistan

Dedicated to Victims of the black decade in Algeria

Dedicated to my maternal grandparents

-They are the source of my inspiration and also my best example in the life

Dedicated to my mother KHEIRA .A , she is the reason why Iam here .

I dedicate this ebook to my family , who have always been there for me , and have never doubted my dreams , no matter how crazy they might be .Also to anyone who finds themselves at the place in life where the question of why seems unanswerable , you are not alone .

Biography

KHALED OULD MAMMAR , born February 21, 1984 in Mostaganem (western Algeria) is a freelance writer who enjoys the challenges of creativity and attention to detail. , The civilization of the 20th century has always a source of wonder for him, sparking his research, to deepen his understanding and knowledge of this civilisation that changed the destiny of humanity with an unprecedented technological revolution that not only facilitate the daily lives of billions of people around the world, but also bring with it a misfortune and suffering during the two World Wars and the Cold War represented by the weapons of mass destruction.

He has written dozens of articles, but the nature of undemocratic political system in Algeria has pushed him to quit writing , in September 2005 he decided to continue these studies at the University of Mostaganem his hometown, where he graduated in June 2009 , he obtained B.A in information and communication science, he has specialized in communication and public relations

But what is sure that his vision was far from being limited by a diploma, he

loved all that is related to technology, in 2002 he launched its first applied research, as result of his labor he realise his first invention , it   is a hydrogen generator based on a advanced technology

He continued his research , and he now holds over 40 invention, exploited mostly with research and development organizations located in Germany

But he never abandoned his academic background, he create new concepts in communications, advertising, marketing, public relations, media project management, but also he create a new approach related with electronic commerce.

BOOK SUMMARY

CHAPTER (1)
UNDERSTAND THE ECOMMERCE

CHAPTER (2)
EVERYTHING YOU NEED TO BUILD YOUR
OWN ONLINE BUSINESS

CHAPTER (1)

UNDERSTAND THE ECOMMERCE

1/- What is e-commerce ?

E-commerce (electronic commerce or EC) is the buying and selling of goods and services on the Internet, especially the World Wide Web. In practice, this term and a newer term, e-business, are often used interchangably. For online retail selling, the term e-tailing is sometimes used.

E-commerce can be divided into:

- E-tailing or "virtual storefronts" on Web sites with online catalogs, sometimes gathered into a "virtual mall"
- The gathering and use of demographic data through Web contacts
- Electronic Data Interchange (EDI), the business-to-business exchange of data
- E-mail and fax and their use as media for reaching prospects and established customers (for example, with newsletters)
- Business-to-business buying and selling
- The security of business transactions

E-tailing or The Virtual Storefront and the Virtual Mall

As a place for direct retail shopping, with its 24-hour availability, a global reach, the ability to interact and provide custom information and ordering, and multimedia prospects, the Web is rapidly becoming a multibillion dollar source of revenue for the world's businesses. A number of businesses already report considerable success. As early as the middle of 1997, Dell Computers reported orders of a million dollars a day. By early 1999, projected e-commerce

revenues for business were in the billions of dollars and the stocks of companies deemed most adept at e-commerce were skyrocketing. Although many so-called <u>dotcom</u> retailers disappeared in the economic shakeout of 2000, Web retailing at sites such as Amazon.com, CDNow.com, and CompudataOnline.com continues to grow.

Market Research

In early 1999, it was widely recognized that because of the interactive nature of the Internet, companies could gather data about prospects and customers in unprecedented amounts -through site registration, questionnaires, and as part of taking orders. The issue of whether data was being collected with the knowledge and permission of market subjects had been raised. (Microsoft referred to its policy of data collection as "profiling" and a proposed standard has been developed that allows Internet users to decide who can have what personal information.)

Electronic Data Interchange (EDI)

EDI is the exchange of business data using an understood data format. It predates today's Internet. EDI involves data exchange among parties that know each other well and make arrangements for one-to-one (or point-to-point) connection, usually dial-up. EDI is expected to be replaced by one or more standard <u>XML</u> formats, such as <u>ebXML</u>.

E-Mail, Fax, and Internet Telephony

E-commerce is also conducted through the more limited electronic forms of communication called e-mail, facsimile or fax, and the emerging use of telephone calls over the Internet. Most of this is <u>business-to-business</u>, with some companies attempting to use e-mail and fax for unsolicited ads (usually viewed as online junk mail or <u>spam</u>) to consumers and other business prospects. An increasing number of business Web sites offer e-mail newsletters for subscribers. A new trend is <u>opt-in e-mail</u> in which Web users

voluntarily sign up to receive e-mail, usually sponsored or containing ads, about product categories or other subjects they are interested in.

Business-to-Business Buying and Selling

Thousands of companies that sell products to other companies have discovered that the Web provides not only a 24-hour-a-day showcase for their products but a quick way to reach the right people in a company for more information.

The Security of Business Transactions

Security includes authenticating business transactors, controlling access to resources such as Web pages for registered or selected users, encrypting communications, and, in general, ensuring the privacy and effectiveness of transactions. Among the most widely-used security technologies is the Secure Sockets Layer (SSL), which is built into both of the leading Web browsers.

2/-Types of E-Commerce :

The Five Different Types of E-Commerce

E-commerce is the process of buying and selling of various products and services by businesses through the Internet. It deals various kind of business concern, from retail site of the consumer, which includes auction. The main focus is to concentrate on business substitutes involving goods and services between various corporations.

E-commerce is the purpose of Internet and the web to Conduct business but when we concentrate on commercial deals among organizations and individuals demanding selective information systems under the guarantee of the firm it accepts the form of e-business. Nowadays, the word 'e' is hitting momentum. If you're looking to get into this business, one of the fore most thing you have to have is a Virtual Private Cloud Hosting keeping the traffic in mind and respecting customers valuable time.

There are primarily five types of e-commerce models:

A/- Business to Consumer (B2C):

B2C stands for Business to Consumer as the name suggests, it is the model taking businesses and consumers interaction. Online business sells to individuals. The basic concept of this model is to sell the product online to the consumers.

B2c is the indirect trade between the company and consumers. It provides direct selling through online. For example: if you want to sell goods and services to customer so that anybody can purchase any products directly from supplier's website.

Directly interact with the customers is the main difference with other business model. As B2B it manages directly relationship with consumers, B2C supply chains normally deal with business that are related to the customer.

B/- Business to Business (B2B):

B2B stands for Business to Business. It consists of largest form of Ecommerce. This model defines that Buyer and seller are two different entities. It is similar to manufacturer issuing goods to the retailer or wholesaler. Dell deals computers and other associated accessories online but it is does not make up all those products. So, in govern to deal those products, first step is to purchases them from unlike businesses i.e. the producers of those products.

"It is one of the cost effective way to sell out product through out the world"

Benefits:

- Encourage your businesses online
- Products import and export
- Determine buyers and suppliers
- Position trade guides

C/- Consumer to Consumer (C2C):

C2C stands for Consumer to Consumer. It helps the online dealing of goods or services among people. Though there is no major parties needed but the parties will not fulfill the transactions without the program which is supplied by the online market dealer such as eBay.

D/- Peer to Peer (P2P) :

It is a discipline that deal itself which assists people to instantly shares related computer files and computer sources without having to interact with central web server. If you are going to implement this model, both sides demand to install the expected software so that they could able to convey on the mutual platform. This kind of e-commerce has very low revenue propagation as from the starting it has been tended to the release of use due to which it sometimes caught involved in cyber laws.

E/- M-Commerce:

It deals with conducting the transactions with the help of mobile. The mobile device consumers can interact each other and can lead the business. Mobile Commerce involves the change of ownership or rights to utilize goods and related services

3/-Importance of ecommerce :

Web is becoming an essential part of not only the teenagers, of the entire human race all over the world. Internet use has grown and spread rapidly in the past decade and perhaps this is the clear indication of the growth of ecommerce websites. By improving the ecommerce web design you can even make a customer out of visitor. The marketing strategy should be corrected in such a manner that harvests maximum return on investment. There is requirement of attitudinal changes like working collectively, taking timely decisions, aiming for those results that are practically possible etc. are strong foundation of building ecommerce business with the help of successful marketing strategies.

Many people visit online stores to quench their shopping needs. All of them prefer to have all decision parameters within their reach and simply a single click away. While other people use web to research about products and different services of their interest or use. Another factor is that online shopping is cheap and convenient for the Internet users. Ecommerce business is growing at a very fast rate and so is the competition. Therefore you need to take important decision so that your online business zeniths.

Whatever ecommerce business you want to promote, marketing is very important. For this you need to consider few points like what exactly makes your ecommerce store different and special from others and which part of the society is your customer and what is their shopping pattern. It is very important you know the answers to these questions so that your b2b ecommerce flourishes and your business and website is the top ecommerce business. There are numerous ecommerce sites and you need to make your ecommerce website excel in ecommerce solutions and ecommerce hosting so that the customers are attracted to visit again and again there.

If you are planning to establish your online business you need to get associated with the best ecommerce solution. In fact ecommerce hosting allows the storeowner to craft, update and maintain their ecommerce business in central web based data settings. The ecommerce developer should also provide technical infrastructure, shipping, selling as well as store maintenance and support. Not only this you will be provided with web analytics, which is the key to the success of ecommerce business. It helps you to understand the scope of your ecommerce store and measure your rate of failure too.

The ecommerce hosting and ecommerce website design enables the ecommerce business holder to develop his site and online store in such a way that visitors get attracted towards the ecommerce store. It is for sure that a well designed ecommerce store will attract many customers. You should also make sure that your online store is well crafted and provides the customers easy movement and site navigation. Proper attention should be given to ecommerce website development so that it gets updated conveniently from time to time. This is where ecommerce business solutions service provider will be of great help for you. Choose the right ecommerce solution for your ecommerce store.

4/- E-commerce Statestics :

Over 875 Million Consumers have Shopped Online -- the Number of Internet Shoppers up 40% in Two Years

Clothes/Shoes - Fastest Growing Internet Buys
"Visa" the Most Popular Credit Card Payment Method

More than 85 percent of the world's online population has used the Internet to make a purchase - increasing the market for online shopping by 40 percent in the past two years - according to the latest Nielsen Global Online Survey on Internet shopping habits. Globally, more than half of Internet users have made at least one purchase online in the past month, according to Nielsen.

"The Internet is no longer a niche technology - it is mass media and an utterly integral part of modern life. Almost no aspect of life remains untouched by online media. As our lives become more fractured and cluttered, it isn't surprising that consumers turn to the unrivalled convenience of the Internet when it comes to researching and buying products," said Jonathan Carson, President, International, Nielsen Online.

"When The Nielsen Company conducted its first global survey into Internet shopping trends two years ago, approximately 10 percent of the world's population (627 million) had shopped online," said Bruce Paul, VP, Customized Research, Nielsen U.S. "Within two years, this number has increased by approximately 40 percent (to 875 million)."

Among Internet users, the highest percentage shopping online is found in South Korea, where 99 percent of those with Internet access have used it to shop, followed by the UK (97%), Germany (97%), Japan (97%) with the U.S. eighth, at

94 percent. Additionally, in South Korea, 79 percent of these Internet users have shopped in the past month, followed by the UK (76%) and Switzerland (67%) with the U.S. at 57 percent.

Globally, the most popular and purchased items over the Internet are Books (41% purchased in the past three months), Clothing/Accessories/Shoes (36%), Videos / DVDs / Games (24%), Airline Tickets (24%) and Electronic Equipment (23%).

Among New Zealand Internet users, 44% said they bought Airline Tickets/Reservations, 33 percent had bought Books and 29% Clothing/Accessories/Shoes and Event Tickets (second in the Asia Pacific region after Australia) in the past three months. Seven percent had purchased groceries.

The number of Internet consumers buying books over the Internet has increased seven percent in the past two years but the biggest increase has been in Clothing / Accessories / Shoes which increased from 20 percent to 36 percent. "Some of the biggest buyers of books on the Internet are from developing countries - China, Brazil, Vietnam and Egypt - indicating massive growth potential for online retailers that can specifically target these fast-growing markets," said Carson.

Internet shopper interest in buying Videos/DVDs and airline tickets/reservations rose two and three percentage points respectively over the Internet in the past two years - today one in four online shoppers globally said they had purchased these on the 'Net in the past three months.

More than 70 percent of Indians and more than 60 percent of Irish and UAE Internet users said they bought airline tickets/reservations on the Internet in the last three months, making travel the fourth most popular shopping category on the web.

"Travel is a category extremely suited to the Internet due to the latter's ability to provide efficient access to an extremely wide range of comparable information. Whilst certain areas of the travel industry were initially slow to utilize the benefits of the Internet, it is now one of the undoubted success stories of online, playing an integral part in the arrangements and experience of today's traveler," said Carson.

Payment Methods for Internet Shopping

Credit cards are by far the most common method of payment for online purchases - 60 percent of global online consumers used their credit card for a recent online purchase, while one in four online consumers chose PayPal. Of those paying with a credit card, more than half (53%) used Visa.

Turkish online shoppers (who represent the economic elite in that country) topped global rankings for credit card usage (91%) for online purchases followed by 86 percent of Irish online shoppers and 84 percent of Indian and UAE online shoppers. "Shopping on the Internet with the ease of a credit card is especially appealing to consumers in emerging markets who simply cannot find or buy items they want in their retail trade. The Internet has opened up a whole new world of shopping for these consumers," said Paul.

While Latam and Asian online shoppers are also more likely to use credit cards than any other form of payment, debit cards are most popular among UK (59%) and U.S. (40%) online shoppers.

Eighty one percent of Kiwi Online shoppers use credit cards - well above the Asia Pacific regional average of 59 percent, with Visa being the most popular credit card (69%).

Selecting Online Shopping Sites

According to Nielsen, online shoppers tend to stick to the shopping sites they are familiar with, with 60 percent saying they buy mostly from the same site. "This shows the importance of capturing the tens of millions of new online

shoppers as they make their first purchases on the Internet. If shopping sites can capture them early, and create a positive shopping experience, they will likely capture their loyalty and their money," said Paul.

In New Zealand, 66 percent say they regularly buy from the same site; matching the Asia Pacific regional average.

In selecting sites on which to shop, one-third used a search engine or just surfed around to find the best online store. One in four relied on personal recommendations.

"Recommendations from fellow consumers - whether they are people they know or fellow online shoppers - play an enormous role in the decision-making process. The explosion in Consumer Generated Media over the last year means that this reliance on word of mouth, over other forms of referral, looks set to increase," said Carson.

This is also true for New Zealand, were 34 percent relied on personal recommendations.

CHAPTER (2)

EVERYTHING YOU NEED TO BUILD YOUR OWN ONLINE BUSINESS

1/- Ecommerce Success Stories :

Advensys Ecommerce Solutions

customer success story: universal gadgets

Multichannel eCommerce:

keeping all the plates spinning

The Problem :

Universal Gadgets were aware that the key to eCommerce
success was to sell products through as many channels as
possible, but managing eCommerce orders, plus creating
listings in Amazon and eBay was a nightmare akin to keeping
plates spinning, eventually there was going to be a crash.
In fact there were several crashes caused by stock control
issues; managing stock levels is next to impossible when
the three selling channels do not talk to a single stock
management solution.
To make matters worse, organising orders from three
directions is a very time consuming process, taking the time
that should be used to get orders out the door and to the
customers, especially when the invoicing for each channel is
separate and each invoice has to be copied out for labelling

in yet another unconnected system.

The Solution :

Advansys provided a direct solution designed to simplify all of the problem processes in one fell swoop. Amazon and eBay listings would be managed via one single interface (a content management system) where the setup of listings, managing orders and invoicing would be largely automated to save Universal Gadgets valuable time and money. This integration means that the listings would take their stock level directly from the eCommerce CMS preventing any further stock issues for Universal Gadgets, in other words, stock would be intelligently pre-allocated for each of the marketplaces. In addition, orders would be controlled from a single solution that would saveing time formerly spent piecing together a picture of the orders volume. This time would now be spent on using the fully compiled picklist to quickly gather the product for the day's orders, from all channels, and then pack and ship items in a streamlined process using batch printed

invoices and labels.

The Results :

The site that Advansys built for Universal Gadgets has had the desired effect and created a better working process,
allowing products to be listed on Amazon and eBay as easily as if they were on Universal Gadgets' own website. All
stock levels are tracked through the CMS making sure that there are no delivery or customer services issues. Treating
all orders equally across the three channels has meant that the task of picking products is much less time consuming
with a batch process streamlining the warehousing processes and delivery considerably.

Having performed the double improvement of ending customer services issues, and giving more time to deal with
customer queries the new solution gives Universal Gadgets the time required to concentrate on effective marketing,
researching new products and pushing the increase of their sales.

2/- critera for selecting your online business :

Setting a specific criteria when selecting an online business will save time, money, and be very profitable in a very short time.

Most people ask me how to recognize the right business to become involved with online. With all of the scams, systems, opportunities, and programs out there bombarding you every day, many ask what criteria to follow in deciding which business to promote. Before you decide to invest, time and money, into any business or capital producing activity, you should put it through a simple check list to see if it meets a specific agenda that helps you achieve your personal financial goals. First, A business has to produce at least a six figure income or return every year, or it really isn't worth any effort or time on your part. So many people jump from system to system, spending valuable dollars on marketing and advertising, trying to get their opportunity in front of as many people as they can every month. They find for all their effort, there is very little or no return, not making any money for themselves. If a program, cannot immediately pay a commission when someone decides to join it with you, and a substantial one at that, you should not do it. Why spend countless hours, and money you don't have, not to get paid for the effort you put forth. Would you take a J.O.B. and then at the end of the week, not expect to be paid, or maybe simply take a small amount until sometime in the future, you do more work and then get paid? Second, the income has to be passive. Time spent working on promoting any opportunity should raise your income and then at some point, not require any additional daily action to maintain a certain level of return. Imagine going to a J.O.B. for one month, working about 8 to 10 hours each day, taking your weekends off. After that first 30 days, you stop going to work. What happens? Well, you don't make any more money, and you probably get fired. Wouldn't it be great if you received a paycheck, every week, thereafter, simply

for the work you did in that 30 day period? The business you choose to participate in should pay you every week for work you do months earlier, simply because you showed a few people like yourself what to do. If you choose a business that has a compensation plan that allows a good return by doing this, you will succeed in receiving commission checks, week after week, without fail. Third, It has to be portable, meaning, that you are able to work from anywhere. You can enjoy doing many things like your hobbies, sporting activities, vacationing, shopping, or simply relaxing with family and friends, that you can't do if you have to go to work! Finally, the business that you choose, cannot depend on other people performance, or to state it even more precise, several hundreds or thousands of other people's performance, in order to make alot of money. You should not mind working with a core group of people. Like friendships, you simply can't be friends with hundreds of people at the same time. Like management positions, you can't manage the actions, and behavior of hundreds of people at the same time. Great leaders, marketers, managers, politicians, etc., always surround themselves with a core group of people, that go out and get the job done. The business you choose should allow the freedom to work with a core group of as few people as possible to get paid. The return you receive from this group of associates should reward you alot of money every week. To summarize, whatever you decide, the online opportunity should produce a six figure income, become passive in a short time span, be portable, and not depend on a huge quantity of people in order to make money for you. Sticking with this business criteria, you will experience the stability of income and create financial well-being for yourself and your family while working online.

3/- Online business requirements :

A/-The website :

Improve the usability of your ecommerce site step by step:

More and more money is being spent online as consumers switch to shopping on the web. Yet so many websites don't seem to have considered the usability of their ecommerce site and of their ordering process, resulting in users prematurely giving up and abandoning their shopping basket. Here are ten ways to improve the usability of your ecommerce site, so that you can maximise your conversion rate and help convert the contents of users' shopping baskets into orders:

1. Identify users with their e-mail address :

How many different usernames do you use for ecommerce website accounts? Now, how many different e-mail addresses do you use for ecommerce website accounts? I'd wager that you not only have fewer e-mail addresses, but also that you find it much **easier to remember your e-mail address**, than your username.

Always try and use an e-mail address to identify users, rather than a username. This is because e-mail addresses are easier to remember and are more standard, meaning that you don't have to worry so much about special characters. They're also always unique, so you can avoid the problem of another user having already taken a username.

2. Break up the ordering process into bite size chunks :

The ordering process can often be quite complex. Users must typically enter a delivery address, choose their delivery method, enter their payment methods and then finally confirm their order. Trying to do all this at once can cause problems because users need to enter so much information.

Breaking the process up into smaller chunks allows users to tackle each step at a time. There's **less to think about at each step and less information to enter**. For example, Amazon[1] breaks the ordering process up into the following steps:

1. Login
2. Choose delivery address
3. Choose delivery options
4. Enter payment details
5. Review and submit the order

3. Tell users where they are and where they're going :

Isn't it awful when you're on a journey and you don't know how far you've been, or how far you still have to go. Well it can be just as frustrating for users when they're trying to buy something online and they don't know how many more steps are required before finally making the purchase. This is why it's important to let users know where they are in the ordering process, and how far they have to go. For example, Dixons[2] shows the current ordering step, and the steps still to go:

Delivery | Payment   Submit order   Confirmation
Step 1 - Security Details Step 2 - Delivery Details Step 3 - Delivery Options

Alternatively, you could just specify the step number, together with the total number of steps left in the ordering process. For example, "Enter delivery address (step 1 of 4)".

4. Don't make the ordering process harder than it needs to be :

It's amazing just how many ecommerce websites make the ordering process harder than it really needs to be. For example, users are asked to enter their credit or debit card expiry date as a month (Jan, Feb, March etc.), instead of a number (01, 02, 03 etc.). This forces them to convert the number shown on the credit or debit card to the corresponding month, instead of just entering the number straight in.
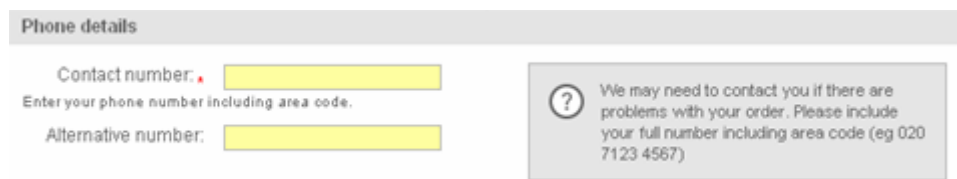
At each step of the ordering process **think about how this step could be simplified**. For example, do all of the input fields really need to be captured? By simplifying and streamlining the ordering process you should be able to minimise the number of problems users might experience along the way.

5. Address common user queries :

It's important that throughout the ordering process, common user questions and queries are addressed. For example, users might want to know how long delivery is likely to take, or if they have to enter extra information such as their date of birth, they might want to know why this is.

Go through the ordering process and ask yourself at each stage: What queries might a user have? Answers to these queries should either be provided on-
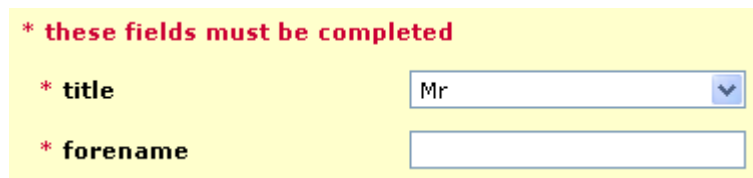
screen, or through a hyperlink. For example, Marks & Spencers[3] explain why they need users to enter a contact telephone number:

6. Highlight required fields :

There's nothing more annoying than filling out a form, only to have it returned because required information is missing. It should be made very clear from the offset exactly which fields need to be filled in and which are optional. This can be done by simply marking those fields that need to be filled in, usually with a "*". dabs.com[4] does this quite well:

7. Make the ordering process flexible :

By making the ordering process flexible, users should not only feel more in control, but should also be less likely to come across critical problems. For example, some ecommerce websites force users to undertake a postcode look up when entering an address. This can cause problems for those users with unconventional or new postal addresses because no list is returned for their postcode, or their particular address is not present in the list. This means that they simply can't enter their address and therefore can't place their order (this has happened to myself a few times).

A good example of an ecommerce website that has built flexibility into their ordering process is CD WOW![5]. They allow users to place orders without having to register with the website, meaning that those users who are not comfortable registering can still place orders:

8. Put users' minds at ease :

Many consumers are still not 100% comfortable buying online. They might be concerned about giving out their credit card number, or about not receiving the items they've paid for. It's therefore important that you **allay these concerns and put users' minds at ease**.

Try and think about the concerns users might have at each step of the ordering process, and try to address them. For example, Tesco[6] make a note at the payment stage of their ordering process of explaining to users that it's totally safe to shop at Tesco.com:

Our safe shopping guarantee

It is safe to shop at Tesco.com. You can be totally confident when you are shopping with Tesco.com.

Our secure server encrypts your credit card information, ensuring that your Internet transaction is private and protected.

9. Have users confirm their order before buying then provide confirmation :

The last stage of the ordering process should always ask the user to confirm their order. Users should be able to see a summary of their order, including how much it will cost and where it will be delivered to. They should then either be able to cancel or place the order. It's probably best not to copy something like Amazon's "1-click" ordering system[7], because this allows orders to be placed without checking and confirming important details, such as the delivery address and delivery costs.

Confirmation should be provided for orders placed, so that users know whether their order was successful or not. This should include information such as:

- The expected delivery date
- The order number
- How to track the order online (if this is possible)

10.   Send a confirmation e-mail :

Once a user has placed their order, a confirmation e-mail should be sent out straightaway. According to Jakob Nielsen's Alertbox, December 8, 2003[8] Confirmation e-mails should:

- Be brief
- Tell users what they are likely to want to know, such as the order number
- Should be a real customer service ambassador for the company

Remember, it's much cheaper for someone to resolve an issue online rather than having to call customer services. By second guessing users' queries, such as outlining how long a delivery is likely to take, calls to **customer services can be minimised**.

B/- Advertising And Marketing :

You must use the best internet marketing in the goals of promote your online business

But , what is internet marketing ?

Internet marketing is certainly a skill and includes a set of techniques that must be learned and mastered. There is a lot involved with Internet marketing and that is why getting the proper training from an Internet marketing course is essential for success. Honestly, there is a lot of free information about Internet marketing on the web, much of which you can find here, but learning Internet marketing that way versus taking a structured Internet marketing course will take a lot longer because you will have to decipher through a lot of information and learn with a lot of trial and error.

Using an Internet marketing course can provide a structured layout and lessons that are presented in a step by step manner which is really invaluable in saving time, frustration and possibilities of giving up down the road because of confusion and failures and a good Internet marketing course can facilitate taking action at a quicker pace and get on with making money online that much quicker. So, if you have the money to spend on an Internet marketing course that is the best option, especially if you are really serious about making money online.

There are plenty of Internet marketing courses available online, many of which are total crap and a complete waste of money. Here are two Internet marketing courses that I personally recommend and have used myself in the past and they have a lot to offer in learning the skills of Internet marketing and making money online.

The Keyword Academy - This is My #1 Pick

Effective - Comprehensive - Budget Friendly - Newbie Friendly - Step by Step Training

Court Tuttle and Mark Butler, who are seasoned and very successful Internet marketers are teaching the specific skills needed to create, market and promote websites to make money online in their Internet marketing course called the Keyword Academy. I can assure you that if you are new to this business, this is a comprehensive and complete course in teaching all the various facets of Internet marketing.

There is some free information about Internet marketing, a Basic and a Premium membership for this course. There is also a trial membership as well.

- You will get immediate access to all courses and several training videos.
- New training courses are added regularly.
- The video's will take you step by step and show you how to pick profitable keywords for your niche site.
- How-to set up the free WordPress software to build money sites.
- How and where to get backlinks.
- Backlink resources inside the member area itself.
- How to get content for your niche sites.
- How to monetize the niche sites.
- All videos are step-by step and geared for the beginners to making money online. There are also audio versions as well as written transcripts.

Learn More At The Keyword Academy

Affilorama

This is another premier Internet marketing course that offers endless tutorials and guides for affiliate marketing, PPC, beginner and advanced SEO, website building and all types of guides for Internet marketing. What I like about this site is that it offers a **lot of free lessons**, as well as the option to sign up for the

Affilo BluePrint and a **Premium membership** option and get access to advanced training, support and a plethora of website tools.

What I really like about this make money online for beginners program is that there are several guides, both free and in the paid membership from experts in various fields, who actually offer valuable and hands-on advice for SEO, blogging income, website promotion and more. Having read through a lot of this stuff I can tell you there is no fluff, only real and usable information in their Internet marketing course.

C/- E-payment solutions :

you can't pass an online business without incorporating an online payment solution, today there are several solutions available on the net.

But How to Integrate a Payment Gateway Into a Website ?

Payment gateway integration into e-commerce websites is a good way of accepting payment for products or services offered by online shopping. This ensures that an online business owner stays completely hassle free for handling payment by customers.

Payment gatway integration steps :

1-**Understand what a payment gateway is**. A Payment Gateway is basically an application which enables the user to process all his transactions online or over the internet.
- If you want to sell your services or products via internet or a website, you need to have a payment gateway integrated on your website to facilitate easy payment transfer between customers and the business.

- Apart from this, the payment gateway should also secure the financial institution which pays on behalf of the customer and the financial institution which is accepting payment on behalf of the seller.
- This software acts just as a liaison between the internet and your e-commerce website.

2-Set up a payment gateway if you want to take your website to the next level and receive more clients. If you have a business web host, you may already have a payment gateway access; otherwise you may need to ask your web host for this service or locate some other modes to integrate this into your site.

3-Get what you need for the integration of payment gateway. The process of payment gateway integration requires some effort. This is one of the software applications that needs to be stored on the user's server. It means that a user may require a little more disk space and bandwidth.

- Check all the requirements of the software to ensure that your present hosting package can handle the development in technical requirements.

4-Ensure that the payment gateway is compatible with all programming languages that are used on e-commerce sites. Check if you are making use of one of the following programming languages:

- Visual Basic.Net
- PHP
- Perl/CGI
- ASP.Net or ASP

4/- Big Challenges :

A/-The design of promotional material :

the best solution is to download designs, and customize them with the help of a freelance graphic designer

Graphic Design Download :

you must first download the graphic design templates

you can find on the net a large number of sites that offer this service, it is necessary that these templates are customizable

Freelance Graphistes Listing :

next you need a freelance graphic designer to customize your graphic design template

Digital Printing Of Graphic Designs :

Next , you need to print your artwork for use in your advertising campaign

B/- Financing tools for your online business :

In addition to the formula of self-financing and financing by a group of people (family, friends ... etc)

You can use other types of funding but you need to contact a freelance consultant in the field of online business funding

C/- Logistic management :

There are many companies active in the delivery of orders for online business like (UPS - FEDEX – DHL ….. and more)

You must contact them for more details

5/Build your client portfolio :

'The money's in the list!'

Hardly a minute seems to go by in the internet marketing world without someone making this statement.

But the reality *really is* that if you're serious about internet marketing you simply CAN'T do without one.

A **responsive** mailing list (and the 'responsive' bit is the most important) means a ready-made group of people to sell products to time and time again.

But you might be thinking it's all well and good for people sitting there with a list of 10,000 people.

How many times have you read a report about making money online, only for the author to turn around and say 'now email your list and you'll make $$$'s?'

Well it's frustrating to say the least, because usually the said report doesn't offer you any advice on how to build a list, let alone give you a step-by-step blueprint.

The great news though is that building a mailing list isn't difficult. Keeping it responsive is a little harder but it's not too bad, and I'm going to show you exactly how to do both in this report.

But before we get on to any more detail however there's something important that you must realize...

The size of your list is not that important!

This might sound like an odd thing to say because most other internet marketers always seem to focus on size as being *the* most important thing. But the reality is that the actual size of your list isn't that important...

Ok, so size does come into it a little bit because obviously you're going to need a list of more than 10 people, but there is something far far more important than outright size:

The relationship you have with your list, and their responsiveness.

Probably the best way I can demonstrate this is to tell you about a fellow internet marketer whom I know quite well.

At the moment his list is only about 1000 people, and yet he makes MORE money from his list than another marketer I know who has a list of around 7,000 people.

Why is that?

Because the first marketer treats his list well. He gives them regular freebies, and his content is truly top notch.

When one of his emails drops into my inbox I pretty much ALWAYS read it because I know that it'll be packed full of information that will be genuinely useful to me.

Of course he sends sales emails. But I expect that. I'm an internet marketer myself and I understand he's not a charity, but when he does send sales emails I STILL read them and buy from him on a regular basis because he makes me feel like I WANT to. I know that everything he sends is great, and I see him more as a friend than an internet marketer. He gives me tons of great info for free, and friends give you things with no expectation of anything in return.

Because of this his list is very responsive.

And that's the sort of person you want to be to your list too.

I like to think that I fit firmly into this category. I regularly send freebies (and not just any freebies) to my small lists and my subscribers really seem to

appreciate it. I get a very healthy sales conversion on my emails, and I regularly get people emailing me to THANK me for the stuff I'm giving away to them.

This makes me happy too. It's wonderful to receive such great feedback, and I genuinely enjoy helping people out. It gives me a great buzz, and (of course) helps me to make more money too.

Compare that to the second marketer with the list of 7,000 people.

He gives out a freebie to get people onto his list, but after that it's pretty much all sales emails. Pitch after pitch. Sales promotion after sales promotion.

And the fact is that you simply **can't** do that and then expect to have a responsive list.

People buy from people that they like, respect, and trust. People buy from marketers who they know offer genuine value.

If you sell sell sell then you're never going to achieve any of those things.

You simply must have a strong relationship with your list in order for it to be responsive. **It's more important than outright size every single time.**

Of course it can't do any harm to have a big list. Imagine if the first marketer who has the list of 1000 people increased his list to 10,000 people AND maintained the strong relationship he has with his subscribers? Well I can pretty much guarantee that he'd easily be earning six figures!

List Building In a Nutshell

There's nothing complicated about building a mailing list. Of course, there are many different ways to do it, but the principles are roughly the same whichever route you take:

You need to find a group of people who have a specific interest in something, and it should be a market where the people are proven buyers. You then need to find out exactly what they want, create or source the information, and then offer it to them for free in return for their name and email address.

Of course, there is more information you need to know about each step (and we're going to go through it in detail), but basically that's what building a mailing list involves.

Once you've started, you should be concentrating on making your list grown every single day, and offering real value to your subscribers to keep them responsive.

Setting Up Your List Building System

Ok, so let's start from the beginning and assume that you're sitting there now WITHOUT a mailing list of any kind.

Or perhaps you have a mailing list already, but you're looking to start a new one in a new niche.

Either way you want to start a new mailing list from scratch...

A Quick Word on Selecting a Niche

You need to be very clear about what niche you're targeting and what they specifically want.

I'm not going to cover this in too much detail because that's really another book entirely, but needless to say you should be entering a niche with **proven buyers,** and one that is as **specific** as possible.

A big mistake is to build a mailing list in a niche that tries to target the whole niche. If you've got a specific sub-niche then it can work much better.

It is also essential that you have a deep understanding of what your audience wants, and what they are likely to be interested in. This applies to choosing free and paid-for products/information to offer to your list. Give people what they want, and you will be rewarded for it. We'll come back to this...
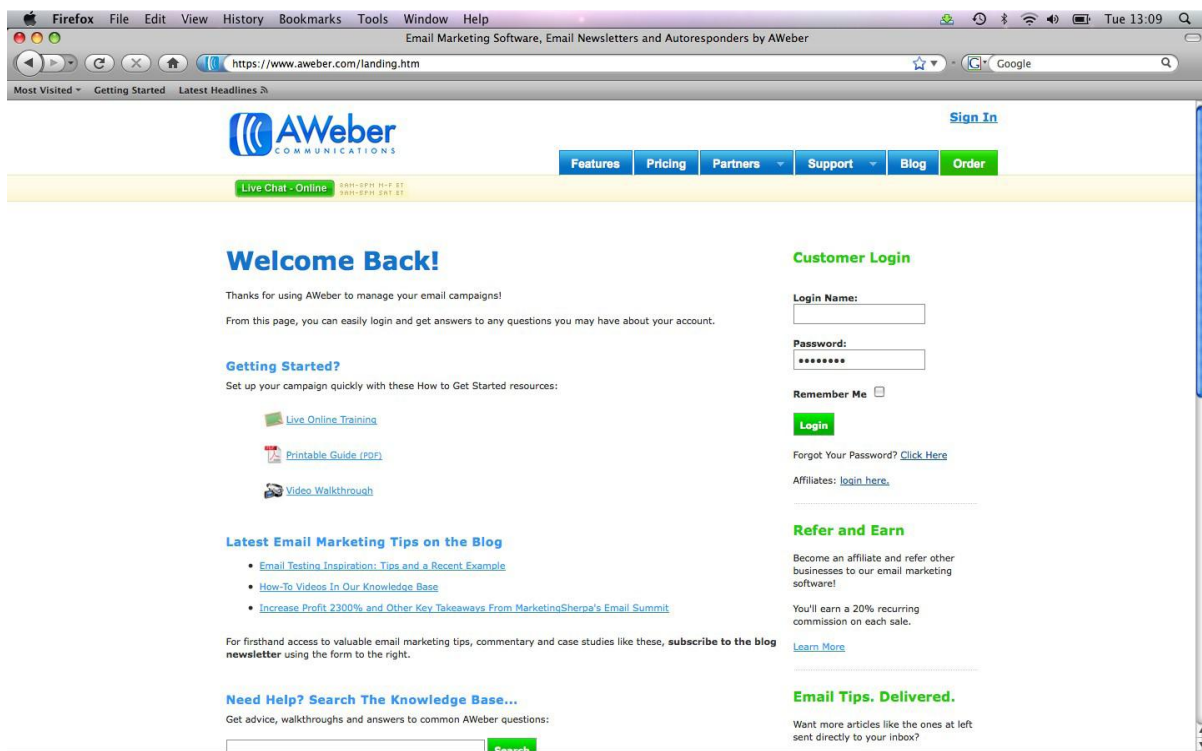
Step 1. Get An Autoresponder

The first thing you'll need is an autoresponder account.
If you've been involved with internet marketing for any length of time then you probably already know a little about this.
Basically an autoresponder is a way of managing your mailing list and your emails.
There are two main autoresponder services that internet marketers seem to use...

Aweber:

and GetResponse:

Both are pretty similar. I personally use Aweber, but I also know many people who use GetResponse.

Which one you go for is pretty much personal preference, and both seem to have their share of fans.

An autoresponder allows you to build a double opt-in mailing list (where new subscribers have to click a confirmation link in order to be able to be added to your list), manage the list, send automated email messages and broadcasts.

It's absolutely ESSENTIAL that you sign-up for an autoresponder service.

Without it, you're not going to be able to build a list!

When I first got into internet marketing I used to manage my mailing list with my normal free Yahoo email account. I thought that this was a smart move until I realized that my account would be quickly shut down and that I was open to being accused of spam. On top of all that, my subscribers weren't even receiving all of my emails because the server would often time-out due to the sheer number of recipients I was trying to email.

There's absolutely no way that you can hope to do it that way.

You MUST get an autoresponder. It's probably one of the best investments that you'll ever make as an internet marketer, and it's pretty inexpensive.

Step 2. Create or Source a Freebie

In order to get people to give you their name and email address you need to entice them into subscribing by offering some sort of freebie in return.

This could be a report / eBook, a mini-course, audio, or even video.

Upon signing up to your list people receive the download link to the freebie. You could either take people to a download page or simply give them the download link in your first autoresponder email.

The most important thing is that you give away something which offers real value and contains genuinely useful information which will benefit your audience.

Just because you're giving something away for free it doesn't mean that you can get away with rubbish.

You need to offer something that you yourself would be happy to swap your email address for!

What do people in your niche want to know?

It's very easy to find out by reading forums, blogs, and looking at Clickbank products. Remember that this is very important.

Identify what people in your niche are desperate for – give it to them for free– and you're going to get a lot of subscribers!

The product doesn't have to be anything long or fancy. The only thing to remember is that it should be high quality and on a 'hot' topic.

Here are your product creation options:

Create a free product yourself:

A 10-15 page report can be written in less than a day if you sit down and work hard at it.

Or why not create an audio product? They have a higher perceived value, and can be produced in a very short space of time.

If you're unsure on what to write/talk about remember that it's very easy to find information on any topic by searching and reading online. By doing this it's even possible to create a product on a topic you know absolutely nothing about!

Spend a day educating yourself on the subject and you should be able to produce a quality product about it.

PLR and Resell Rights Material:

Why not source a quality PLR or resell rights product and give that away to build your list?

If you want to make a unique product from PLR material, simply find 10-15 good quality PLR articles on a particular subject and package them together as a single report.

Outsourcing:

Of course you could also outsource someone else to write you a report. You can have a quality 10-15 page report written for you quite cheaply if you look in the right places.

The Warrior Forum's WSO section is a good place to start, or try a specialist freelance site such as get a freelancer (visit the website)

Interview:

Why not find someone in your niche to interview and then offer it either as an audio or report product to build you list?

Interview products can make great list builders because if you can get a recognised name in your niche to do an interview with you then you'll gain instant credibility, and people are usually VERY interested in what such people have to say. You're gaining access to an instant pool of expert knowledge, and your interviewee is pretty much doing all the work for you!

It's quite easy to get people to do an interview because it offers great benefits to them too. They get their name bounded around as an expert, and of course they can promote a few of their own products during the interview. You get a ready made product to give away and build your list!

Step 3 - Create An Opt-In Page

An opt-in or 'squeeze page' is a simple webpage which contains an opt-in box where people can enter their name and email address in order to subscribe to your list.

It might help to think of it as a sales page, but instead of a payment button there is an opt-in box instead.

Here's a screenshot showing a typical opt-in or squeeze page:
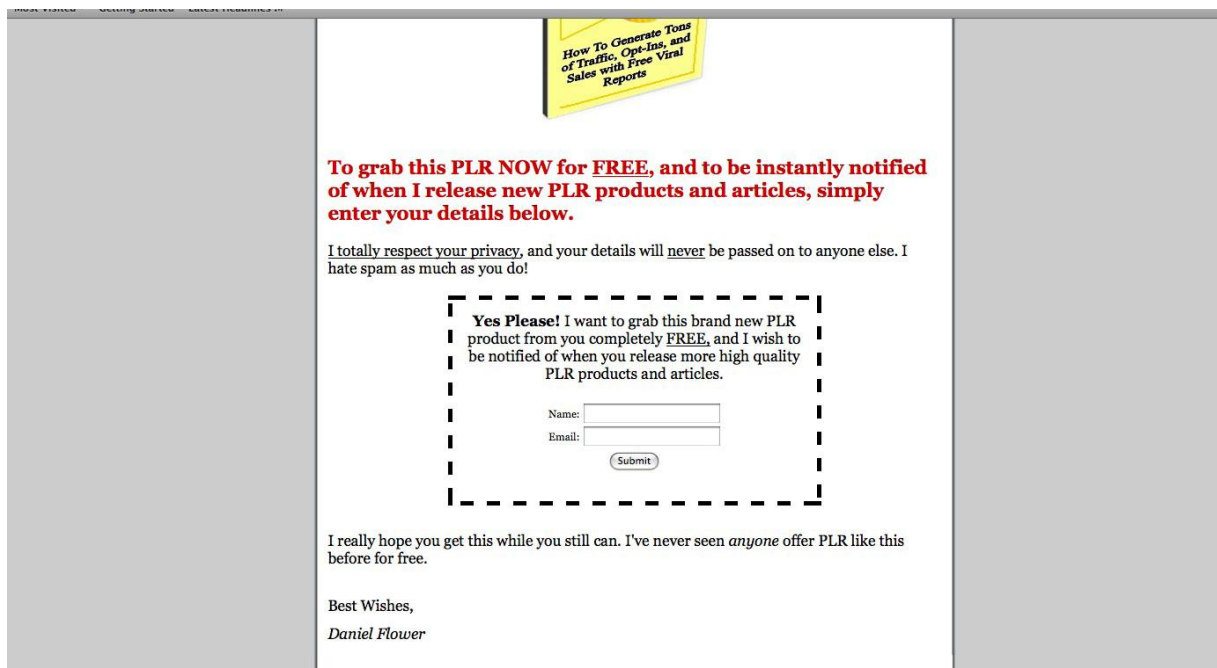
You've probably seen sites like this many times before.

The key to writing a good opt-in page is to write it as though it's a sales page. Write your copy as if you are selling your product and really drive home why people NEED your freebie. Sell it to them. Forget that you're giving it away for free, and make the product seem valuable (because it is!)

Your opt-in page doesn't have to be the most well designed website in the world. It helps if you have a few graphics (because that increases the perceived value of your product) but the most important thing is the words. Writing good copy is an essential skill for an internet marketer but it's not

always easy. The best way to learn how to do it is to look at other people's sales and opt-in pages and look at how they're written. Find one you've opted in to yourself in the past and ask yourself WHY you opted in. What was it that made you give your email address to the marketer?

Most opt-in pages follow a similar format:

At the top is a catchy headline that's designed to attract attention.

Then there are a few paragraphs which set a scenario and point out the problems that the product will solve.

Then you launch into describing the product, followed by some bullet points of what the reader will learn from the information.
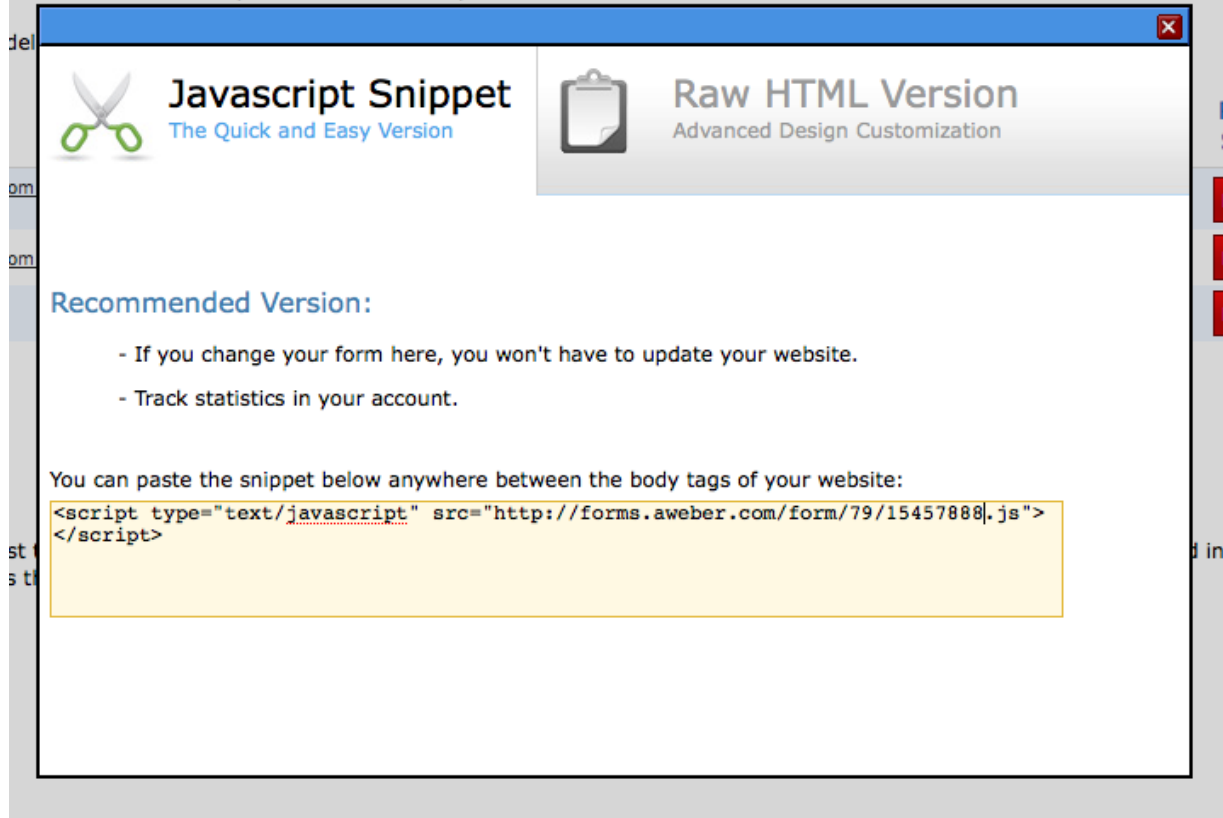
The key thing to remember is that people buy on emotion. Talk about what the product will do for the reader. What will it allow them to achieve? "Have subscribers eating out of your hand and coming back to you time and time again with cash in hand" sounds a lot better than "this report will show you how to build a mailing list and profit from it."

Somewhere on your page needs to be your opt-in form. This is the most important bit as it is what will build our mailing list! This is usually towards the bottom of the page and placed inside a box.

If you're using Aweber it's very easy to create a new opt-in box, and they provide full instructions.

Basically it's simply a case of copying and pasting a small piece of code which is provided by Aweber into your website:

s, pop-unders and standard web forms placed within your webpage. If you create more than one web form you will be
est different forms on your site automatically and decide which form is the best to use.

I would imagine that other autoresponder services are pretty similar.
Make sure your opt-in form is clearly visible. You don't want it hidden amongst
a jumble of text.

Getting Subscribers FAST:

Ok, so once you've completed all of the above you should now have a simple website where people can come along and sign up to your mailing list.

Now we're going to get on to the 'meat' of this report.

It's all very well having a fantastic opt-in page, and a great freebie, but if you're not getting people TO your opt-in page in the first place then your mailing list is going to remain at ZERO...

The good news though is that's it not hard to attract subscribers and fast (providing your opt-in page and freebie are both up to scratch.)

I've personally built a new list of 400 people in less than two weeks. That might not sound particularly impressive – but carry on like that and you're looking at having 1000 subscribers in no time at all.

You need to be doing something every day to build your list. It's not always about spectacular results, rather it's about getting new subscribers onto your list *consistently* every single day.

Use the methods below and you should be able to build a list pretty quickly. These techniques **WORK** and should generate you plenty of subscribers providing you implement them on a regular basis. Your first few hundred subscribers are just a few steps away....

Forums :

In my opinion posting on forums is probably one of the easiest ways of getting subscribers.

An internet forum is a place where people who have an interest in a particular subject all come together to talk about it.

They provide a ready-made collection of people who (hopefully) we can persuade to become our subscribers.

Forums are also a great way of building credibility. If you contribute regularly and make helpful posts other forum members come to see you as an expert in your niche.

Your first job is to find active forums. Most are easily found by doing an internet search for 'your niche + forum.'

Note that the ACTIVE bit is crucial. You're probably not going to generate

much traffic if the last post was made 2 years ago. Most niches tend to have two or three very large forums and lots of smaller ones.

The next thing is 'know your market.' Say my list is targeting the gardening niche and my squeeze page is offering a free product about lawn mowing. There's probably not much point me posting to a forum about acne! That's pretty obvious I know, **but** on the other hand I could promote a gardening product that came with resell rights on an internet marketing forum, but the promotion would be a little different. I'd be stressing the fact that the freebie comes with resell rights. Other internet marketers might come along who are operating in the gardening niche and take my free product to resell. See the difference?

Ok, so here's how to generate tons of subscribers with forums...

The first thing you'll need is a signature which links back to your optin/ squeeze page.

An example of this is below:

It's always worth checking that the forum you're looking at actually allows you to link to your website. Some don't.

Simple signatures work best. Explain exactly what you're offering for free and highlight the benefits. Make your link prominent but don't let it look like it's trying too hard to grab peoples attention. A size 20 font in red probably doesn't give the right impression!

It's also a good idea to write something in your forum profile. Keep it brief – simply explain a little about yourself, upload an avatar (profile picture) and include a link to your squeeze page. Having a profile pic helps greatly because it

makes you seem more human and makes you more identifiable to other forum members.

Think carefully about your forum username too. 'Sexypants1984' might not be a very good idea if you're trying to create a professional image...

Setting up your signature and profile page on most internet forums is extremely easy. When you sign in to your forum account it should become pretty obvious how to do it. If you get stuck, there's normally a help page, or simply ask other members of the forum...

Once you've got your signature link and profile set up it's simply a case of making **useful, insightful** posts to the forum.

Unless it's specifically an advertising forum, making 'spammy' posts advertising your free product will only serve to get you banned from the forum and throw your reputation down the drain.

You need to look at forum marketing as though you're posting for pleasure...

Join in the discussions. Answer people's questions. Be helpful. **Don't sell!**

Make quality posts every day and you should find that people click your signature link and opt-in to your mailing list from your squeeze page. People look at the posts you're making, and if they find them useful they'll check out your site for more information. You could also include other links in your signature, such as to your blog, Twitter account, etc.

It's quite easy to get 5-10 new subscribers every day from just a handful of posts.

Remember that the key here is consistency and quality – keep posting and you'll keep generating visitors and subscribers.

The WSO Forum :

A special mention must go to the Warrior Special Offers (WSO) section of the Warrior Forum
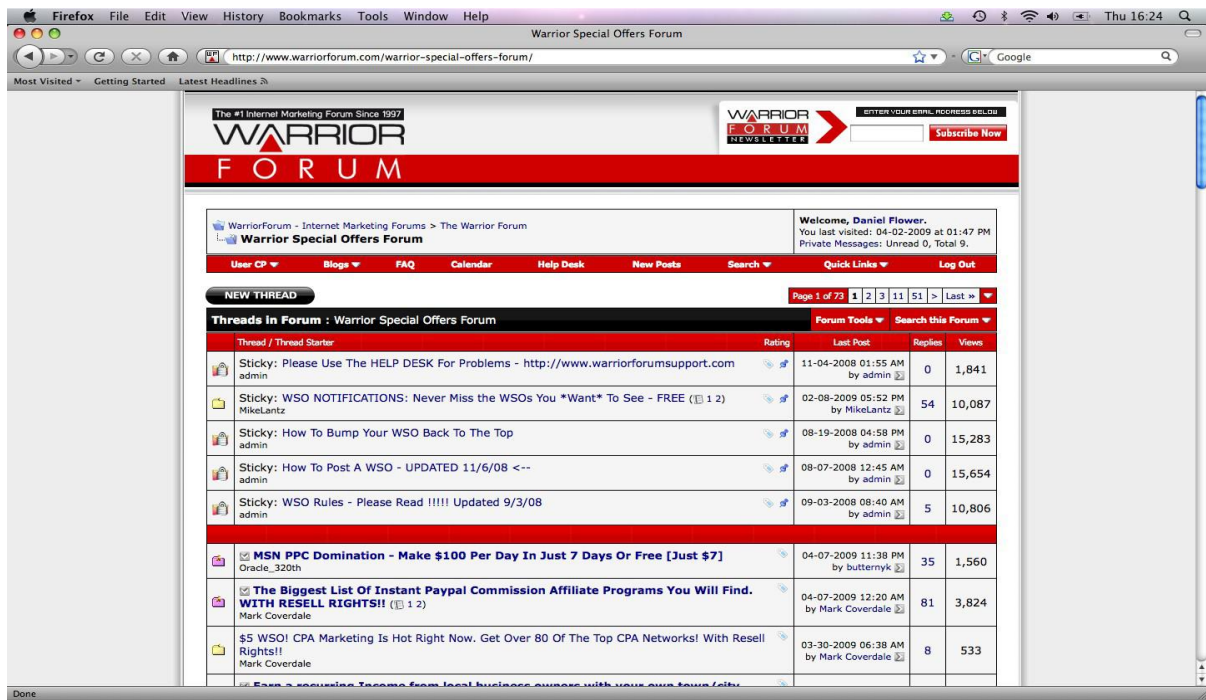
The Warrior Forum is a leading discussion board for internet marketers. People from all over the world come to discuss the latest trends, techniques and strategies in the IM field, and if you're not already a member then you MUST sign up. It's a great place to learn, meet people, and generate traffic...

The forum has a special section called the WSO Forum which is basically a place where members can advertise special offers to other Warrior members. There's a small fee of $20 to post a WSO, but it's well worth it.

A great idea is to post a WSO where you give away your freebie. Simply place your squeeze page copy into your forum post and then put in a link to your opt-in page.

The WSO forum gets tons of traffic and the people viewing it are in the mood to buy. Offering them a freebie therefore can be almost irresistible...

Treat this section like GOLD. If you've got a great freebie that other internet marketers want then you should generate plenty of subscribers – I've known an offer in the WSO forum to generate **_hundreds_ or even _thousands_** of new subscribers in a matter of days. It's a fantastic resource, and many people have used it ALONE to start very successful businesses. This could be your launchpad.

Blogs:

Blogs are a great way of generating new subscribers. If you've got an interesting blog and people like what they see then they will come back to it time and time again, and a healthy proportion will sign up to your mailing list. There are a number of different ways of using your blog to generate new subscribers.

Perhaps the most effective and commonly used technique is to have an opt-in box on your blog homepage.

The following screenshot shows this in action:

Now the opt-in box you place on your blog doesn't have to be as big as that, but hopefully you get the idea. It's almost like a mini version of your squeeze page. Make sure it's near the top of your blog so that it's one of the first things a visitor will see.

Another idea would be to insert a signature containing a link to your squeeze page at the bottom of each blog post. This seems to be quite a popular trend at the moment and it can be very effective. If you've got a Wordpress blog then you can download a free plugin which will allow you to do this .

Blog Commenting

The other way to use blogs to generate traffic to your squeeze page is to find other people's blogs in your niche and make comments on their posts.

So if I was in the internet marketing niche I'd look for other internet marketing blogs, find posts which I could add value to, and then comment on them.

Note the 'adding value' bit because that's the most important. Commenting on a blog post with "Great post" probably isn't going to get you many visitors. It's also considered spammy.

Your comments need to offer additional discussion to the original post. Chip in with your own thoughts and opinions on the subject. Here's an example of someone doing this:

And imagine if this had been an email launching a new product I'd spent months working on, and my list consisted of 10,000 people, of which 6,000 of those never got to see my email because it ended up in their spam folder too.

Next time I'll be sending my emails to myself first before they go out to subscribers. Just because Aweber tells you the email's fine doesn't always mean it is : -)

Of course that's not the only reason to test it first. I recently sent out an email to a list where the formatting had gone horribly wrong.

I'm not quite
sure what happened but my email l>>ooke d someth
ing like this when it reached my
inbox.

I've never done it personally, but I also know of plenty of marketer's who have sent emails to their lists of thousands with broken links in them. Again not good if you're launching a new product thsat could make you a lot of money.

So always test your messages before you send them to your list!

Have you had a mailing list disaster? Feel free to share by leaving me a comment.

ShareThis

2 Comments on "Even My Own Emails End Up In My 'Spam' Folder"

Paula Brett
November 11th, 2008 at 10:36 pm
Yes, I have to admit I'm paranoid about sending my mailings out unless I test them on two different email addies first. My AOL one is usually the best test - they're a nightmare at dictating to you what's spam and what isn't.

And I always wonder now, when marketers send a second email saying something like "apologies for the last email but I gave you the wrong link" etc. etc. as some have been known to use it as a marketing tactic to get a second bite of the promotion cherry!

Best wishes
Paula Brett

Peggy Baron
November 11th, 2008 at 11:28 pm
Hi Dan,
I'm like Paula; I test my emails on 2 of my addresses first. Sometimes the formatting comes out screwy and I rework it until it looks right. I always test my

Simply include a link back to your squeeze page in your comment. You can do this by entering the address into the 'website' box when you make your comment – this will make your name clickable:

Articles

A good quality article on a hot subject can generate you plenty of subscribers. All you need to do is include a link at the end of the article which takes people to your squeeze page. If people found your article useful they are likely to click on your link to get more information and opt-in to your mailing list.

So how do you write effective articles?

The key is to make your articles useful but also leave the reader with the desire for more information. So in your article you talk about the points in general and include some tips, and then at the end of your article you say that if they want more information on the info given then they should download your free report (and then you link to your opt-in page where they have to subscribe to download it.)

Focus on one specific area in each article and centre it around one specific keyword.

Let's say I'm building a mailing list in the internet marketing niche, and from my squeeze page I'm offering new subscribers a free report about blogging.

I'd create one article on generating visitors to blogs, another on writing good blog posts, another on choosing a good blog theme, etc. Each of these subjects would also be covered in my free report but in more detail.

Your articles should have an interesting title. 'Top tips' always make good articles – e.g '5 Hot Tips For Writing Effective Blog Posts' or '7 Ways of Making Your Website Visitors Buy From You Time and Time Again.' Another way is to ask questions: 'Do You Know How To Build a Successful Mailing List?' I'm sure you can think of better titles in whatever niche you're operating in.

If you can make people intrigued then that can greatly help. Make your article sound exciting, fresh, new, never before seen. Of course articles rarely are, but it's good to give that impression.

What about writing the body of the article?

- Make one point per paragraph, and keep them short, snappy, and straight to the point.

- Ask questions to your reader. It helps to engage them in your article because it gets them thinking.

- If you can, give real life examples of the points you're making. Again it'll help to engage the reader.
- Include sub headings to break up the text.

The most important thing is that your articles are well written and contain good solid information. You're not trying to sell in your article – so don't do it.

Then submit your articles to article directories. These are easily found by searching the internet for 'submit articles', 'article directory', etc. There are general article sites and sites for specific niches. Some services submit your articles to hundreds of sites with a single click.

Viral Marketing :

This is one of the cornerstones of my own business. Viral marketing can be a great list builder, although it does involve creating another free report in addition to the one you're offering on your squeeze page.

Write or source a new report (we covered product creation earlier on), and insert a link at the top of every page back to your opt-in page or blog.

Offer your report with resell rights, and then give it away to as many people as you can. Offer it to your blog readers, upload it to free ebook websites, give it away on forums, contact fellow internet marketers and ask if they'd like to give it away to their subscribers – many will take you up on it.

It's amazing how quickly a free report can go viral. If it's a good report it'll find its way around the internet in double quick time, and everyone that reads it will see your links inside.

A good way to create a new report quickly would be to package up the articles you wrote for your article marketing (see previous section) as a short report. Copy and paste your articles into a single document, save it as a PDF file, insert a link to your squeeze page at the top of every page in the report, and you're ready to go.

The beauty of this method is that once you've got your report out it will pretty much take on a life of its own, generating you traffic (and opt-ins) for years without you doing any more work.

Why not offer your free report as a free WSO? That should get the ball rolling (see earlier section.)

Twitter :

Over recent time Twitter has become something of an internet phenomenon.

So what is it?

Basically Twitter is a social networking tool that allows you to send 'Tweets' to your 'followers.'

A 'Tweet' is basically a status update which answers the question 'what are you doing'?

twitter

Home Profile Find People

What are you doing?   140

Latest: Going out tonight for an italian. New PLR report coming along nicely. 5 days ago   update

PaulaBrett Don't eat vegetables because insects use them as their love pads, and who knows what kind of STDs they're carrying!
12 minutes ago from TweetDeck

tideswellman Pirate bay dudes sent to Prison...for what? telling people where they can get stuff? Ridiculous!!
12 minutes ago from web

pegbaron Follow @superaffil for his PLR awesomeness and @john_yeo cuz he's a great guy & good marketer. #followfriday
14 minutes ago from web

pegbaron "You can't sustain success on a gimmick and no talent." ~Sade
16 minutes ago from web

pegbaron I got my exercise this morning by shoveling very heavy snow. 10-20 inches expected by Sat. afternoon!
18 minutes ago from web

PaulaBrett Honesty is the best policy, but insanity is the better defense
20 minutes ago from TweetDeck

drmani Woo-hoo! FANTASTIC. Congrats, @maynaseric "Something nice I hope to share with you my friend" http://maynaseric.com/
about 1 hour ago from web

It might help to think of it as a mini blog. Your Tweets keep your followers ('followers' are what other social networking sites call 'friends' or 'contacts') updated with what's going on in your life at the moment.

Twitter has become immensely popular because people are VERY interested in other peoples lives.

As an internet marketer it is a very useful tool because you can also advertise your products and websites in your Tweets.

As an example of this I might post a Tweet which says 'Busy writing this month's newsletter, you can sign up to my list at LINK HERE.'

All your followers, and anyone else who views your profile, will see your Tweet.

It's also a great place to network with other marketers and have fun. You can send both private and public messages to each other too.

Like anything else though it's important that you don't sell sell sell. People follow you because they want to know about your life and online business/interests, not to get bombarded with sales message after sales message. You can post Tweets that are nothing to do with your business, for example 'Going out for a meal tonight.' **It's about making people feel like they know you –** and it can have a very powerful effect on your business.

Tweets can be sent from your Twitter account, or you can set it up to work with your mobile phone (you send your Tweets as a text message via a special number.)

As useful as Twitter is though, be warned that it can be extremely addictive. It's easy to waste hours on the site when you could be using your time to build your business. I've done it – although I've now learnt to be more disciplined!

Giveaways :

Giveaways are an increasingly popular way of building a list, and providing you do it right it's easy to generate a large amount of subscribers in very little time.

A giveaway event is basically a website where marketers upload products for other people to download for free. These products can be anything – eBooks, short reports, audio products, video products, etc.

In order to gain access to the products, people first have to sign up to the giveaway event (so the organiser of the giveaway gets to build their list) and then people also have to opt-in again to download any individual product (so the person who puts the product on the site gets to build their own list.)

Contributing a free product to a giveaway event can therefore be very lucrative. People sign-up to giveaway events because they're looking for free products, and if you can provide a product that people want then you should generate plenty of new subscribers.

The most important thing is that you give away a **QUALITY** product. Many people upload products to giveaway events that are outdated, tired, and are generally rubbish.

Remember I said earlier that just because it's free you can't get away with rubbish? Well the same thing applies here. Sure you'll get opt-ins, but if the product is crap then people will very quickly unsubscribe.

The other thing to consider is the quality of the giveaway event. Some giveaways seem to be put together in a great hurry, look very unprofessional, and have lots of rubbish products. Do you really want to be associated with a giveaway like that? Probably not.

It's a good idea to promote the giveaway you're participating in. By generating referrals to the giveway you will in most cases help your product appear more prominently in the giveaway. On some sites it is a requirement that you generate a certain amount of referrals before you are allowed to contribute a free product.

If you'd like more information on giveaways the following Squidoo lens might be quite helpful

Managing Your List...

So you're getting plenty of people onto your list, but obviously there's no point in having a mailing list if you don't do anything with it, or if you market to your list in the wrong way...

In this section we're going to go through methods, tips, and tricks to keep your list responsive and profitable.

There are a couple of things to mention first about the opt-in process:

Double Opt-In

Most mailing lists nowadays are double opt-in.

You've probably seen this in practice yourself. You enter your name and email address into an opt-in form on a website, then you get an email asking you to click a link to confirm that you actually want to subscribe. You click the link and you're added to the mailing list.

In the US double opt-in is a legal requirement, but even if you're outside the US you still need to use double opt-in. It protects you from accusations of spam, and also means that people can't enter a fake email address into your opt-in box simply to gain access to your free product.

Each mailing list you create should be double opt-in. This is the default choice in most autoresponders, and the whole process is managed by them.

Double opt-in however creates a new problem – actually getting people to confirm their subscription!

Many people enter their details into the opt-in box but never get around to confirming it.

And unless they do, you can't send them any emails!

I don't know if this is true or not, but I think that the main reason why people don't confirm their subscription is that they either don't realize they have to or they don't know how to.

The good news though is that you can vastly increase the number of people who will confirm their subscription by creating a simple webpage which explains the confirmation process (and how simple it is).

Here's an example:

To download your report package you must confirm your email address NOW. Simply follow the instructions below and your report will be sent to your inbox:

1. Look out for an email with the subject 'Response Required...'

2. Click the confirmation link in the body of the email.

3. That's it!

As soon as you have completed the steps above your report package will be sent to your inbox. If you need any help or support please email   and I will get back to you promptly.

Occassionally our emails may mistakenly end up in your junk email folder. Please add   to your email whitelist/safelist in order to ensure that you receive our emails.

Simply create your webpage (one like above is fine) and then insert the url as your 'thank you page' when you create your opt-in form in your autoresponder:

Lightbox Hover - Fades over entire webpage.

Thank You Page: ENTER YOUR URL HERE

Open in new window?

Forward Variables:

A new subscriber will be taken to the web address (url) you select after they enter their name and email address into your opt-in form and click submit. Of course there will always be people who enter their details and then don't confirm, but that's just the way it is and there's probably nothing you can do about it. Just move on and accept it – you've done everything you can.

One-Time / Special Offers :

When people have opted in to your mailing list they're usually in the mood for buying. In my experience people don't give away their name and email address lightly, so if they have done so then it's a great sign!

It's a good idea therefore to present people with a special offer just after they subscribe.

You can do this in a number of ways:

- You could present an offer to them on the 'thank you' page when they opt-in, e.g. "Thank you for subscribing. You must now confirm your email address, but in the meantime please check out the offer below...."

- You could present an offer to them on a webpage which they're taken to after they've clicked the email confirmation link.

- You could present an offer to them in your first or second autoresponder email.

Make your offer a *genuine* special offer – a vastly reduced price, special bonuses, etc.

If you make it a 'no brainer' then you should get quite a few people taking you up on it. I like to offer an upsell product that is worth much more than what I'm charging for it. Other people see that too – and therefore buy it .

Ideally this product should be something directly related to your freebie, or something which adds value to the freebie.

If you don't have your own product then you could consider offering an affiliate product. Obviously make sure it's something that you've used yourself and can genuinely recommend. Simply point people to the sales page of the product via your affiliate link.

Autoresponder Series and Broadcast Emails :

There are two types of emails you can send to your list:
An autoresponder series is a series of automated emails which are sent out to your mailing list in the order that you specify...
For example EMAIL 1 will be sent immediately as soon as somebody subscribes... EMAIL 2 will be sent 2 days after email 1, EMAIL 3 will be sent 1 day after email 2, EMAIL 4 will be sent 4 days after email 3... etc.
Anybody who subscribes to your list will receive the same messages in the same order regardless of when they sign up. You can set the intervals between the emails to whatever you wish, and you can add new emails to your autoresponder series whenever you like.
The great thing about this is that it allows you to set up an automated sales system. This is how people make money in their sleep.
A broadcast email is a one-off email that is sent to your existing subscribers.
Say I send a broadcast email to my list, and John subscribes to my list the day after I send the email, John won't get my email unless I send it to my list again. See the difference?
Broadcast emails are useful for product launches and special offers.
Ok so moving onto specifics:

Quality Content is Key To Keeping Your List Responsive :

This is the cornerstone of a responsive mailing list, and I talked about it throughout this report.
I don't want to sound like a broken record, but the simple truth is that if you want a responsive mailing list you have to treat your list very well indeed...
That means giving plenty of stuff away to your list for free - stuff which you could easily charge money for.
Trust me when I say this – you'll make more money in the long run.
Treat your list in the right way and the selling will become EASY.

When you come to offer a paid-for product people will buy it without a second thought simply because it came from you. They'll respect you, trust you, even think of you as a friend.

So how do you do it?

More Freebies :

A good idea is to give away a second freebie immediately after people opt-in to your list. And make it a GREAT product - something which will offer real value to your subscribers.

This can have a powerful impact upon your list because by this point they're thinking "wow – the product I opted-in to receive was fantastic and now he/she's giving me another great product and they're not even charging me anything for that either!"

Think of it as if YOU were the subscriber. Wouldn't you be delighted with this?

I know I would, and that's why unadvertised freebies work so well.

But don't leave it there. You need to offer free quality products and content to your list on a regular basis. Of course you don't need to create all of it yourself – if you come across good products that come with resell/giveaway rights then offer those to your list for free too.

Content Emails :

The 'top notch quality' theme needs to apply to your content emails.

People want to read useful emails that teach them about the subject they've signed up to your list for. It's one of the main ways you'll build up a strong relationship with your list.

There are two main ways of doing it:

☐☐A monthly/weekly newsletter

☐☐An autoresponder series or mini course

Which way you decide is up to you, and different ideas work best in different markets.

Once again the most important thing is that you give useful information on hot subjects in your niche.

Write about what people want to know. Give info to your subscribers that will help them, info that you could potentially sell. Do it for free and you'll be rewarded handsomely when it's time to sell...

Sales Emails :

Before you send out an email promoting a product, the key thing you need to ask yourself is "will this benefit my subscribers?"

If the answer is "no" then don't offer the product to your list. You need to have your subscribers best interests at heart ALWAYS.

It's always good if you can offer a special discount. If you're launching a new product, give your list a special 'subscriber-only price' or a special bonus that the public won't get.

Give people a good deal (again it's all about building a relationship whilst you sell.)

There is no magic formula to writing good emails, whether content or sales emails, however the following tips should help:

Personalize Emails :

When you're writing emails to your list it is important to write as though you're speaking to an individual, NOT to the whole group....

A bad way would be to write something like "I think you guys are going to love this. I know my subscribers are looking to make money online, and the offer below will definitely help..."

A good way would be to write "You're going to love this, Daniel. Check out the offer below..."

Always insert subscribers names into your emails. This is very easy to do with most autoresponders. You simply insert a bit of code (it's all point and click)

and their name will appear in place of the code in the email. That's why you need a 'name' box on your opt-in page as well as an 'email address' box.

I also like to actively encourage my subscribers to participate and contact me. I love it when people send me an email, or leave a comment on my blog. It's great for relationship building and it's fun too. It's no coincidence that I've had personal contact with nearly all of the internet marketers I look up to.

Email Subjects :

Getting people to open your emails can be quite a battle. You can have an amazing content email, but if your subscribers aren't opening it to see the information then it's all wasted.

There's no right or wrong way of writing email subjects. It all depends on what market you're in, the relationship you have with your subscribers, and whether you're sending a sales email or a content email.... BUT:

The key thing is to remember that your subject should create an element of intrigue or mystery. Give people a reason to open your email. It could be something simple like 'Daniel, The one simple change that made me $1000. Real Life Case Study', or 'Here's a Proven Plan, Daniel.'

I always like to include the name of the subscriber in the subject. This is very easy to set up with your autoresponder as mentioned previously.

If you can, be descriptive but at the same time create intrigue. Highlight the main benefit the subscriber will get from your email but without revealing exactly what you're talking about.

Here are a couple of example from one of my favourite internet marketers, Lee McIntyre:

Scary... (out of my comfort zone)

FINALLY!... (watch this now)

Saying GOODBYE... (moving out)

Look at the emails your favourite marketers send. Ask yourself what makes you open them?

This is also a good idea for writing the actual body of your email. Look at how they do it and take ideas that appeal to you.

How often should I email my list?

Again there's no one specific answer. Perhaps a more useful thing to think about is how much content you've got to send to your list. I would say that it's fine to send emails to your list every day if you've got quality content and information to send every day, but NOT if it's all sales and emails...

Think about your ratio of sales emails to content emails.

I personally like to send two content emails for every sales email I send, but every marketer does it differently...

Some marketers like to keep content emails and sales emails completely separate, whilst other marketers like to include links to paid-for products within their content emails. I personally take the former approach because it means that my subscribers know exactly what they're reading. It's easy for a sales link to get lost in a content email, and it can appear as though all your good content is aimed at selling, which can leave a bad impression on the reader.

Some marketers send emails every day, others once a week, others a handful of times a month.

It's important to remain in regular contact with your list. It's not a good idea for example to go 4 months without emailing your list and then suddenly pitch a product to them.

If you're setting up an autoresponder series make sure you're constantly adding new messages to the email series. You need to give people fresh content and keep your sales funnel going.

Unsubscribers :

It doesn't matter what you do, you'll always get people unsubscribing from your lists.

Some will subscribe to get your freebie and then unsubscribe immediately afterwards. Others will unsubscribe as soon as you send your first sales email to your list, and even when you've sent out a content email.

This WILL happen, and there's nothing you can really do about it so don't worry too much – it's normal.

You can send truly top notch content and fantastic freebies, and people will still unsubscribe.

As long as you treat your list well then you shouldn't get too many people unsubscribing. I normally find that for every email I send to my lists (content or sales) I'll get two or three unsubscribing for every 100 hundred people that are on my list.

Final Words

Hopefully I've shown you that it's possible to generate a large list of highlytargeted loyal subscribers in a pretty short space of time.

Remember that you need to be doing something every day to build your list.

I've given you lots of ways of generating subscribers. There are other ways too – but the methods I've talked about are all highly effective providing you put them into action and on a regular basis.

Once you've got them there, you should be treating your list like gold because guys that's exactly what it IS.

There are plenty of people making full-time incomes online from small mailing lists of just five hundred subscribers.

A list gives you people you can sell to time and time again.

The key is making your subscribers loyal:

Send fantastic content emails, give away regular quality freebies, and offer people a good deal on the products you sell to them.

None of this is rocket science. Look at it from you subscribers point of view, always have their best interests at heart, and you should find you'll have a highly profitable and loyal list.

Ask yourself 'if I was subscribed to this list myself, what would I want to receive?'

Many people put an over emphasis on selling. My opinion however is that if you give away some of your best stuff for free you won't really need to hard sell to your list. They'll buy from you because they feel valued, and because they want to.

To Your Success,

6/- Drop Shipping :

Drop Ship .... your Way to obtain richness

Your customer sees a marvelous array of products on your website. After thoughtful consideration, she purchases the product she wants. Amazingly, you have never actually seen the product. That is because your supplier shipped the order directly to her.

1. Problems With Stocking Inventory :

After deciding what products you will sell, you are immediately faced with many challenges.

First: "To stock my products, will I need to rent store or warehouse space? I was hoping to sell by Internet, mail order, or export, but I don't have much storage space for inventory at home."

Second: "Will the supplier even deal with me if I don't have a retail location? I was counting on keeping my overhead down by operating from home."

Third: "I know that many manufacturers and distributors have a minimum order, sometimes in the thousands of dollars. I don't have that kind of money!"

Fourth: "Even if I did have the money, why should I tie it up in inventory? How do I know if the product will even sell?"

Fifth: "I guess I will have to add extra insurance

coverage for my inventory. Maybe I better upgrade my security system while I'm at it."

Sixth: "The shipping charges are going to kill me. First, I have to pay to get the goods here (freight-in). Then, I have to pay to ship the goods out to my customers (freight-out)."

Seventh: "If I expand and hire employees, how will I control the inventory? How will I know if my employees are stealing from me?"

Eighth: "How much time and money am I going to spend packaging and fulfilling orders?"

These problems can be reduced or eliminated by drop shipping.

2. Drop Shipping to the Rescue:

Drop shipping is a method of selling products without stocking inventory yourself. You don't need to stock inventory, because you only order an item when a customer requests it.
With drop shipping, when you make a sale you contact

the manufacturer or authorized distributor and make arrangements to pay for the order at your wholesale cost. Your distributor then ships the product to the customer with your invoice and shipping label.

For example, let's assume that you have just sold a product to a customer for $100.00 plus shipping charges of $15.00. Having received the customer's payment, you now need to fax or otherwise send your order to your drop ship supplier. You will need to pay your supplier, by credit card or other means, your cost of $50.00 plus $15.00 shipping. This leaves you a $50.00 gross profit. Your supplier will now ship the product to your customer.

With this arrangement of not having to stock inventory yourself, there are many advantages. You eliminate the high costs of holding inventory. There is no need for you to rent expensive storage space, finance high minimum orders, get stuck with goods that don't sell, or pay other expenses associated with maintaining inventory.

Indirectly, you do pay inventory costs. Your drop ship supplier must maintain his inventory and pay all associated costs, including freight-in, storage space, insurance, accounting, shrinkage, and so on. To make a profit, he must pass these costs on to you. The real advantage to this drop shipping arrangement lies in keeping your costs variable. Instead of being stuck with these expenses up front, whether you sell or not, you pay only when you make a sale.

3. Profit From Drop Shipping:

Many legitimate drop ship suppliers may not require
you to have a retail location, but they will want to
see evidence that you are in business. They may
require you to produce a resale license or retail
sales tax permit.
To be sure, there are pitfalls to watch out for in
drop shipping. For example, some suppliers claim
to sell at wholesale prices but are actually selling
closer to retail. Also, margins are very slim in some
competitive areas, such as electronics. However,
with proper research and information, you should be
able to avoid these problems.
Whether from your home, retail store, directly from
your website or through an online auction, you can
arrange to sell an item before you purchase it. That
way you have nothing invested in inventory and won't
get stuck with stock that won't sell.
Rather than financing and stocking inventory yourself,
consider drop shipping your way to Richness.

"What Is Drop Shipping?"

To understand Drop Shipping, we should first understand product
distribution.
People have been distributing products since before the first
mastodon skinner traded a fur coat for a flint axe.
Here's how it works.
Let's say ABC Manufacturers makes a product called Mom's Ankle
Wax. We'll say that Mom's Ankle Wax has been around for years.
It's a very well known brand name product. It will without a

doubt give you the shiniest ankles on your block, and everybody wants some.

ABC Manufacturers makes Mom's Ankle Wax, but they don't sell it directly to the public. They're a manufacturing operation. They're far too busy melting paraffin and waxing test ankles to go around building stores all over the place. They need distributors; companies who will take their product and distribute it to the places that will sell it.

For years, ABC Manufacturers has sold Mom's Ankle Wax to a company called DEF Distributors. The founder of DEF Distributors knew Mom herself, back in the old days when she made her Ankle Wax by hand, out in the turkey barn.

Today, DEF Distributors buys Mom's Ankle Wax by the truckload. They pay $5.00 a case for it, which is a very good price. It's such a good price, it has it's own name: the Manufacturer's Wholesale Price.

However, DEF Distributors does not sell it to the general public either. They are a distributor. They distribute Mom's Ankle Wax. DEF Distributors works with a chain of retail stores called Wax R Us. This place was founded by a retail business visionary who saw the incredible potential of Mom's Ankle Wax a long time ago. Today there are Wax R Us retail stores on every street corner in every major city in the country. Wax R Us buys truckloads of Mom's Ankle Wax from DEF Distributors for $10.00 a case.

So, DEF Distributors makes $5.00 on every case of Mom's Ankle Wax they sell to Wax R Us retail stores. This makes DEF Distributors very happy.

Cases and cases of Mom's Ankle Wax arrive in the stockrooms of Wax R Us stores everywhere. The Wax R Us employees open those cases, and pull 12 cans of Mom's Ankle Wax out of each case. With their pricing guns, they stick a price of $4.50 on each

and every can.

Wax R Us stores make a total of $44.00 on each case of Mom's Ankle Wax. (12 cans x 4.50 per can = 54.00, minus the 10.00 they paid for the case = 44.00).

Wax R Us is even happier than DEF Distributors.

However, the happiest people of all are the people who can stroll into Wax R Us and purchase a can of Mom's Ankle Wax for only $4.50. They think this is a great price, and they're walking around with the shiniest ankles in town.

Well, that's it-basic product distribution. The manufacturer sells to the distributor, the distributor sells to the retailer, and the retailer sells to the end user (the customer). The manufacturer, the distributor and the retailer all make money because the customer is willing to spend money for the product.

Drop Shipping has been around for a long time, too. Probably as long as mail order catalogs; maybe longer. If you want to use a buzzword to impress a corporate type, call it "second party Addressing".

Above, we talked about the manufacturer-distributor-retailer relationship. When you use drop shipping to sell products on the Internet, (or anywhere else), YOU become the RETAILER in that Relationship.

For our purposes, there are two kinds of retailer. There is the retailer who stocks products, and there is the stockless retailer. Drop Shipping means that you become a stockless retailer.

Retailers who stock products:

Let's imagine that you want to open a retail store on the Internet. You have to have products to sell, right? Let's also imagine that you like to suffer. Mental anguish is your favorite pastime. You aspire to financial ruin. In that case, you will want

to stock products for your Internet retail store.

To stock products for your store, you will have to rent warehouse space, or at least clean out your garage. You will have to have to pay for a shipping account with UPS or FedEx, unless you want to saddle up and trot down to the post office every day. Worst of all, you will have to pay for those products up front.

Yes, that's right. Money. Probably lots of it. For example, if you want to sell Mattel Toys, you can contact Mattel and they will be happy to set you up as a retailer. I know-I've talked to them. We had a nice conversation about setting up an account, placing orders, and all the other wonderful things businesspersons discuss with each other when beginning a relationship. Toward the end of our conversation, this nice woman said to me, in an offhand manner, "By the way, your minimum first order must be at least $100,000."

That's One Hundred Thousand Dollars, folks.

I nearly choked on my bagel. Needless to say, I do not stock Mattel products. Or anyone else's, for that matter.

Stocking products costs money, that's the bottom line. No matter what you sell, if you carry stock, you pay first, and then hope you ell later. If you don't sell the products you buy, there are going to be some very happy people at your next garage sale, and your bank will be sending you an amazing amount of undesirable mail.

There's a much better way.

Stockless Retailers (Drop Shipping) :

It should be noted here, if only to keep the Punctuation Police happy, that if you use the method of drop shipping in your business, YOU are not the "drop shipper". The company(s) who supply the products to your customers for you is the drop shipper. YOU become a "Stockless Retailer". Here's how drop shipping works.

1.) You open an Internet Store, with a shopping cart and the ability to accept credit cards.

2.) You find a distributor who is willing to drop ship the products you want to sell. The best place on the Internet for this is www.DropShipSource.com. The Drop Ship Source Directory is recognized as the best source for legitimate wholesale drop shippers on the Internet.

3.) You establish an account as a retailer with the distributor you Choose.

4.) You receive images and descriptions of the products you want to sell from the distributor, and post them on your Internet Store.

5.) A customer surfs into your Internet Store, and falls in love ith a product that you have priced at, say, $80. They purchase the item with their credit card. Your Store charges their credit card $80 plus your shipping fee.

6.) You turn around and email the order to your distributor, along with the customer's name and address.

7.) The distributor sends the product directly to your customer, with YOUR Store's name on the package.

8.) The distributor charges you the wholesale price of, say, $45.00, plus shipping.

9.) Your customer gets a cool product from your store shipped to their door, and they tell all their friends about you, and you make even more Money.

There you have it. You just made a $35.00 profit on one item. You didn't have to buy a whole bunch of the product and keep it in your warehouse, hoping you would sell it. You didn't have to pay to have it shipped to you, and then pay to ship it to your customer. All you did was send an email to your distributor.

That's the drop shipping process in a nutshell, and we've placed information in the Drop Ship Source Directory about everything from setting up your store to accepting credit cards.

Dropship ………….Online Business = Online Success

The popularity of eBay has inspired many people to start a business. And for those
entrepreneurs who don't want to invest in a ton of inventory but still want to set up shop,
dropshipping is a logical solution.
Before you get started, consider these seven steps involved in starting a dropship
e-business:

Step 1:
Choose a product to sell. The very first step in any sales process is deciding what
product to sell. Many factors should be considered before you make the decision, but
for now, let's say that you've decided to sell CD players on eBay.

Step 2:
Locate a supplier who will dropship for you. Using a research tool like Google,
ThomasRegister.com or an industry-specific resource like The Ultimate eBay Dropship
Power Pak, you can search for and find a company that will dropship CD players for
you. If the company offers you a 35 percent markup over cost, which means
that itu will supply the CD players to you for $100 each, then you should be able
to retail them for $135 apiece. Make sure the dropshipper has a good stock of
CD players on hand so you don't end up selling a product that must be back-
ordered.

Step 3:

Set up an account with the dropshipper. Now it's time to set up a reseller account with the company that will supply the CD players. This can often be done online or by
phone, but some companies will require that you complete and return a reseller application to open an account. Some may also require a tax ID and a business license.

Step 4:

Advertise the product for sale on eBay. Now that you have your supplier lined up and
you know that the product is in stock, it's time to make a sale. That means it's time to
advertise the product using an eBay auction. Since you know what you must pay the
dropshipper for the product, you also know what minimum amount you will take for the product. In this case, you could start your auction at $100, since that is your cost. If you are confident that you can get more than $100 for the product, you can start with a lower price, but remember that if the product goes for less than what it costs you to fill the order, you will lose money. Also remember that the dropshipper will charge shipping, so make sure to figure that into your sale.

Step 5:

The product sells. Great news—your CD player has sold for $135, and your customer
pays you with a PayPal instant payment. I highly recommend that entrepreneurs use
PayPal or some other online processor to accept instant payments. This allows the
customer to pay you faster, which lets you place the order with the
dropshipper faster, which gets the product to your customer faster.

Step 6:

Place the order with the dropshipper. Once your customer pays you, you should contact the dropshipper immediately to order the product on your customer's behalf. The dropshipper then ships the order to your customer under your company name and address.

Step 7:

Follow up after the sale. This is where many new e-business entrepreneurs drop the
ball. Just because your customer has paid you and you've placed the order with the
dropshipper, does not mean that you are out of the loop. Quite the contrary: If there are problems with the order, you are the one that will be held responsible in the eyes of your customer.
It's best to be proactive in your customer relations. Follow up with customers to let them know when a specific item has been shipped. Offer yourself as the personal contact for any issues that may arise. This is also a great way to sell customers more products.
Invite them to check out your eBay store or Web site, if you have one.
Many people are afraid to use dropshipping as a method of sales due to the horror
stories that fill the Internet about unscrupulous dropshippers who take the money and
don't fill the orders, merchandise that is eternally back-ordered, unscrupulous middlemen posing as dropshippers and so on. Make no mistake, the dropshipping
industry—like most other industries—does have its share of shady characters who
would rob you blind given the chance, but there are also hundreds of honest dropshippers who can help you build a profitable eBay dropship business.
Dropshipping is a complex topic that can't be completely addressed here. For that

reason, I have written a detailed report on dropshipping called SPECIAL REPORT: eBay Dropship Profits that is available as a free download.

Here's to your success!

Finally ......

When your project is ready for use, do not hesitate to contact me with any questions about starting and running your online business

Here is my email:

ecommerce213@gmail.com

I would do my best to give you the best answer

You can visit my website:

http://www.ecommerce-island.co.uk

I work with partners in the field of e-commerce consulting

Good luck for everyone

Conclusion:

when we read the contents of this ebook,

we have a clear idea about the advantages that can be obtained by the practice of ecommerce, because this activity is
considered the most adaptable business to all situations , it doesn' t need large investments, neither
tiresome formalities with the administration, and especially we can start this type of business from our home, which is
suitable for people with limited financial capacity

Today the media talk more and more about the cyber-rich, they make very large profits from online business, estimated at millions of dollars

so let's be among the cyber-rich