

Internet Marketing for Dummies

Common Terms with Easy to
Understand Summaries

"An investment in knowledge pays
the best interest"

Benjamin Franklin



Beginners Guide to Internet Marketing
(A Quick Summary)

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The information contained in *Beginners Guide to Internet Marketing* is meant to serve as a summary that the authors of this report have applied.



" Discipline is the bridge between goals
and accomplishments" Jim Rohn

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The siren call of starting a business on the Internet is hard to resist. Work when you want, do it from home, make lots of money (even when you're asleep) - what's not to like, right? You'd be a fool not to jump in and start building that website or writing a blog! Its a dream come true. But wait,

When most people start out online they have a limited knowledge of how things operate. Many of us could barely send an email when we initially got started.

Most successful internet marketers are naturally curious, however, and that is what propels them on to the next level of their business. They never stop learning and they get better all of the time.

As you get started on your quest, there are a few internet terms that you may have heard of but may not be familiar as to how they would apply to you or even what they mean. So firstly, a quick overview of what these terms mean might shed a little light on this. This is just a basic list of the most common terms.

Although the overall list or terms is extensive, these are the most common, everyday terms you not only need to familiarize yourself with, but also focus on for the short term.

"It isn't what you do, but how you do it"

John Wooden



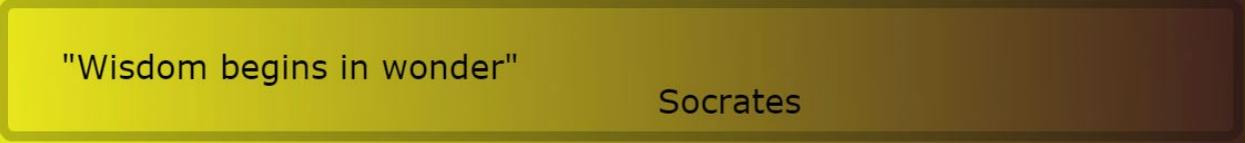
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A brief explanation of each of these terms are as follows:

1. Affiliate
2. Residual income
3. Website/blog
4. Domain name
5. Content
6. Traffic
7. Capture page
8. Lead
9. List
10. Email autoresponder



"Wisdom begins in wonder"

Socrates

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(A Quick Summary)

1. Affiliate - Most services, systems or programs that you become involved with, will likely consider you as a partner of that particular company (an affiliate). There is usually a set amount of money (income) that you can earn each time you send or refer a new "partner" to use that same service, system or program. If you are paying a monthly fee for that service, then chances are, so will the person you referred. So let's assume that your company pays out \$5 per month for each referral of yours that utilizes the service. While \$5 in itself doesn't seem like it's worth the trouble, if you had 10 people using the service, it would add up to \$50 per month. If you were to have 5 different companies you are an affiliate of, each one paying you \$5 per person you refer, now you have an additional \$250 per month. There are countless companies that pay much higher than this scenario. How about \$50 per referral every month or \$100. As you can see, your income could become quite substantial. There are literally thousands of businesses, systems, programs and products that you can earn an affiliate commission from. And if you were to get this income on a regular monthly basis, then it is what is known as

2. Residual income- which is basically an income that you receive month after month as long as you are an Affiliate of the company where your referrals are paying a monthly fee. As long as they continue to use and pay for that service, you will earn. This is what is known as "Residual Income". Something that pays you over and over, month after month.

Chances are, you may not know how to get people interested in your company, or your affiliate program. So what most people do, is create an offer, or advertisement, promoting a particular affiliate program. However, you need a location to put all your information and affiliate links, this is where you will probably need your own....

"Wisdom outweighs any wealth"

Sophocles

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3. Website- this is your home base, where people all over the world will find out about you and the services or products you have to offer. This is also the place where they can find all of your affiliate links to join your particular company. A website is basically a group of pages that you have designed and put together in a collective group for others to search and find items, articles, services or just general information. All these pages will be placed under a single location with its own address known as a....

4. Domain name-A domain name is a name that identifies your website. For example, <http://listbuildingfundamentals.com/> is this web site's domain name. Each website has a domain name that serves as an address, which is used to access the website. Whenever you visit a website, the domain name appears in the address bar of the web browser. All domain names have a domain suffix, such as .com, .net, or .org. Domain names are relatively cheap to register, though they must be renewed every year or every few years. The good news is that anyone can register a domain name, so you can get your own unique domain name for your blog or website. Now that you have your own website, your going to need substance on that site, something people can read, watch, or download from your site , this "substance" is one of the most important aspects of your online existence, it is known as

"The doors of wisdom are never shut"

Benjamin Franklin

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5. Content- content is many things to different people. But in a nutshell, it is the basis for people wanting to search you out. For most, it is information. Content comes in many forms (Audio, video, text) and is intended to inform, enlighten, entertain, or teach those who consume it. It is the "stuff" you publish. It is a compilation of information, ideas and messages. You will want as many people as you can to set their eyes upon your content. These "Eyes" are what is known as

6. Traffic- simply put, is the amount of people that comes to visit a website, There are many ways of driving traffic to a website on the internet; and you can find ways to generate website traffic in your own unique special way. We will discuss some of these ways in an upcoming message.

There are two types of website traffic. Targeted website traffic

Targeted website traffic is exactly what it sounds like. Basically promoting your website or business in a certain way, to get a specific group of people visiting your website.

Un-Targeted website traffic is basically promoting your website or business to get any type or group of people visiting your website. It's what you call general traffic, for any group of people.

Increasing website traffic takes time and skills for anyone. As you start getting traffic to your offer or site, you will want to "capture" some information from the traffic to send offers in the future, you will need some sort of

"It's not enough to stare up the steps,
You must step up the stairs"

Vance Havner

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7. Capture page-A Lead Capture Page, also called a squeeze page, is a web page with the purpose of acquiring the name and email address of the visitor. Mostly this is done by offering something for free which has a high perceived value in exchange for the visitor filling out the opt-in form on the page. By submitting his data (opting-in) the visitor agrees to receive mailings from the person offering the free gift and thereby becoming a

8. Lead- The basic definition of a lead is someone who has completed the task of filling out your capture page, squeeze page, or other form requiring their information. Web forms are commonly completed to ask a question or download a free offer. Just about anyone can complete such a form. Those who submit the forms are considered leads even though they may not have the authority, resources, or intent to purchase. These leads are just the beginning to your

"The best angle to from which to approach any problem is the try-angle"

Unknown

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9. List- A list is basically just that. Its a list of the leads that you produced by offering something to them in exchange for their email or other information. This list will become a crucial part of your success as an affiliate, so don't regard these as simply "visitors". You will want to take all the necessary steps to assure you can capture as much information as possible from every visitor. In the future they will receive offers from you regarding products or services that you can sell to them time and time again. You will do this by getting yourself a service known as an...

10. Email autoresponder- This is the location where you will set up different emails for your list to receive your future offer (s). This can be set up in a number of different ways such as a series of preset emails to be delivered to your list after they have filled out your capture page. You can also send broadcast style messages to the entire list, even to those that have been all the way through your email series. With most services, you can target a specific group or a group that has performed a certain task, such as opening a certain message or even a group that has not opened a specific message. The possibilities are endless.

"Obstacles are those frightful things you see
when you take your eyes off your goal"

Henry Ford

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Although this list is short, the learning curve on a few of these necessities can become quite time consuming. In the end, your "list" will be the lifeblood of your online business. The faster you can grow your list, the faster you can begin to achieve the financial success that you are searching for.

Growing your list of hungry buyers, waiting for your next email, doesn't happen overnight, but with the proper training, you can set yourself apart from other marketers who are offering the same goods or services.

I can show you an easy step by step method, so that you can build your list and be able to achieve your dream income, recognition, branding and reputation. Unless you start building your list, no matter how much time and money you throw into marketing your business, you will NEVER even come close to the profitability that a single list can offer you. Everything you need to begin building your list you will find in List Building Excellence.

We need to understand that the Internet is not a magical place or some sort of money- making machine. It helps you in reaching out to millions of people who use the Internet daily. If you want to grow and make more money, you have to market your product or service. In other words, you need to make people aware of your business. The internet provides the fastest and cheapest way to communicate, and it becomes an excellent medium to market your business. More people reach successful financial goals faster today than any other time in our history, all due to the power of the World Wide Web. Following the system I am sharing with you, puts you in the drivers seat for a future that many dream of, but few achieve. Welcome to the world of Internet Marketing.

Grab your [List Building Excellence](#) today!

"If you want your dreams to come true
the first thing you have to do is wake up"

J.M.Power