

Make Your Knowledge Sell! Vol 3

Home Internet Business Ideas

Create Your Own Work From Home

Around Something You Love

Baby Booties To Jet Planes

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Home Internet Business Ideas

By the time you finish reading this ebook about developing home internet business ideas for yourself, you will feel that a whole new future has been made possible for you. A place of infinite possibilities and personal financial security. *Remember what it felt like when you were a little kid and everything was right with the world, when you were safe and secure?* That feeling is about to return.

Obviously, this is all new territory for you if you are reading this ebook. *Stay* with it and you will be free before you know it! *Decide* now to put an end to breaking your back to create someone else's security. *Clamp* your jaw like Suzie in the little story below and *create* the future you deserve, *raise* those you love to high ground before a tsunami of bad events makes it impossible for you to make things better and safer.

Unlock the gem hidden in this true short story that applies to YOU:

As I write this, it is August of 2013. I live in North Central Canada where the forests grow thick and wild. A few weeks ago, a man was camping in a remote area and he decided to go for a walk after breakfast. Hearing a noise behind him, he turned to see a massive black bear stalking him. He ran for his life, the bear close behind.

The man ran into a lake and the bear charged in after him. Out of the forest, howling like a runaway 18 wheeler, striking like a Hell Fire missile, Suzie, the man's little Schnauzer dog, attacked. He later related that a rattle snake protecting its young could not have struck more viciously or with more speed.

Her Papa was in trouble. True to her nature, nobody and nothing was going to hurt her Papa.

The stage was set. A 15 pound dog, seething with terror and rage, sank its teeth into the face of a drooling 500 pound bear. We'll never know for sure, but Suzie must of known in her loyal, little dog heart that this was going to be a battle to the death. Hers. No matter.

It was no physical contest yet little Suzie had 2 great resources at her disposal to buy Papa some time. Love and commitment. Her Papa was in danger. Her personal safety was not an issue.

The man had already suffered severe injuries from the bear, but by the time Suzie's ear shredding screams of agony had died away, her diversion had bought him enough time to barely get away.

In Memoriam: Suzie



Little Suzie saw a terrible, urgent need; to protect her Papa at all costs. She didn't wait to see "how things would turn out", she did what she had to. She took action. That was Suzie.

What about you?

A true story about you: There is a great, black beast stalking you and your loved ones right now. It goes by many names: offshore outsourcing, mechanization, efficiency, becoming obsolete and so forth. The most dangerous parts of this beast are the incredible

government debts and the people on Wall Street who like to play chicken with your retirement funds.

All it will take is a shift in the weather or something else in this volatile world and the whole house of cards will come tumbling down. You don't know it yet, but at the conclusion of this ebook, you will feel a sense of elation, of no longer being at the mercy of all the forces in the world that push, control and take advantage of you.

It can happen to any of us. I never believed it myself until I watched the news casts of people's belongings getting ruined in cardboard boxes in the pouring rain on sidewalks. This was after sheriffs had pried them out of their homes during the financial crises of 2008. These were good, honest, middle class people. I can't imagine what they were feeling.

You don't have to give your life to protect your loved ones like little Suzy did, but *let* this book whet your appetite to *create* for yourself a safe little harbor of security where you and those you love will be free of any harm that will shred society.

Read this ebook slowly, cautiously seeing how you can build your own, risk free defence against the threats that are looming. Everyone has hobbies. *Read* this ebook to the very end and learn how almost any hobby or pass time can be turned into a worthwhile business online. ***Be the little Suzie for those you love.*** Instead of giving your life, give of your time and let your mind run free.

What this ebook shows you is how to create your own secure financial fortress on the web using a system and set of tools that creates such wonderful, secure lifestyles that one such small online business was featured one day on [Oprah](#).

The featured site is about RVing. It could be about anything from a web business dealing in stuffed rabbits to dealing in private jets. The theme or subject of the site doesn't matter. Only the quality of the content.

Home Internet Business Ideas

Introduction

Read this ebook to the end. *Learn* that there is a way for you to protect yourself and those you love from economic catastrophe. Everyone knows that the world is a volatile place. Some seemingly unrelated event far away all of a sudden has a sudden impact on you and your loved ones. It could be the price of fuel going through the roof. Maybe someone you know is called into military service. Somebody on Wall Street makes a decision and your partner is out of work and out of luck.

Practically everyone is hooked up to the internet. What this means is that practically everyone has access to the World Wide Web and the incredible market it represents. Never before has so much been available to everyone for free. Whether you make violins, are an expert at growing vegetables or are knowledgeable about anything else, there is plenty of market on the web for you to build a business for yourself.

*The more you keep reading this document, the more you feel that home internet business ideas and the businesses from them that you can build are the way for you to create a buffer for yourself from the vicious ravages of the outside world. Remember that the Internet is the great equalizer. It makes for a level playing field. You want to *start* slowly, risk free and build on a solid foundation. You must know what you are doing, however, and that is the reason for this ebook.*

But first, the legal stuff....

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Before going further, here are 4 links that you will find invaluable as you assess what this is all about:

[Volume 1](#) of this “Make Your Knowledge Sell” series is available on Kindle for \$1.99. It fits in with this ebook like two pieces of a puzzle complimenting each other perfectly. For the price of a cup of coffee, it will be the most significant purchase you will ever make.

STOP! and *go* over there right now before you forget 😊

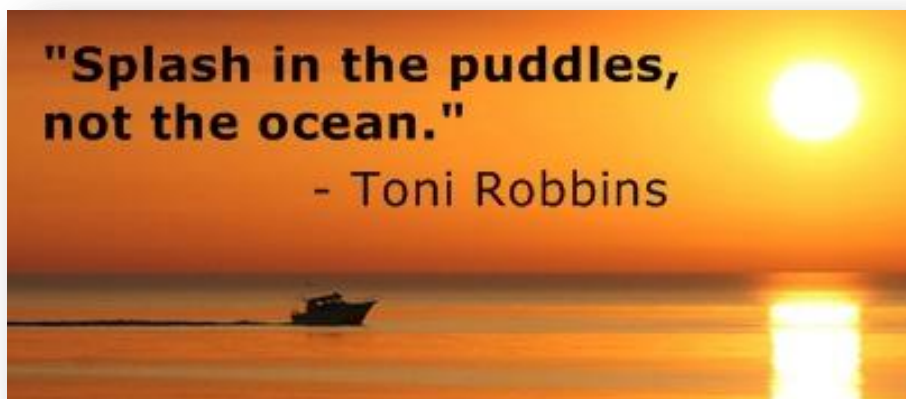
At \$1.99, I’m not making a killing, folks.

Just click on the “Volume 1” link above. NOTE: Please give an honest review of the ebook after you’ve finished it. If there are things that should be better, I want to know. If it is really good, I want to know

what works, too. Either way, please take the few moments to honestly review it on the Kindle page that the link above takes you to after you've read it.

The second link will take you to a page on my website. It is a simple 3 minute video that shows what can be done with what you are about to learn. The video is about a small, online business that is so secure and unusual that [Oprah](#) featured it on her show. It will show you what niche websites are about and it will send your mind racing in all directions as you start thinking of all the possibilities for yourself! Click on "Oprah."

The third link is a video tour. This one is about 30 fabulous minutes long and covers the tools I use to build my websites and to SEO everything. I even SEO the ebooks I create. This ebook ranks #1 at Google for the terms "online business optimization" and "internet online marketing advertising business". My website Home-Online-Incomes came in at #1 against as field of 383,000,000 today (that's no accident!). The other day I caught myself starting to SEO my grocery list. No, I'm not kidding. "Doh!" The search engine results will vary a bit day to day, but [this thing works](#).



You won't have to leave your name or anything.

The fourth link is to a page on my site titled ["How To Sell](#)

[Online"](#). *Read* the introductory paragraphs and then *search* the free library below. There are 12 ebooks covering everything from how to start your own ebay business, how to become a WAHM (work at home mom) developing your own home internet business ideas to how to

make your knowledge sell. There is no charge and, again, you are not asked for your name or email address, but you will get a ton of high quality, free education. *Make sure to bookmark the page. You will want to *come back* and *download* many times. *Give* the url to anyone you know who might benefit from the information

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Home Internet Business Ideas

Ch1 What is this all about?

Regarding home internet business ideas, there is no shortage of choices.

What is an Internet business income opportunity? This is one question that many people ask when they first learn about working at home through the internet. The fact is that you can make a good residual income by working at home with an internet business. The start up expenses associated with an internet business income opportunity are nowhere near what it would cost you to start up a regular bricks and mortar business. Selling on the Internet is called ebusiness and millions of people have latched onto this new way of making money, a very good Internet business income opportunity.

What if you were shown more home internet business ideas than you knew what to do with? How would you choose? This ebook will cover all that.

Consider all the things you have to do to start up your own regular business. Office space, staff, salaries, cost of equipment – these all add up to a huge start up expense. With an Internet business income opportunity, you get everything you need for your Internet business start up for the cost of a small cup of coffee a day.



Do you love animals? Start a pet grooming salon, pet food store, natural pet food recipe site, pet safety harnesses for in the car, pet clothing line to name just a few ideas.

How about a Chihuahua spa site for little ladies like the one below in pink? There is grooming to be explored. How about creating and selling your own videos on dog training, dog grooming, Chihuahua history, dog and cat Winnebagos, travel tips for pets (don't try to bring your Boa on an airplane) and so forth.

A sad part of owning pets is when they go to that big cat little box in the sky. How about an internet site on requiems for beloved pets. People from all walks of life are starting up their own home based business which lets them work from home on a full or part time basis.



The Internet business start up expenses only include the cost of a computer, an Internet connection, the purchase of a domain name and web hosting services and these are included in the cost of the system I use. If you already have your own computer and the Internet connection, then you are already on your way to taking advantage of one of many Internet business income opportunity that you are about to discover.

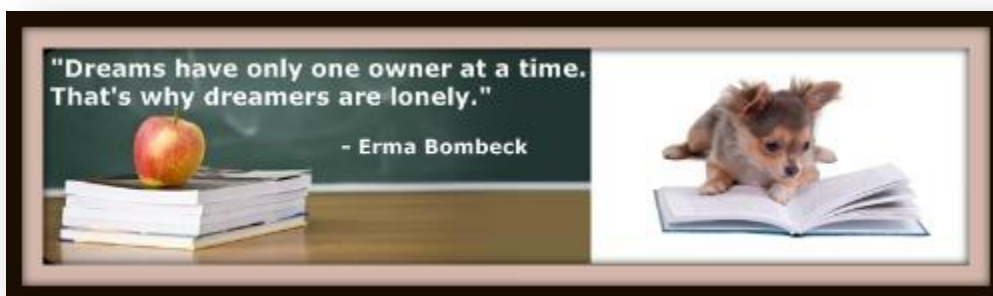
An internet business operates from your own home. Depending on what it is that you do, you don't have to have a stock pile of inventory or deal with shipping products to customers. Are you beginning to see how your choice of home internet business ideas virtually has no limits. You can become a reseller, which means you simply take the orders from

customers through your website. You do need to find a supplier for your Internet business start up, but this is easy to do.

It involves something called affiliate marketing and is covered in a later chapter. You can build a risk free business on anything from flower pots to jet aircraft. With this type of internet business income opportunity, you can sell products from your website by sending the orders to a company, which in turn sends them out to the customers. You retain a part of the profit from each and every sale.

One thing you do need to know about an Internet business as you explore home internet business ideas and that is that it is not a get rich quick scheme. You do have to work at it and working from home requires discipline. It means that you want to devote a specific amount of time each day to growing your business, whether that is finding new affiliates for your website, adding new products to sell or spending time writing. Most of the Internet business income opportunities give you all the tools you need to succeed, but you do need to work at it. Just setting up a website and not doing anything with it will not get you anywhere, I don't care what the sales page said.

If you are looking for an Internet business income opportunity, there is no shortage of choices. The more you keep reading this document, the more you feel that there are no limits to what you can add to your list of home internet business ideas.



Choosing

an Internet Marketing Plan for Your Business:

It's no big news to say that the internet has transformed how world business works. Companies of all sizes are taking the power of web marketing and using it to promote their products and services. This is the norm amongst companies starting up who desire a fast and vast global reach.

Sites like PRWeb and PRlog allow you to submit a press release on your latest innovation and have it read by thousands of viewers on Google news. Not to mention that those sites have a high ranking with the search engines. Imagine what it would be like if you would build an exciting, highly profitable web site around the wildest of your home internet business ideas?

Provided your press releases are written properly and informative, showing the benefits, and optimized for search engines with the correct choice of keywords used to find your products, that press release will be found over and over again.

It's all about click throughs. This is the action someone takes when a site link or button is pressed to open a web page containing details of the product or service. Depending on the suitability to the interested visitor, this could be a conversion to a sale. This is the essence of the internet in marketing for businesses.

Google offer a wonderful set of tools to augment any plans set out by the marketing department or the sole marketer. Google analytics allows you to track all your visitor activity and conversions and plan out campaigns around those findings if this is what you want. And you will start to feel better and better about your home internet business ideas being too outlandish. You can research the right keywords that will allow your site pages to rank high in the search engines so people will find your site no matter what the subject.

Using the internet, you can build a mailing list by starting a blog and inviting people to opt-in for a newsletter or a free product. This in turn

provides a good ROI (Return On Investment) that other forms of media cannot compete with. Your web site is operating 24/7, literally taking orders while you sleep. This has left many traditional channels for media exposure quite redundant which is why so many magazines have spent a lot of time crafting a web presence.

The internet in marketing strategies involves so many aspects that will drive a business. You can send email newsletters that launch a product or new benefit to a mailing list. Now, let me ask you this. Do you still have home internet business ideas that you still deem silly?

Video has brought in a wealth of possibilities for viral marketing with video clips showing business promotions. YouTube has become a platform for business launches as a result. There is podcasting, distributing audio files that talk about a business venture or the benefits of its products. People are moving away from TV, radio and the yellow pages in vast numbers to gather up to date information on the web.

Maybe you enjoy the great outdoors. You can build sites on:

Dude ranches

Horse riding stables

Horse care

Horse training

On how to become a weekend cowboy

Western clothes

Western movies

Camping

Terra caching

To just name a few. Go through old Readers' Digests and so forth for more ideas. Your local magazine racks are another great source of ideas.

A series of articles placed in blogs and article directories like goarticles.com and USFreeads.com can catapult a product launch. All you need to do is provide your email address or a link to your web site. Google Adwords allows you to bid on popular keywords allowing for direct targeting to your services using search engines. Care needs to be taken here as it can be expensive so consult an SEO expert initially about using the internet in marketing with Adwords.



An online shop allows you to sell to anyone globally. Your revenue potential then becomes limitless.

[Choosing The Right Opportunity for You:](#)

Whether technology like computers is your forte or not, it is a means to make money if you have some skills to offer in specific areas. Some people are great at marketing, or at building web sites, so they sell online design and SEO services. Imagine what you could do if you knew that there were no limits to what home internet business ideas could work out. There are no limits. Others are handymen, great with a toolkit and can build houses, perform expert carpentry tasks and so could setup an online business that sells their own style of furniture or offer an interior design service. How about a site on decks, on interior decorating, driveway repair, appliance repairs, making your own curtains and so on.

There are two paths towards an online business opportunity.

[- A home based job, or a home based business.](#)

Just picture this for a moment, home internet business ideas that know no limits. If you wish to work from home, in your own business, you will need to establish your skill strengths. All you need to do to start is draft a business plan, whom will you sell to, how will you reach them and what's the competition? Do you have an edge on the market? Can you offer something that is missing with your competitors?

So these are the first steps towards your own online business opportunity:

- Since you will be operating from your computer, are you updated with the use of word processors, spreadsheets and email? I suspect you are already, though if not, and you don't have Microsoft Office then download the openoffice.org set of tools. It's also a professional choice and free. On the other hand, the basic office package is not very expensive.

- This is a home based computer opportunity and not just an office based business, you will be operating from your PC or Mac. Ensure it is reliable, been checked for spyware, and has an anti-virus program running. Don't struggle with an old pc that is problematic, invest in a new one. You are, after all, investing in your own business. Now let yourself get in touch with the feelings of excitement and freedom as you start to making your home internet business ideas a reality.

- It is a common question in blogs. What is the most successful business idea? The business of working online is a changing one and it is best to focus on long term plans rather than making a fast buck. A home business computer opportunity has a great chance of success due to its low start up costs. This being said, you can make mistakes and you won't lose your shirt (blouse?) in the process.



Are you a scuba diver? Do you fish? What's your favorite fishing hole or lodge. People have built very successful sites around those themes. How about a favorite island retreat? Do you dig excavators?

Be prepared to diversify right away if you don't have a specialized skill. And before long, home internet business

ideas will come flooding to you. One of the most popular choices initially is freelance writing. Many use their writing skills to increase their business exposure writing press releases, and articles containing sales copy to promote their products or services.

Common online businesses include affiliate marketing programs, freelance writing services, design and programming, franchise options selling products and being a reseller.

Choose one that suits your long term interests carefully as this is a life changing decision and needs careful thought. Do this and you will reap huge rewards.

Summary:

An affiliate marketer may have all the things needed for him to be able to succeed in a business such as affiliate marketing. He must want to learn the necessary information and have the drive, diligence and perseverance to be able to understand how these system works although there is no “rocket science” stuff involved anymore. If you can send email, you know enough to succeed. Are you beginning to notice home internet business ideas keep exploding the more you learn?

Chapter 2 Keywords:

An affiliate marketer may have all the things needed for her/him to be able to succeed in a business such as affiliate marketing. They may have the necessary drive, diligence and perseverance to be able to understand how the system works. If you're thinking about home internet business ideas, you are still hindered by what you think is possible. Let go of the possible. What do you love to do and how far to do want to take it? He may have all the tools necessary in maintaining the business, including a really unique and interesting website which could earn him a fortune if only the whole world could see it. However, all of these are useless if he does not know how to drive traffic to his website. The business would sink into oblivion together with all the sales, fortune and dreams that he might have realized if he only knew how to do this particular task.

Getting people who matter to see one's website is a difficult undertaking if she tries to consider the fact that there are rivals everywhere waiting to pin her down. The immensity of the internet as well as the affiliate marketing world has given birth to the fierce competition between affiliate marketers, each of whom has his own great product to offer. Having said that, bear in mind that most web sites are crap.

If your site is not in the top 3 or 4 spots on a search, you get virtually no traffic. Don't fall for the salesman bull at the web hosting places. Building success takes time, knowledge and the right tools. I'll show you what I use at the end of this book. The links at the beginning are also good ones.



With all the websites piling on top of each other, **how would one be able to stand out?**

The seven best ways to drive laser-targeted traffic to one's own website would help those who are bent on sticking it out with this business wherever it is bound to take them.

1. The first step in driving traffic to one's website is by relying on search engines and what they can do for the affiliate marketer concerned. As you pay close attention to this page start seeing where your home internet business ideas can start taking root. The search engines can bring tons of FREE, highly targeted visitors to your site. You just have to know what to do. READ ON! You're starting to hit pay dirt, here. Having top search engine rankings is vital in building popularity links, and the use of the right keywords is important in attaining this goal. Once a website is on top of the list, it is easily accessible to anyone who wants to see it for himself.
2. The second way in driving traffic to one's website is by contacting other webmasters for a possible link exchange partnership. Locating websites that are related to one's own website is the primary task. Once there, he should be able to establish communication by personalizing everything as much as possible. So now you have to choose between home internet business ideas that are exclusive to you and other related ideas that you could link to. It is then possible to make reciprocal link exchanges between webmasters whichever way the affiliate marketer prefers.
3. The third way is through writing one's own articles. This is an effective way in promoting a website, because good content that is appreciated by readers will lead them to visit the writer's very own website out of sheer interest.
4. The fourth way is through joint venture marketing. This is one of the most effective ways of promoting a product or a service. Having a partner through ad swap or link exchange is beneficial to both parties as it allows them to reach a wide customer base in a short amount of time.

5. The fifth is through joining affiliate programs. Having affiliates to do the work means allowing them to bring tons of traffic to a website. Skyrocketing sales would be realized as a result, and both the affiliate and the website owner will benefit from the situation.
6. The sixth is by having a list of subscribers that one can refer to every so often, because they are those which would prove to be valuable assets for the marketer concerned. I wonder, even as you keep reading this report, if you grasp the scope of the infinite possibilities of the home internet business ideas you are considering? The use of autoresponders and personalized newsletters is one way of keeping track of them all, and holding on to them by letting them know about new products and services is an essential task that should be done by the affiliate marketer concerned.
7. The seventh is by knowing one's market through and through. It is important for traffic to be targeted to those who might have a special interest in the theme or topic of one's website. This way, a solid customer base is going to be created. Let yourself go back and experience those home internet business ideas that once might have seemed impossible. Once a potential customer shows an interest in a particular website by paying it a visit, one must not waste time in trying to show him that his effort is worth it.



Traffic generating strategies are important in trying to make one's affiliate marketing career roar forward. It is always advantageous to plan one's moves in any business that might be undertaken. This is particularly so in affiliate marketing. If one knows how to get people to see what he has to offer,

then he is on the right track.

What is Preselling?

If you are into online marketing, it is imperative that you fully understand and practice effective preselling. You do not need to be an expert marketer to be able to do so. Contrary to common beliefs, preselling is not a technical skill. It is not something that you should be uncomfortable with. Instead, it could be the key to your online marketing success. So what exactly is preselling?

People browse the internet for information. Generally, they go online not to buy anything. They just search for information they need or facts that could help not just themselves, but also their relatives or friends.

However, if they find something worth buying as they read information, they could be made to purchase. That is what preselling is all about. You would condition the minds of online consumers to buy your products and ideas. Just suppose being successful with your home internet business ideas was as simple as giving good information about chosen site subject? It is.



Your website should feature information. It should have helpful, relevant, interesting, and credible information.

Online consumers are strangers to your online site. It is your job to endear your website to them. You should succeed to make them think and feel as if your site

is the right venue where they could get all

the information they need. You need to establish yourself as an authority in the subject.

When you establish that connection with your online readers, you are attaining the power and capability to presell. If you manage to make readers feel and think that you are a reliable friend instead of a greedy entrepreneur who desperately needs money, then you are ready for

preselling. If you're like me, the most important aspect of choosing home internet business ideas that work are how much do I want to explain and teach about whatever the subject is? As a friend of your online readers, you should provide information, tips, and recommendations that they would find credible, useful, and helpful.

Preselling is all about making your online visitors like you. It is all about how you establish yourself as a reliable and worthy expert in the perception of your readers. You should not make yourself look like a salesperson. Online consumers are usually allergic to such professionals. But they always trust whom they could refer to as friends or experts in specific subjects.

In your Website, you must condition your readers that the information you share are accurate and are credible. If they find helpful substance in everything you say they surely would develop trust in you. When you are able to do so, you would become a credible authority or a trustworthy friend. Your recommendations and advices would be taken seriously.

Thus, if you tell your readers to buy the products you sell and you are able to justify the reasons why they should do so, you are employing effective preselling skills. You could also do affiliate marketing for others. Since you're still here, I'm going to assume ... home internet business ideasYou could opt not to sell anything on your Website, but you could direct your readers to Websites that could give them what they actually need. This is affiliate marketing and it is one effective way to earn across the Internet.

You could use videos and reviews when you are preselling. Do so to be able to impress your online readers more. Also make sure you are able to maintain your credibility and authority so that your readers would not abandon you.

Ch 3 How Preselling Strategies Work

Preselling, as defined by affiliate marketing experts, is simply “the art of conditioning potential customers and making them more likely to buy [your] products or services.” As you read this ebook more and more, you will feel better and better about turning your home internet business ideas into profitable sales pages. All presell techniques have one goal – to get your prospects into a particular frame of mind where they will feel not only comfortable about making a purchase but also have the desire to do so.

Usually, this good art of conditioning is done at your website. Afterwards, you send that visitor over to the vendor’s store or landing page.

Trust

Basically, sales strategies are painstakingly built on months (sometimes years) of contact with the prospects. The main purpose in the old days was to establish trust and rapport with your prospects.

However, in an online relationship today, that history of prior contact with prospects is not essential anymore in effective preselling. Your visitors will be your friends after interacting with them in your blog or email newsletter.



Expertise

One can do pre-selling best when you have a reputation as an expert in a specific field. One particularly important part of

preselling is how you present your information.

Little by little, you become free of doubts and fears about your home internet business ideas being silly. In online transactions, information should be delivered in a way that subdues doubt while at the same time putting the prospect's mental state in a ready-to-buy mode.

Product info

By nature, all the features and specifics of the product are highlighted and explained in the vendor's website. Your job of preselling the product should go beyond what is already written and discussed.

Your duty is to bring out complementary information or something first-hand about the product, aspects and specifications that are not found in the vendor's site. This is done by way of reviews or product comparison.

Product use

Another very strong presell tactic is promoting the use of the product in a new light or approach. Now, keep in mind that this is a great way to make your [home internet business ideas](#) into viable sites. New ways, new methods, new uses all involving the product can be discovered if you do a thorough study on your own.

Customers will buy something when they can use it right away to achieve a desired result. The new ways your product can be used can trigger the buying impulse, even if they know the product fairly well enough.

Giving the blueprint

People are naturally more inclined to buy something they can use immediately to bring about their desired result. Sometimes, acquiring a product makes them hesitant because they still have to find some way to get value out of it.

The reason is that most products are not ends in themselves, but rather they (or most of them) were developed as a means to acquire specific

benefits. In front of your eyes, you can see the specific benefits of the home internet business ideas dancing in your head right now!



Giving them the blueprint outright makes your visitors go for the product because they would want to put to use whatever it is they learned.

Superiority

Another excellent preselling tool would be offering tips on some other market research methods, and to show how your product is superior to others.

Reviews, comparative articles and blogs are some of the nice places where to insert this preselling tool.

Last words

In all these preselling techniques, always remember to never let preselling become a sales pitch. As had been said by affiliate marketing experts, preselling is NOT selling.

As your view continues to expand, you will see more and more ways of preselling the end products of your home internet business ideas.

Preselling Trade Secrets

Compared with their real-world business counterparts, affiliate marketing is different in a rather radical way. One of the most radical ideas is that in online business, preselling is just as important, if not more so, than the business of actual selling.

Just a few years back, online businesses used to do their own necessary work and all other related things in their own sites. The reasoning was that there was no better place to presell their site than on their site itself.

Unfortunately, very few small business sites were successful. Preselling has its own art and science. Ask yourself this question. Is there anything about home internet business ideas that can't be done, so far? Also, it

was discovered that separate preselling sites are better off alone than incorporating them in the actual selling sites.

It was not long after when secrets and techniques starting cropping up from everywhere. Some were tried and tested to be effective. Some were good, and some are so-so. Here are some of the best ones.

Information give-away

The first secret is to give away useful free information to the public. In exchange for this freebie, make your visitors give their email addresses.

This is very important in the sense that this should be the primary objective of your site – getting contact data. With this, you will now be able to send your marketing message to them again and again at no cost.

Offer visitors interesting special reports or email courses that will position you as the expert. *Allow yourself to imagine scene of successful web sites built around your most cherished home internet business ideas.* Your reports could include buying tips, questions to ask during buying, what to look for in buying, and many other pertinent things.



Testimonials

When you talk about yourself, people tend not to listen or go away. But when people without any vested interest in your success sing your praises,

the magic begins.

Be an avid collector of testimonials simply because they are so powerful. Sprinkle them all over your site, but never in one grouping.

These testimonials do not have to be from customers alone. Get some from industry experts, well-known personalities and other celebrities (only from those who can give them out for free).

Our story page

A page on different stories of people will humanize your site and present you (and your people) as real rather than a bag of words. For trust and rapport-building, this technique is tops.

As you continue reading, write down any home internet business ideas that crop up in your mind. You never know which one will become pure gold! Tell the people in your own personal storytelling style the stories behind the company, the people around, and some other interesting tidbits. Here you can talk about your awards and achievements without sounding like a windbag.

Case studies

The stories here are special because they are testimonials with a twist – problems found and solved.

The key to the writing is the explanation of the problem, presentation of the solution that solved the problem and finally, the description of the positive results.

Emotions

Okay, you're probably wondering what emotions have to do with home internet business ideas. Emotions are passion and passion shows in how you built your site and visitors will respond to that passion. Most sites have the common mistake of presenting boring specifications and data in describing their product. Compelling descriptions, colorful imagery – these are just some tools in making your copy come alive.

Make separate mini-sales letters to each of your product and describe its benefits. Highlight the emotion why your prospect should choose it.

All in all, these tips are some of the best techniques there are in the area of preselling. Give them a chance to prove themselves.

Ch 4 Copyrighting

Headlines and Tone Testing

Writers often depend on headlines to create appeal for their write-ups. Headlines, after all, are often the first line of writing that a person reads when he comes across an article, news story or book. A headline can create curiosity, stir up interest and generate wonder. The tone of the headline also affects the readers' response and elicits reactions right then and there. *I know you're feeling overwhelmed with all this talk involving home internet business ideas.* Relax, all is well. You will do this. For proper headline creation and tone testing, here are some things to keep in mind:



The headline should set the tone

Whether your write-up is upbeat, formal, businesslike, provocative, engaging or a call-to-arms kind of thing, the tone of your headline should reflect it. Very often, your goal as a writer helps set the tone of the headline and the subsequent body of the

write-up.

Are you trying to give information? Raise a question? Intrigue the reader? Create a sense of urgency? Decide on the goal of your write-up first and this will help guide you on finding the tone for your headline.

Write down the keywords that define your article

This is especially important if you will be writing for the Web and quite useful even if you will be writing for print. Keywords are words that reflect or represent the main idea or topics that will be found in your article. *You are starting to experience an episode of excitement and*

hope regarding your best home internet business ideas. Let them flow. These keywords should then be found in your headline.

Although some keywords are rather neutral in tone, there are some that best express the feelings or emotions that you might find appropriate for your write-up. Write these words down so you can decide later which one to use to achieve the best effect. When you go through tone testing later, this effect will be easier to determine.

Write down the words that reflect the tone of your headline

Some words, like adjectives such as 'truly', 'really' and 'absolutely' set the tone of the headline, making it seem like what you have to offer is the ultimate. *Now, as you become more comfortable with the idea of making your home internet business ideas a reality, pay special attention to how these sites are built and what they try to achieve.* These words give a sense of exclusivity and can help your headline stand out. 'How to', 'Guide to' and 'Tips for' are often used in headlines to set the tone for an instructional article. Action words, on the other hand, set the tone for enthusiasm, making the headline sound urgent.

Tone testing

So how do you know that you truly have the right tone for your headline? Test it. Go online, use at least three search engines and type the headline you're planning to use. Use the exact words initially to test the headline.

Once the search engine has produced a listing of results, go to the top 3 or 5 of these links and check how relevant your headline is. Read the articles as well and check if the tone is similar to the tone of writing you wish to use.

As part of the audience, you should be able to tell if the tone of the headline works. Test it against your reaction and how you responded to the headline and the subsequent body of the article. *Take this chance to enjoy the experience of your most precious home internet business ideas*

being turned into a reality. Picture yourself making a fun living while developing present and future home internet business ideas. Check reader reactions in the comment section as well. There's a good chance you'll find frank assessment of the write-up there. Then use what you've learned to apply in your own writing.

Test the tone with a limited audience. Try showing the headline to friends and ask them what they think. More importantly, ask them what kind of emotion/s the headline produces. If the answer is exactly what you intend the headline to create, you're on the right track. If not, revise the headline.

You could also tone test the headline by posting it online. Then change the words strategically to see the kind of reaction you receive. Once you achieve what you want, stick to that headline.



Putting call to action in your copy

Your brochures and catalogs are great. Your site is superbly designed and constructed; the content is simple and enticing. You just wait for your visitors to flood in but after long waiting hours, no one is still registering. You may now be asking yourself: “Why aren’t there any sales?” Think again! You maybe missing an important an important area which is: **THE CALL TO ACTION.**

A call to action is a web copy which instructs a reader on what you wanted him to do. This call to action can be in the form of a declarative, imperative and a command statement or just mere suggestions. With any marketing materials, it’s important to get your prospective clients to act... **NOW!** With this newly learned knowledge, home internet business ideas get more exciting, still!

Here are several steps to follow to make a call to action that will definitely have your phones ringing and your sales increasing.

The first step is to do your research on the terms to be used for your call to action. The term must be associated with what your content is advertising. You can visualize the outcome of your home internet business ideas in many ways. You can be at an outdoor restaurant, at the beach, on the train and so forth. Chances are, the terms you may be thinking had already been used by other copywriters and you should pay attention to this.

The second step is to write your content to lead to a straight call to action. Write the call to action clearly so that your visitors will know precisely what to do and how. Use phrases like “Register Now” or “Click here” at an exact location where there is a button or a click through. Tell readers to call a toll number that is correct and still available.

Third step is to try to put your call to action on several locations on the web site, especially if there’s a lot of copy on your page. You can put the call to action after an introductory paragraph, the top of the page, and other parts of the site.

The fourth step is to make your site as direct as possible. Your visitors will want to know what they’re getting from your page as soon as they land on it. Get straight to the point immediately without making your copy awkward.

The call to action may include a registration blank which asks for information such as the email address. The fifth step is to link these details to a shopping cart or an autoresponder to create your mailing list. *Look at the entire image of yourself created by your home internet business ideas. How good do they make you feel?* Once you add a centered call to action to your copy, your efforts will make your web visitors to take your call to action.

As a word of advice, there are certain tips that you can apply. One is to start your call to action with a verb. To achieve clarity, keep the subject and verb close together; for example: “Ask your sales representative for details”. You must keep your call to action on your screen the entire time. If this would not be possible, you must let it pop several times so that irregular viewers may have a chance to see it. Lastly, inform yourself more about contextual relevance, serial position effect and chunking and coding.



Creating a simple, smooth and effective call to action is still an art. A straightforward and strong call to action can really bring a difference to your copy content and can convert it. *Travel to the future where your home internet business ideas have become real. Is this what dreams are made of?* The

message on your call to action is really vital to the performance of your website. As an end note, always remember that a good copywriting will always include a call to action.

Ch 5 Making Money Selling Other People's Products

A lot of people are now getting into online businesses and online marketing either to supplement their “real world” income or for it to become their primary source of income. Why? Because online marketing just provides them a lot of benefits!

First, you can reach just about anybody in the world who has Internet access if you market your products online. That means a wider market for you, which can translate to larger profits. Second, setting up an online business requires only a fraction of the cost required to set up an actual business establishment, which means a lot of savings for the business owner. *As I continue to communicate with you, you continue to get more and more excited about your home internet business ideas as they broaden into wider and wider arenas.*

Another aspect that has attracted a lot of people towards online marketing is the fact that one doesn't have to have his own products to get started. In online marketing, one can start making a lot of money just by selling, or even by just trying to sell, other people's products. And getting started with this kind of marketing strategy is actually quite easy. All that one needs to do is to set up an agreement with an online retailer or merchant, and after everything is settled, one can immediately start making money by selling the merchant's or the retailer's products.

As more and more seconds pass by, home internet business ideas keep magically flooding in. Incidentally, the most popular and the fastest growing method of selling other people's products online is affiliate marketing. Affiliate marketing, in its simplest definition, is a relationship between an online merchant or retailer, who has products to sell, and his affiliates, who are willing to promote the merchant's product on their website.



In a typical affiliate marketing set up, the merchant provides his affiliates with banners and text ads that links to his site. The affiliates will then get these ads posted on their website and they get paid whenever traffic or sales is directed to the merchant's website. Affiliates are often

paid on commission basis, although other online merchants would opt to pay a fixed fee for the affiliate's compensation.

Starting to make money online with affiliate marketing is relatively quick and easy. All that one has to do is to sign up as an affiliate for an online company that offers affiliate programs. An alternative method, and usually an easier one, is to sign up as a member of an affiliate network—a network that hosts a variety of affiliate programs for different online merchants or retailers. *What do these feelings mean to you. Hope, excitement, freedom, and fun as you start looking at the infinite possibilities housed in your home internet business ideas?*

Signing up is usually free, although other companies and networks may require you to pay a particular fee. Such fees, however, are made as payment for additional services that the company may render, like providing you with tools and assistance to jumpstart your online business.

When you sign up with an affiliate marketing program, you are usually required to fill out a form containing information about yourself. Some affiliate programs may also require you to present the URL of your website and describe its contents. This will allow the retailers to verify that you actually have a website with contents that are relevant to their products. Some affiliate programs, however, won't require you to have a website. *The fact that you're still reading this ebook means that you are starting to believe that your home internet business ideas could*

become real. After filling out the form and all, you are then allowed to choose the affiliate programs you want to promote.

After signing up with an affiliate program and being an actual affiliate, you are now ready to start making a lot of money by selling other people's product online. How do you make money? There are actually a number of ways for you to earn money as an affiliate, and most of these ways depends on the type of affiliate marketing program you've gotten into.

Many affiliate marketing programs compensate their affiliates in either of three ways: pay-per-click (PPC), pay-per-sale (PPS), or pay-per-lead (PPL). In pay-per-click affiliate marketing, the affiliate is paid whenever he directs traffic to the merchant's site. PPS and PPL affiliate marketing programs work rather differently. In PPS, the affiliate only gets paid when his referral converts into an actual sale. In typical PPS affiliate programs, the affiliate would usually get 15% to 20% commission for each conversion. *In just a short while, you will start laying down a concrete foundation in your mind upon which to lay the foundation of the materialization of your fondest home internet business ideas.* PPL affiliate programs work the same way, although affiliates are paid a fixed fee whenever his referral converts into a lead for the company.



Some affiliate marketing programs are two-tier programs, wherein the affiliate is also allowed to recommend other affiliates to the merchant. In such affiliate programs, the affiliate would not only be paid for the traffic or sales that he would direct to the merchant's site but also for the traffic or sales directed by the affiliates who signed up with the program through his recommendation. *Now, let all this sink in for a moment and are home internet business ideas supposed to be*

“reasonable” and “possible”? Forget everything you were taught and let your spirit run free.

Yet another way of earning more profits with affiliate marketing is through residual affiliate programs. Residual affiliate programs are affiliate programs where the affiliate gets paid a number of times for as long as the merchant keeps the customer the affiliate has referred to his site. One form of residual program gets the affiliate paid a commission every time the referred customer purchases something on the merchant's site. *Please concentrate on your biggest, most favorite home internet business ideas and ask yourself, “Why not?”* Another form of residual affiliate program gets the affiliate paid a percentage every month for as long as the company keeps the referred customer.

With a lot of options available and a lot of ways to earn money, affiliate marketing is undoubtedly the most popular and the easiest way to make money by selling other people's products online. As to how much money one can get from affiliate marketing actually depends on the affiliate. A dedicated and hardworking affiliate would certainly get more from the program compared to those affiliates who would simply sign up and forget about the program later.

Ch 6 Affiliate marketing

How To Become A Super Affiliate In Niche Markets

Over the past years, web hosting has grown bigger than it used to be. With more companies getting into this business and finding the many benefits it can give them, the demand for web hosting has never been higher. *As a result of what I am telling you right now, you are beginning to feel breathlessly excited about the fulfillment of your home internet business ideas.*

38 million people have put up their very first websites online this year 2005 alone. It is estimated that by 2008, the internet sales industry will top then dollar bank. And to think, majority of those sites will be offering different affiliate programs for people to choose and participate into.

This only means one thing. It is easier now to find the right web host for your application. The possibility of quality web hosting companies separating themselves from the rest of the industry is anticipated. If this is done, the unprofessional and incompetent ones will suffer.



Support will be the number one consideration for people when choosing a web host. It will be obvious that traditional advertising will become less and less effective. *Notice how your home internet business ideas are starting to attract ways and means of happening? How all these things in this ebook are opening up a whole range of new things you could do?* Most people would rather opt for the web host based on things that they see and hear. Also based on the recommendations by those who have tried them and have proved to be a successful.

This is a great opportunity for web hosting affiliates and resellers alike. There would be hundreds of web hosting programs to choose from that the difficulty in finding the right one for them is not a problem anymore.

How does one become a successful affiliate in the niche markets using web hosting?

If you think about it, everyone who needs a website needs a web hosting company to host it for them. As of now, there is really no leading hosting industry so most people choose hosts based from recommendations. Usually, they get it from the ones that have already availed of a web hosting services.

With the many hosts offering affiliate programs, there is the tendency to find the one which you think will work best for you. Think of the product you will be promoting. *With each word you read, you feel more and more empowered, that your dream home internet business ideas are possible after all, that there is nothing you can't do. If Walt Disney built a fortune around a little mouse, why couldn't you do incredibly well following your dreams?* Pattern them to the site and see if they are catering to the same things as you are.

When you have been with one host for quite some time and seem not to be making much despite all your effort, leave that one and look for another. There is no use in trying to stick to one when you would be better off in another one. Things will only have to get better from there because you already have been in worst situations.

Try this out. *Second by second, let yourself feel success, happiness and security furnished by home internet business ideas that you have followed and made successful.* If you are quite happy and satisfied with your web host, try to see if they are offering an affiliate program you can participate on. Instead of you paying them, why not make it the other way around; them paying you. The process can be as easy as putting a

small “powered by” or “hosted by” link at the bottom of your page and you are already in an affiliate business.



Why choose paying for your web hosting when you do not have to? Try to get paid by letting people know you like your web host.

Always remember that when choosing a web host, choose the one that is known for its fantastic customer support. There are also many hosting affiliate programs. *Starting now, more and more, you will visualize all those things you've always wanted that have been brought about by you making good on your home internet business ideas.* Residual affiliate program is also being hosted. This is the program wherein you get paid a percentage every month for a client that you refer. This can allow you to have a steady source of income. With perseverance, you can even be quite successful in this field.

There are a lot of niche markets out there just waiting for the right affiliate to penetrate to them and make that dollars dream come true. Knowing which one to get into is being confident enough of your potentials and the good results you will be getting.

Web hosting is just one affiliate market you could try out and make some good and continuous income. Just remember that to be successful on your endeavor also means that time, effort and patience is needed.

Nobody has invented the perfect affiliate market yet. But some people do know how to make it big in this kind of market. It is just knowing your kind of market and making the earnings there.

Ch 6 Introduction to Squeeze Pages

Before you begin to build a successful list or create a powerful sales page, you will want to start with a quick introduction to list building with Squeeze Pages. *As you recall the memory of the results of your home internet business ideas, dwell a little longer on the feelings of no more travelling, no more bosses and so forth.*

List building is not a new marketing strategy. It was being used way before the internet was ever invented.

The power of list building lies in the ability you have as the marketer to contact your leads over and over again to build a relationship and present special offers to them turning them into buyers.

To build that list, one of the most powerful and simple ways is to give away a free offer in exchange for the visitors email and name via a “squeeze page”, allowing you the ability to contact them in the future.



The common squeeze page is often just a simple web page with the sole purpose of capturing leads – or “build a list” and nothing else.

A well performing squeeze page should give your website visitor no other options besides getting your free offer. You don't want them to leave your page. *Second by second, you will find it easier to believe and feel your home internet business ideas as accomplished facts and your journey will have begun.* So avoid outbound links and adverts.

You only want them to do one thing and that's to give you their name and email address.

So what is important to learn in an introduction to Squeeze Pages?

First, it is important to recognize that all successful internet marketers use them.

If you plan to sell a product over the Internet, you will want to use one, too. They are the most effective way to capture your leads information.

There are other ways to capture leads such as a website's sidebar opt-in form and other unfocused pages that do not convey a single point and a single call to action. As each sentence passes, your home internet business ideas seem to be more and more doable, don't they?

Ch7 Squeeze Page Tutorials-Get Your Website Off The Ground

Getting your website off the ground is only the first step in setting up a successful online business. After that you need to actually make sales. However getting people to actually buy your product can be a bit of a challenge, which is where squeeze pages come into play.

There are a lot of squeeze page tutorials out there that can help you set one up. Allow yourself to drift into your new life built around your most cherished home internet business ideas.

A squeeze page, also known as a capture page, is a page of your website with the sole purpose of enticing people into joining your email list. That is the only function of this page, nothing else.

It should not have any ads or links. All it should have on it is the ability to opt into your email list and information on your production and freebie offer. Your visitors should only have two options, join or leave.

This may seem a little off but the truth of the matter is that 98% of your visitors will never return anyways. So you need to work to maximize your efforts and entice those few who will actually stay into joining your email list.



There are some squeeze page tutorials out there that can help you with all of this, but there are still a few basic tips to help you get started.

1. Have a strong headline. In a moment, your subconscious mind is going to see how squeeze pages will help you realize your home internet business ideas! Your headline is the first thing your visitors will see and it should keep

them interested in your page. The three types of headlines you can use either ask a question, incite fear, or pique your visitor's interest. It should also hint towards a free gift that awaits them should they sign up.

2. Do not place ads. As mentioned above, the sole purpose of your squeeze page is to get your visitors to join your email list. As such you do not want to distract them from this process. Having ads or other links will only allow them to stray from your desired path, which is not what you want.

3. Bullet points. You want to make sure your squeeze page has the necessary information, but also make sure that information is short and to the point. Your bullet points should give information about your product as well as the free gift they get when they sign up to your email list.

4. A video. This is entirely optional however having a video on your website can be a great boon to your chances of getting visitors to sign up. *I want to ask your subconscious mind to start choosing which of your home internet business ideas is the most attractive right now and to start looking for new ideas related to it.* A video should give further detail on your free gift and product, as well it should have your bullet points to put further emphasis on them.

While there may be a lot of squeeze page tutorials out there that can give you more in depth information, these tips can help you lay the foundation for your squeeze page. With these basic tips you should be able to get your foot in the door and be able to set up your squeeze page properly so that you can start getting people to sign up for your email list.

I hope you found this ebook entertaining and immensely profitable!
Thanks for downloading it!



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