

The Newbie's Online Marketing Manifesto

*Discover For FREE
How To Make Money Online With
No Prior Experience And A Tight Budget*



Mark Aylward

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Legal Stuff



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This report is based on the author's personal experience regarding Internet marketing and results may (will) vary. I sincerely hope you experience more success than I do, just don't shove it in my face. Instead, write me a testimonial and e-mail it to mark@internetmoneymap.com. Then come on over to my blog and teach me something. www.internetmoneymap.com.

There are no guarantees concerning the level of success you may experience with this report, especially if you download it and never even look at it.

We have made every effort to ensure the accuracy of this information, however, there are no guarantees that your results will match examples published in this report.

This report also includes affiliate links in certain cases. If you choose to click on these and purchase products or services, the author may receive a commission, and deservedly so I might add!

Just so you know ☺.

INTRODUCTION

First off thanks for checking out my Newbie Marketing Manifesto!

What I am trying to do in this brief course is fill in some of the gaps that I've seen in some of the great training I have had on Internet marketing over the last year.

It is hard for me to think of a person who could not potentially benefit from reading this and applying some of the techniques and principles inside.

If you want to start or continue to [build an on line internet marketing business](#) and work from home, then this course will definitely help.

It's not a complete or comprehensive manual because there is no such thing. On line marketing evolves every day and new strategies are often a function of the imagination.

It will, however, give you a great roadmap and a list of excellent resources to get you started or back on track depending on your situation.

Having poured over a ton of on line training I noticed that many of these marketers who are VERY successful are so skilled at their processes that they take certain things for granted that newbies like you and me don't know.

I have tried to take the mistakes I have made and turn them into opportunities for you! It's mindset stuff that is critical in creating an environment in which you can flourish.

The second piece of this manifesto is some direction toward some of the best resources I have used and researched so you have a

legitimate starting point in the enormous world that is on line marketing.

It's not a knock on any of these experts at all. It's just impossible to cover everything in any one course and you can't foresee certain things when you start that are really helpful to know in hindsight.

The best people in this business simply gloss over things that are critical for newbies because to them these things are second nature. I really wish I had this when I started!

I hope you enjoy it!

Mark Aylward



My Story-Why Me?

My entrepreneurial journey - I have over 20 years of marketing and sales experience in the offline world so I know a little about marketing. I have taken, seen, written, developed and taught multiple different marketing courses in the offline world.

I am not technical so my advice will resonate with students who are not technical. I can also testify to the claim that you don't have to be technical to succeed-but you do have to learn a few things!

I have started two sales organizations from scratch and sold both of them, which gives me some great insight into helping you start your own business.

My Personal Journey - You don't get to be 48 years old and not have a boatload of life experiences to share. I have lived, loved, been a millionaire and been broke. I am a father, son, brother and friend. I have experienced hardship and lived to tell about it.

I'm going to share more of this story in some of my other content. Believe it or not I'm pretty sure if I approach it properly it could be a sweet bestseller. You'll have to wait and see....

What You Will Get In This Course - I'll help you save a ton of time and money if you are serious about [Internet marketing](#). **How?** I'll share with you where and why I wasted time and money and why and how you shouldn't!

You will get all the information you need to benefit from the advice of the experts I will recommend in this course. I am not yet an expert in certain fields within Internet marketing, but I know the right people to point you to. I will share this with you over the course of this course, of course...:)

You will get direction from me about who is good in what areas of training and what their style is.

Keep in mind I can't possibly be comprehensive. Good people are popping up all the time and some people that are good now are becoming great-so this is a starter list and you will develop your own "trusted advisors" over time

A whole lot of no nonsense advice and information from a middle aged, non-technical marketing expert who just finished one year

of intensive self study on Internet marketing and made his first sale.

What I Get Out Of This Course - Before I answer this, let me highlight that this answer is also a very easy and solid strategy for you to use when you are starting out.

In marketing as in life, you get out of it only what you put in. This strategy reflects that philosophy.

I truly do love to train and help others. It would be kind of stupid if I had no plan to make money though right?

I mean your not looking for me to teach you how to be generous are you?

I have placed links called affiliate links throughout this course to various sites and pages where information exists about the topic I am referencing.

The pages that these links bring you to will have a few things in common;

- I will have researched or used the product or service extensively and approve of it as exceptional.
- They will more than likely offer a level of advice on a particular topic that is initially free.
- This FREE level of service will be substantial and enough to take you to a much higher level of expertise and proficiency in that particular area of Internet marketing.
- Once you want more from that service and choose to buy an upgrade, I will likely receive a commission. - You will NOT PAY ANY MORE than you would if you purchased directly from the owner of the service - This is called **Affiliate Marketing** and is one of the better ways to get started in online business. Mark Ling is a favorite of mine-check him out here-[Affilorama](#)

- The provider of the service or training will speak and write in a way that resonates with me. What I mean is that the way the message is spoken, written or presented will be straightforward and easy to understand.

The most important thing I get out of this is **validation and "referencability"**. By reading and benefiting from this you validate that what I say has value, you trust my judgment and chances are we will cross paths again and both benefit from it.

That is EXACTLY how you should be thinking about building your business. Look at that, you get a lesson and an answer at the same time!

So moving forward if what I am sharing with you makes sense and you would like to hear more from someone who knows a lot more than I do (for now:)).

CLICK ON THE HIGHLIGHTED LINKS IN THIS COURSE AND GET SOME GREAT FREE TRAINING

You will be transported to the next steps in your wonderful voyage to making money on line

Finally, if you would like more access to my thoughts on success in business then come on over and see us at my website;

www.internetmoneymap.com

Sign up for my free newsletter course and I will send you the latest free weekly tips right to your inbox on a variety of online marketing topics to supplement your ongoing education

[GET YOUR ONLINE MARKETING DEGREE HERE](#)



Chapter One Expectations

This is a game of little tiny steps taken one after another over and over again every day, every week and every month, getting a little better with each step.

Unless you have the money to outsource the work and pay other people, you will need to understand this.

There is a Japanese word for this; ***Kaizen***. Westerners place a high value on the achievement and maintenance of perfection, a flaw in the framework of the kaizen philosophy, under which perfection can never be truly reached. It is a philosophy of continuous and incremental improvement in working practices and efficiency.



On line marketing is the perfect example of this.

Henry Ford has a fairly well known quote about this;

"Nothing is particularly hard if you divide it into small jobs".

I started in the [on line marketing world](#) with a little voice in my head that told me there was a quick way to make money. In spite of my offline

experience to the contrary and 48 years of life experience to the contrary!



So you may think that too on some level. I was WRONG! Having said that, it's still been a ton of fun and I can feel in my bones that it will be a sustainable and continuously [growing business](#) for me.

It can be for you too, but going into it with the wrong expectations is a recipe for disaster.

You won't knock the cover off the ball in the first inning, but if you hang in there and persevere, the possibilities are endless.

I have worked for myself for almost 20 years.

It's been challenging, rewarding and fulfilling and if you've never worked for yourself, I recommend it with great enthusiasm.

I can also tell you I don't know of any other business with so few barriers to entry that you can start for literally nothing.

PRESS ON!

Chapter Two Patience

If you have ever started a new job, then you know there is that "ramp up" time while you "get your feet wet" before you become productive right?

Why would this be any different?

Unless you are [building your on line business](#) for someone else who is paying you a salary, your first paycheck is your commission on sales made.

This ain't no salaried position. You are entitled to NOTHING.

You are not going to make any money for a little while so you need to be patient.

Going in to this business, no matter what market you are in, no matter how smart you are, no matter how hard you work, will take time.

All these guys making big money on line are riding waves of momentum and leverage that they created from scratch with hard work and persistence

You can gain momentum, leverage your successes and create wealth over time, but you have to start. You can't come off the bench in the middle of this game.

The only exception to this rule would be someone who entered with a lot of money and bought their expertise, guidance, tools and momentum

The assumption I am making is that none of my readers are opening this course up in possession of a big bag of cash. And by the way, nothing against buying your way in....**more power to you.** All these concepts

still apply. It's simply a difference in speed to market, momentum and leverage.

Chapter Three Persistence

All the "gurus" (that word cracks me up) will tell you, you must persist, you mustn't give up. There aren't too many people who would argue that persistence is the key to success in everything.

But this seems slightly different to me because a lot of this persistence in Internet marketing is being persistent with things when you are not even sure if you are doing the right things or whether you are actually seeing any results for your efforts.

Think about this; I'm using [article marketing](#) in a promotion. I write an article on my market and publish it with links back to [my main website](#). How do I really know if it's working until a certain number of people read it, click on my link and visit my site? And how do I create that second link with any confidence when I don't even know if the first one is correct?

You have to persist blindly at first and by doing so, learn by trial and error in the process. Some people simply cannot do this. Some need to develop this skill. Very few people come to the dance with this skill in hand.

This may be unique to being your own boss. When you have a boss, he tells you what to do. When you work for yourself, half the battle is figuring out WHAT you need to do before you can even begin to DO it.

If you need someone to tell you what to do, then you may want to rethink this [online business](#). Or at least recognize it as something to overcome and focus a good bit of your effort at finding a mentor.

I guess you need to make sure you either have this skill or are willing to develop it. ANYONE can lose weight if they really want to right. It's just work.

Chapter Four Research



I have spent over 20 years in sales and marketing. I have built, owned and sold two companies that were sales and service organizations.

They were both sold for millions of dollars (probably can't be too specific here or it could bite me in the a...:). The point being, I know a little bit about marketing and sales.

A substantial amount of my professional career has been spent hiring and training salespeople. I know how to teach people how to sell.

I LOVE to teach people and watch them become successful.

As a matter of fact the only thing I love more than that is watching my children develop and contribute to our world making it a better place every day.

I have also spent over a year researching [Internet marketing](#) and you will have to do this too. A year, a month, a few weeks it depends on a number of things.

How smart are you? How much experience do you bring to the table in sales, computers, graphics, marketing? How quickly do you need to make money? How much time do you have?

Get the picture?

There are a lot of terms that you will need to become familiar with and again it's impossible to name them all, but here is a good starter list with links to sites that will really help you further understand this business.

If you click on all of these and study the information "[on the other side](#)", you will have a great foundation on which to build and you will be introduced to other concepts and strategies that will set you up on a fast track to on line success

Here you go;

- [Keyword Research](#)
- [Niche Marketing](#)
- [Hosting](#)
- [Squeeze Pages](#)
- [Traffic](#)
- [Outsourcing](#)
- [Affiliate Marketing](#)
- [Search Engine Optimization \(SEO\)](#)
- [Blogging](#)
- [Autoresponder](#)
- [Private Label Rights](#)

Assuming you actually want to succeed you will have to read a lot. You will watch a lot of videos too as [video](#) is fast becoming the primary platform of Internet marketers and trainers.

Don't let the word "research" scare you. This research is really cool because every day technology makes formerly complex things simple and the reach and power of the internet is nothing short of amazing.

You also meet and get to know some fascinating people who open your eyes up to new ways of thinking and living...*that part is awesome*. So it's research, but not in the classic sense if you know what I mean.

Chapter Five

Frustration and Wonder



FACT: You will get deep into a project and inevitably find yourself doing things one way and have to scrap everything and start over.

...AT LEAST ONCE

This is not only part of the process, but you must embrace these experiences and almost look forward to them.

No matter what any savvy marketers will tell you about quick fixes, it ain't gonna happen.

There are a number of things you can do to speed things up, but the road to the dough is not quick.

Now I don't mean to be negative, rather I mean to be realistic. One of the wonderful things about being in business for yourself, offline or online, is that along the way, you get these flashes of realization, these epiphanies, that fuel you and motivate you to keep moving.

As I am writing this now, I feel that “juice” that I am actually providing insight that might resonate with someone. A feeling that it might encourage them to not give up and keep moving forward.

There will be "breakthroughs" along the way that will help you move forward if you just get out of your own way and let them happen.

Try and see the challenges and set backs for what they are. They are lessons being taught by the online gods and they will usually move you in a better direction or open your mind up to a new way of thinking that vaults you forward toward success.

Trust me these little light bulbs will go off if you keep moving forward and they will motivate you. It's pretty special.

Chapter Six Organization

This is a real challenge for me, but no matter what I have done in business, it has been made either easier or harder by my organization and attention to detail.

I will speak more specifically of this later on in this chapter, but for now just trust me; from the very first e-mail account to the first user name and password....open up Excel or some type of spreadsheet that allows you to sort and manipulate data and enter this stuff down according to how YOUR MIND works.

People will give you advice about organizing and it will be valid. But think about your home or your desk...we all organize our thoughts and things differently.

So you need to develop your own system. ***One that makes sense to you.*** There will be categories of information that cross over into each other and you may choose to reorganize later, but you can't reorganize something that isn't organized to begin with.

I personally think Excel spreadsheets are great because with a little bit of practice you can manipulate the data, change the format of things, alphabetize entries, and a bunch of other things that make storing and accessing things easy.

And when I started, I had very little experience with Excel....It's powerful!



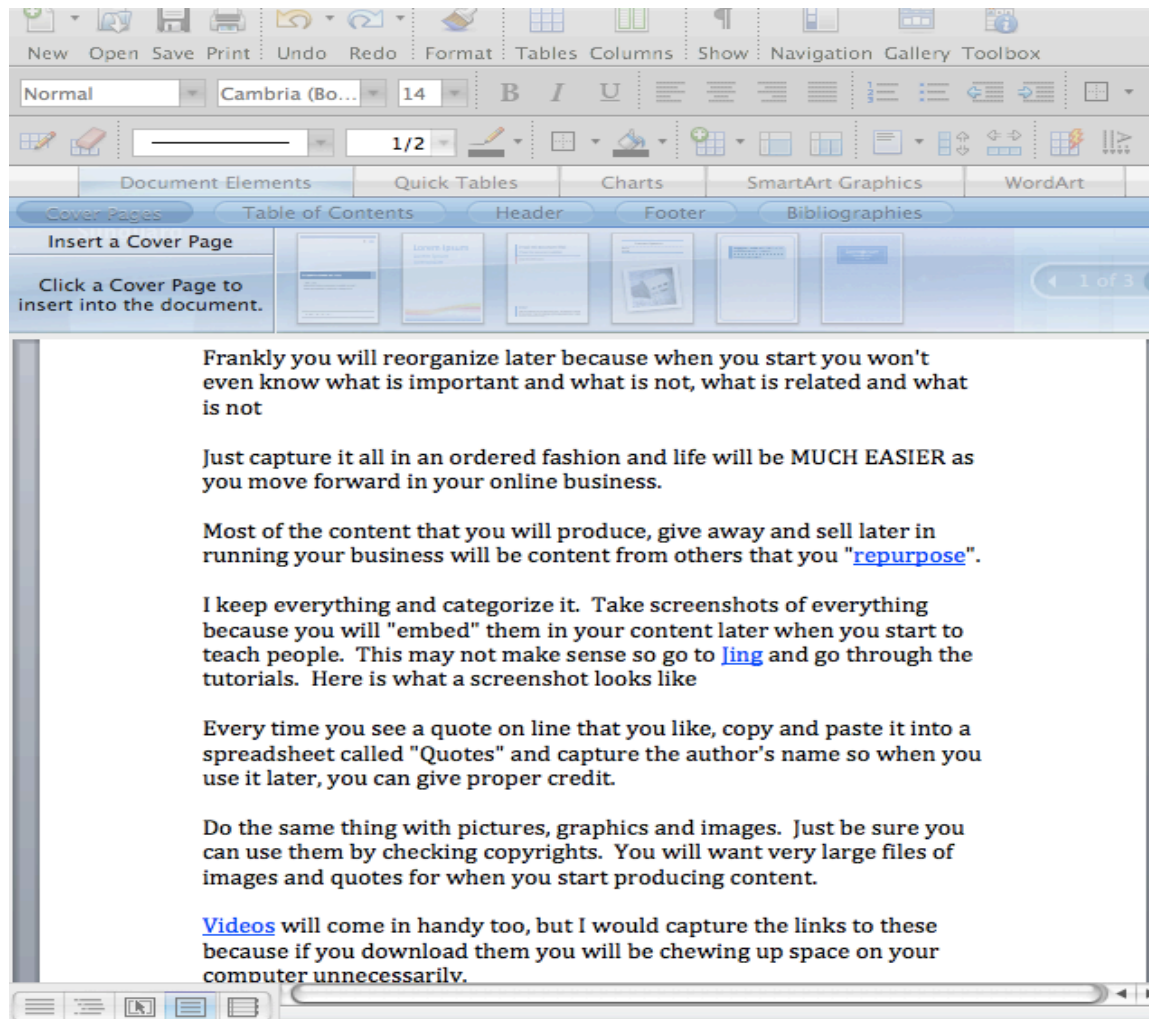
I'll bet there isn't one [successful Internet marketer](#) out there that doesn't wish he had organized better and earlier at the beginning

Frankly you will reorganize later because when you start you won't even know what is important and what is not, what is related and what is not

Just capture it all in an ordered fashion and life will be MUCH EASIER as you move forward in your online business.

Most of the content that you will produce, give away and sell later in running your business will be content from others that you "[repurpose](#)".

I keep everything and categorize it. Take screenshots of everything because you will "embed" them in your content later when you start to teach people. This may not make sense so go to [Jing](#) and go through the tutorials. Here is what a screenshot looks like: See the power in that!



Every time you see a quote on line that you like, copy and paste it into a spreadsheet called "Quotes" and capture the author's name so when you use it later, you can give proper credit.

Do the same thing with pictures, graphics and images. Just be sure you can use them by checking copyrights. You will want very large files of images and quotes for when you start producing content.

[Videos](#) will come in handy too, but I would capture the links to these because if you download them you will be chewing up space on your computer unnecessarily.



Each time you purchase and use a product or service and like it, go to the bottom of their home page and look for the link that says either "Affiliates" or "Partners". Sign up for their affiliate program and capture your affiliate link.

Save the link and affiliate page URL along with your user name and password and save it to your "Affiliate Links" spreadsheet. You may not use it right away, but you will want it later as you learn how valuable it is.

There are many ways to use these to your advantage

Sign up for lists and then as soon as you find yourself no longer looking forward to that e-mail...UNSUBSCRIBE immediately.

I consider this organization because this is where information overload can absolutely choke you and shut you down.

As good as some of these e-mail lists may be... if you can't open them in a timely fashion and digest the information in them because there are too many, then they are hurting you.

NO ONE's List is important enough to keep you from being able to execute your plan....THIS IS IMPORTANT.

That same information that you are throwing away today will be available to you later if you still want it...trust me.

On top of that some information will make more sense to you later as you gain experience and perspective. Most of what you discard today will be in one of two categories:

- Bad – not worth keeping...or,
- You are still just too inexperienced to understand it.

One of my first bosses said to me something I will never forget. “If you look at something twice and still don’t DO something with it, throw it away”. This is the cold hard truth.

Chapter Seven The Proper Mindset

Perhaps the biggest disconnect for people just starting out is that most of us have been salaried people our whole lives.

Even the youngest of us have an expectation that when we show up for work, at the end of the first week, someone is going to hand us a paycheck

You are not going to get a paycheck at the end of your first week!

As a matter of fact if you are doing this correctly you will be cutting a check to someone else during your first week for the privilege of using their service.

You will have to spend some money no matter what anyone else says. That's the bad news. The good news is that you can start your business for less than \$20.

NOTE: This will be a one time annual fee for a [domain name](#) (\$6 to \$10 max or your getting ripped off) and a monthly contract to [host your domain](#) (less than \$10/month for a one year contract)

You also **MUST** think in terms of the bigger picture. This means that you should not sign up for a list or buy a product or service unless you can see how that service or product will logically integrate into your market's network of customers and partners.

This will be difficult to know at the beginning. I will tell you, you are going to likely buy some things that you will regret buying. That's OK.

It's part of that learning process, just be very particular and when you find yourself sitting on a product that you can't use do two things;

1. Ask yourself what made you buy it? The answer to that question is probably a sales technique that you should consider learning and practicing.
2. Put the product aside and keep it accessible because you will probably benefit from it later

Another great tip which becomes obvious as you gain experience:

Every e-mail, sales page and website you view is a free training lesson. How is it organized, how is the message framed, how are the graphics and what kind of functionality exists?

You want to copy the great ones. If it works for them it will likely work for you.

As you get comfortable with HTML (you will!), you can see how your competitors have coded their sites by clicking “View” and “Page Source” on your browser.

This will give you great insight into keywords they are using and other things that you will learn later (hopefully from me ☺)

Finally you need to execute.

I know it's cliché, but don't over think stuff. Get your content done as well as you can and get it out there. It can't be crap, but decent content out there is better than perfect content sitting on your desktop.

You will get better over time with practice.

Turn your brain off and get your content out there so people will start getting to know you.

Chapter Eight Important Choices

Right at the start you should seriously consider what kind of business you want to engage in.

There are many choices and you may end up choosing some or all of them. The reason to choose one to start with is that this choice will determine what to do and when to do it.

It is also very tempting to keep taking on projects before you finish one. DON'T. A bunch of partially finished projects won't make you any money

If you don't choose early you will waste time and money. Essentially you are either driving potential customers ([Traffic](#)) to your own site or to someone else's.

Here are some different types of businesses you can build on line. You can Google all of them and each of the on line mentors I recommend in this course have excellent training on most if not all of them

- **Affiliate Marketing**
- **Your own Products/Services**
- **Network Marketing**
- **Membership Sites**
- **Coaching**
- **Consulting**

I won't expand further on these here, but I will be producing additional content on my blog and in my newsletter to address most of the things in this manifesto in more detail.

So come on over and [check us out](#) when you can

I wasn't sure where to put this piece of advice so I guess I'll drop it right here:



If you use a MAC like me you will be slightly limited initially in terms of certain cool software applications for internet marketing that only run on Windows (.exe files).

You will either need to run Windows emulation software like **Parallels** or run the MAC Bootcamp utility.

If you don't know what this means, you need to find out and since I am not technical you definitely don't want MY explanation-go look it up.

Last MAC point: Many [Internet marketers](#) sell good software without telling you in their sales literature that it's Windows only.

Unless they tell you it works on a MAC, it probably doesn't. Anyway just be aware.

I love my MAC and this is workable it just cost me some time figuring it out and making the adjustments

Chapter Nine Summary and Thoughts

My experience has been that certain people simply do not resonate with me even though they may be saying essentially the same thing that someone else is saying.

I recommend you look for this in whomever you choose to follow on line. Just because they are smart or correct, doesn't mean they will

engage and entertain you. I firmly believe you need this to learn well and succeed.

Sometimes it will be immediately obvious and other times you won't know for awhile. One thing is certain; as soon as you "get that feeling" that something isn't right, move on.

There are quite a few great teachers out there, but the [on line marketing](#) world has it's fair share of dopes too.

It is more important to unsubscribe to someone's e-mail list than it is to subscribe. If you don't do this religiously, you will be overwhelmed with unnecessary and redundant information. After a while you start to see the same information from two or more people...one of them has to go!

A funny thing happened to me the other day and it actually had something to do with nudging me to writing this course.

I got three emails in a row about John Reese's new product **Outsource Force** that was coming out soon. These were from very well respected affiliate marketers.

Well, then I got a fourth e-mail and guess who it was from? Yup, John Reese himself! For those of you who don't know John, he is arguably one of the most well respected Internet marketing pioneers in the world.

Now, I'm sure this is not a unique story, but it told me two things; one is that I am most certainly traveling in some high quality circles as far as training goes. The other is that one of those other affiliates/trainers probably has to go.

It isn't that one of them is better than another and you often have to choose. If you unsubscribed to all but a few lists, you will still have too much information to absorb it all

If I had it to do all over I would have subscribed to a lot fewer lists and taken a select few things and followed them through to complete execution and then rinsed and repeated them a few times before I looked at anything else new.

If that is all you take away from this course then you got your money's worth!

Chapter Ten Resources

I could give you a million more links, but this list is comprehensive without being too confusing.

Overload is definitely something I need to caution you about. Start with this and each one of these will lead you to other great places to explore and learn.

They all will have very helpful tutorials and information about how to use/download everything you will need to take advantage of the product/service.

We are both in the information jungle but you are right behind me and I've cut a clean trail with my machete for you!

Please let me know, after you do some research, what else you would like help with.

Send me an email at mark@internetmoneymap.com with the subject line: *Manifesto* and I will respond to you personally.

Thanks again and Good Luck! I look forward to working with you.

GO GET YOUR RESOURCES HERE!



RESOURCES

Stuff I May Get Paid For (Almost All Are Free To Start)

Comprehensive Internet Marketing Training

[Mark Ling's Affilorama](#)

[Daegan Smith's Maximum Leverage](#)

[Jonathan Budd's 7 Figure Networker](#)

The Two Best Hosting Companies

[BlueHost](#)

[Hostgator](#)

Learn All About Blogging

[Blogging Beginners](#)

Search Engine Optimization

[SEO Book](#)

Business Oriented Motivation and Leadership

[Walk The Talk](#)

Incorporate Your Business

[My Corporation](#)

Automate Your E-mail List

[Aweber](#)

[Get Response](#)

Keyword Research and More

[Market Samurai](#)

How To Build Niche Web Sites

[\\$5 Formula](#)

Create Videos Easily For Free

[Animoto](#)

Create Pretty Links

[LinkGuard](#)

Private Label Rights Products

[PLR Site Review](#)

[Mike Steup's PLR Articles Daily](#)

Outsource All Your Work

[Replace Myself](#)

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[Dreamstime](#)

Wordpress Themes

[Best WP Themes](#)

Social Media Must Have

[Onlywire](#)

Basic HTML Lessons

[w3 schools](#)

Screen Capture

[Jing](#)

FTP File Sharing

[Filezilla](#)

HTML Editors

[Kompozer](#)

There is so much more I want to share with you, but I won't because I would just be overwhelming you! Come to [my blog](#) for a little at a time.

It's pretty amazing, but something like 95% of people that take courses and purchase products on Internet marketing don't do ANYTHING with them....

I promise you that if you simply read this over a couple of times and start to use the resources in this course you will start to make money soon.

I used information from all of the resources in this course to create this E-book by myself with no previous experience.

It might not be a masterpiece, but I think it's pretty solid and gives you excellent value and direction.

Take action and do some things that are a little scary for you now.

Some people will not like what you do. “*\$&@\$&” them, plenty of others will.

Everyone has value to bring to other people. Most people just never speak up about it.

Thanks for reading...

Stay Focused And Take Action!

Mark