

# Dominate The Web

The Essential Guide To *Earning  
A Living* From Internet Marketing



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# Introduction

So many people want their own business. And what's not to want when having your own business means having control over your schedule and having the freedom to work whenever and wherever you want?

If you are reading this book, then it is highly likely that you are looking into working and earning online. Fortunately, the Internet is full of opportunities, but just like any kind of job you need to be dedicated and committed if you are serious about earning a living from it.

# The Key Concepts For Success In Internet Marketing

Internet marketing has a high failure rate, especially for newbies. But don't let that discourage you. If you go into this industry with the right mindset, it does not matter how competitive it is, succeeding in it will be possible. Here are the key concepts you need to understand to avoid making mistakes early on:

## Work Part-Time With A Full-Time Mentality

One of the main reasons why so many people fail at Internet marketing is because they do not prepare enough for it. Having a 9 to 5 job might mean that you are only able to work as an Internet marketer for a few hours—about 3 to 4 hours a day, but that does not mean that you should work on it with a part-time mentality.

Before you get to take it easy and fully quit your day job, you need to work with a level of intensity. This means working on it with the same full-time mentality that you would with your job. It's important that you care about growing your business and put the required energy into it.

## Build Your Assets Online

To successfully create your own business online, you also need to build assets, especially if you dream of quitting your day job. What most people might not realize is that a 9 to 5 job is only considered a source of short-term income. You might earn thousands of dollars a month, but it is still basically considered short-

term income. Why? Simply because when you stop working or when you get fired, the money stops coming in immediately.

With a day job, if you do not put in the hours, you don't get paid. And if you want to be able to afford the luxury of quitting your job, you need to look for ways that will help you stop trading your time for money. One excellent opportunity to generate long-term sources of income is to build your online assets. Here are some of the ways this is possible:

- **Leverage On The Internet.** There are so many sources of free traffic on the Internet such as forum marketing, social media marketing, guest blogging and video syndication. Using these resources right, your website and social media accounts will pull in visitors and allow you to make sales. By establishing your position online you can tap into these sources at any time to generate a flow of traffic and hence income.
- **Leverage On Fellow Internet Marketers.** Having your own contacts is crucial. But if you can create a product that other people are willing to sell then you can leverage their contacts too. The process of having affiliates selling for you, means that you can take a back seat and do less of the marketing yourself. It also enables you to reach out to a larger audience than you might be able to do on your own.
- **Leverage on your mailing list.** Build up your list and invest a lot of time in content development. Make sure your emails are interesting and not emails that will go directly to the spam folder. Do not create content that is too pushy or forceful. Do not focus on the products, services or topics that you are promoting because doing so will only bore visitors and subscribers. Instead, focus on your customers or your visitors. Email is still

one of the best methods of Internet marketing. It's very easy to send them out regardless if you have 10 people or 10,000 people on your list, but you need to give them incentive to read them and act upon them.

- **Leverage on your reputation.** All marketers, even bloggers, start out with no following. But the more time they spend on marketing, blogging and posting on social media, the more exposure they get, the more popular they become and the more followers they get.
- **Leverage on outsourced work.** If you finally get to the point where you are earning more than enough money, you can consider outsourcing areas of your work to other people, so you can focus on marketing yourself. Remember, if you want to be your own boss and have your own successful business, you need to continue working hard, despite achieving success.

## Outsource To Build More Assets

Having your own business might make you want to take on all the tasks and deal with them yourself. But in order for you to become capable of expanding, building more assets or reaching a bigger audience, you will need to consider outsourcing some of the work from time to time.

Even if you have already built solid assets that generate constant income, you still have to look for other ways to expand and one way to do that is by leveraging on other people's time. Therefore, consider outsourcing other tasks like SEO services, design and layout, article writing and content or promotional emails.

## Create A Plan

To increase your chances of achieving success, you need to put together a logical business plan. You need to build your credibility and gain the trust of your potential customers. Making a business plan will help you determine the areas which you are weak in, allowing you to outsource as opposed to failing at it yourself. Therefore, make sure to create some room in your plan to find a partner or freelancer who you can work with. If you are great at networking but lousy at writing, then you have to find a partner or outsource the task to a person whose skills perfectly complement yours.

While it is important to make a plan, avoid making the mistake of over planning, as doing so will result in inefficient work and complications. For most people, elaborate plans do not get implemented. It's great to have ambitious goals, but to reach those goals, come up with manageable and simple plans, so that your next steps do not overwhelm you. Small steps or smaller projects that get fully implemented are much more valuable than an elaborate one, which is only 50 percent complete.

## Increase Your Credibility And Learn From Criticism

As an Internet marketer, you have to make an effort to create content that is compelling and interesting in order to stand out and beat the competition. Your blog posts, social media posts, email titles and content will all help to establish you as an Internet marketer and effectively brand you into your chosen niche. If you keep on blabbering about the same things that others have for years, you will limit your reach. Consider new topics, develop your own ideas and most importantly be a resource and authority within your niche.

If you feel that you need more expertise in your niche, do not hesitate to ask for it. Making stuff up or writing about topics you know nothing about may be sustainable in the short term, but for you to be at the top of your niche you need true expertise and knowledge. So if you need help, get out of your comfort zone and ask questions. Be a student and attend seminars or conventions about your chosen online business model and niche. Research real-life examples and learn from them. Make connections and ensure that you always keep thinking and learning, so that you can move your way through your field and expand your customer base.

Aside from asking for help when you need it, you also need to understand and remind yourself that there will always be people out there who know more about the topics you talk about or the various methods of promotion.

When these people voice their opinions, rather than being defensive, listen to them and consider their viewpoints. By staying open and expanding your knowledge you give yourself the best chance of finding the right strategy and model for your business.

## Chapter 2: Monetizing Your Skills And Assets

To ensure that your business starts off on the right track, you need to thoroughly study yourself and ascertain the knowledge, skills and assets that you have. Are you great at writing content? How about graphics design? Do you love analyzing statistics, programming or networking?

Regardless of what you excel in, it's useful if you can learn something from each of these areas. Increasing your range of skills can improve your chances of success in Internet marketing tremendously, by reducing outsourcing costs and improving your effort to results ratio e.g. how effective your work is.

### Writing

Writers are always in demand in the Internet marketing industry. If you have the ability to write, take advantage of that skill and explore areas such as; article writing, copywriting, ghost writing, content development and newsletter publishing. So many people assume that writing is easy, but the difference in quality between writers is huge. A good quality writer can be the difference between success and failure, hence why some can demand such large salaries.

### Graphics Design

There are plenty of opportunities on the Internet for graphic designers. One of the most common way for designers to earn money is through freelancing for one off

tasks that individuals or businesses need doing. This can be a great way to earn an income and you have the potential to turn single tasks into long term contracts. If your business isn't going to be design based then you can still use your skills to create a beautiful site with attractive sales copy and banners. These small improvements can cause much larger changes in your income.

## Statistics

Earning money online requires you to analyze and study the statistics, so you have an idea about what your next move or business strategy should be. Take note of your website or ads' click through rates, your impressions and your conversation rates. If you are overwhelmed with these terms, don't be. There are tools that can help you analyze these statistics like Google Analytics and Statcounter.

## Programming

If you excel at programming, monetize that skill by installing scripts like the Butterfly Marketing script on your site. This script is a content management system that allows you to sell various digital products. Whenever people buy your product, they automatically become a member and an affiliate marketer. As affiliate marketers, they get sent a unique link that pays them their commission for every person they refer or every sale they make.

If you know any HTML, CSS or PHP you'll also be able to use this to help customize your site to make it more user friendly and aesthetic. This will help to increase your conversion rate. If you're struggling for startup capital or just need some extra income then you can also look at freelance programming.

## Networking

This is the most important skill that any Internet marketer should have or should learn. This skill is extremely valuable especially when outsourcing or looking for JV partners and affiliates, who will be crucial in growing your business and allowing you to take a more hands free approach.

If you want to succeed at Internet marketing, you need to invest the time to understand how you can properly market the skills that you have and commit to learning the skills that you lack. Just like in any field, if you don't already have the skills then you can learn them. You can attend summits, conventions, seminars and study Internet marketing courses. Keep in mind that this industry is a competitive and fast-paced environment, so you need to stay at the front if you want to be profitable in the long run. You must be willing to learn, even if it means going out of your comfort zone.

# Chapter 3: Choosing The Right Revenue Model For Your Business

As the Internet grows and develops, more opportunities are created and new entrepreneurs are able to earn a living online. The reason why the Internet is an ideal place to start your business is because of its low barriers to entry. Unlike a traditional business, an online business can reach customers from all over the world and without the costs associated with brick and mortar businesses. There is no other type of traditional media whereby you can easily reach such a large audience. Internet marketing is also extremely flexible; you don't have to work from a specific location and don't necessarily have to work at a specific time.

The number of opportunities for generating revenue on the internet is vast, but before deciding which path you want to follow you should first examine some of the more common revenue models.

## Blogging

Blogging is probably one of the easiest revenue models that you can follow. Anyone who has the determination to create good content and is willing to put in the required effort to plan and execute marketing strategies can become a blogger. In fact, even those who cannot really write can invest their efforts making video or picture blogs.

What's really good about blogging is that you can blog about absolutely anything that you want. Think of the things you are passionate about and write about them. Share your thoughts, ideas and knowledge. As long as you have

interesting content, you'll be able to attract and keep readers, who you can monetize by setting up affiliate programs and displaying ads on your blog.

Blogging is a low risk venture. You can create your own blog at no cost on free blog sites like WordPress, Tumblr, Blogger and LiveJournal. Having your own domain name is relatively cheap also. It only costs about \$10 a year, which is a small sum to invest in a business which could generate far more than that in income every day.

If you only update your blog every 1 or 2 weeks, it could take you a long time to earn any substantial income. If you want to become your own boss earlier, then you have to blog more as well. Keep in mind that success doesn't happen overnight, but to earn money in the meantime you could look for bloggers who will pay you per post or entry you make for them.

## **Affiliate Marketing**

Affiliate marketing has been one the most profitable revenue models available on the Internet over the last decade. All you do is promote other people's products or services and earn commissions based on purchases from customers that you send their way. The best thing about affiliate marketing is that you do not need to manage your own website. You won't even need a domain name. However, there are some affiliate marketers who do create their own websites to expand their marketing efforts, reach bigger audiences and increase their chances of making a sale.

The reason why so many people try affiliate marketing is because the commissions are high. You can earn commissions of anywhere between 50 to

100 percent, without having to produce your own products or services. All you have to focus on is driving traffic to your merchant's site.

There is no scarcity of opportunities in affiliate marketing because there are always new products to promote and sell. However, you have to gain an edge over other affiliate marketers. Competition is really tough in this industry, which is why you should take advantage of every skill you have and learn to take the initiative to create more opportunities for yourself.

## Niche Marketing

Niche marketing refers to focusing your marketing efforts on a specific segment of the entire population. There are various niches available and they are created and categorized by identifying interests, activities, gender, age or needs.

Successful Internet marketers do not focus on individual products to promote but on whole niches, identifying what their market wants and then giving it to them.

The difference between a product and a niche is that a product can be on an upwards trend now, but it can become obsolete tomorrow. While a niche can and will always provide you with so many marketing opportunities since a niche has a wide range of products and services to promote. To become successful in this area, you need to find a niche that has not become fully saturated and an audience that needs and wants a solution.

## Freelance Services

Freelancing is one of the fastest ways to earn money online. However, marketing your skills as a freelancer is crucial to growing your income in this field, and gives you the ability to demand a higher fee. Even if your skill level stays the exact same, if the demand for your services increase because you market yourself correctly, you'll be able to demand a higher wage.

The advantage of marketing your core skills as opposed to using them to develop another platform such as a blog is that you earn money immediately rather than having to wait. Freelancers enjoy being their own boss. They get to choose what jobs to take and when to do them. But before you quit your job and decide to become a freelancer, it is important that you build your list of clients, so you have steady work and income. Even if you decide you don't want to freelance full time, it can be a great stepping stone into the world of self-employment and gives you the income to develop another business on the side if you so wish.

Be aware though that there are other freelancers out there that offer their skills and services at really competitive rates. So make sure to keep that in mind when you are marketing yourself.

## Internet Marketing

Internet marketing is one of the most competitive revenue models on the Internet. It refers to using serious marketing and advertising efforts to promote brands, products and services on the Internet. It is a collaboration of all the different kinds of online marketing strategies and also involves creative and technical aspects of

the web as well. Aside from that, Internet marketers are also responsible for strategic advert placements and running PPC (Pay Per Click) campaigns.

## Chapter 4: Invest Your Time And Retire Early

Now that you know the different revenue models which you can use for your business, you need to start developing a plan on how to invest your time and efforts to get your plans and strategies in place. Remember, the sooner you start taking action, the sooner you will start to see your business grow. Listed below are a few of the most helpful tips that can help you in achieving your goals.

### Think Long-Term

If you want to be able to quit your job, you have to stop thinking about earning just *enough*. Always remember the reason why you need to keep building and expanding your online assets—to build an online business that is sustainable and able to provide you with consistent income on a regular basis. Think long-term and create long-term goals.

If you aim too low or just focus on earning now, it's easy to fail because, whether we like it or not, we often fall short on our goals and don't meet our expectations. This is why it is really important to aim high. Having ambitious goals will make it easier for you to take small steps toward them. Set long-term goals that you intend to reach within a given amount of time, and then set short-term goals which outline the details. This will enable you to take small steps each week and see completed goals, which will motivate you to reach your long-term goal.

## Create Your Business Based On Your Interests

It is much easier to manage a business that you are passionate about. Yes, there are online revenue models that can lead to great financial gain, but if you are only after the money it will be harder for you to achieve financial relief. If your business does not revolve around products, services and topics you are passionate about, not only will you not be able to sustain your interest in them and have a hard time learning about them, but promoting them will also become impersonal. People will be able to sense the insincerity and if nobody wants to follow you or be part of your list, sooner or later, you will just decide to give up.

Building your business based on your interests has its advantages. If you are passionate and interested about what you are doing, then you are more likely to stay motivated and interested in the work that you are doing. This is what will make you get up in the morning and be ready to work.

To ensure the success of your business, you need to be able to enjoy the process regardless of whether you are seeing progress or not. Of course, nobody wishes for their business to fail, but in the event that it does, you will have enjoyed yourself and gained experience from which you can learn, should you want to try again. So figure out what really interests you and what you are truly passionate about and then choose which revenue model is suitable. Knowing what it is that gets you going in the morning is what will truly make earning money from your chosen online business easier.

## Invest In Your Business

You should expect to make some investments, depending of course on the revenue model that you choose. If there are areas of Internet marketing that you know nothing about, then you'll have to invest in outsourcing those tasks or invest time in learning about them. If you want to have your own domain name to make it easier for people to find and remember you, then you will have to purchase one and pay for it yearly. If you want to jumpstart your business, then you might have to spend money on advertisements.

Creating a business online might not cost you money, but building it up and maintaining it does. There is little truth in being able to build a business online for free. However, it is generally far cheaper than creating an offline business and there are some clever inexpensive ways you can build your businesses up. Therefore, be prepared to spend some money on your business, but remember that spending more doesn't always mean you'll earn more.

Having a job while trying to build a business can be advantageous, as you can invest some of your salary to get things started. Learn how to invest your time and money wisely, so you achieve your goals faster and get the best results possible. In addition, as a person with a start-up business, you have to come up with innovative ways to entice and attract followers and visitors. A lot of Internet users get bored easily and are fed up with seeing the same campaigns and marketing strategies over and over again.

So every time you create a post or send out an email, be sure that it's something new and fresh. Continue to expand your marketing and constantly be re-

evaluating and improving your campaigns. If you keep relying on the same marketing strategy and don't make an effort to keep up with the times, you'll get less than optimal results. Get ahead of everyone and keep a close eye on developments and shifts in marketing, advertising and communication.

Also take note of your visitors, clients and customers' feedback every time you make a change in your advertising and marketing. Their reaction will allow you to evaluate your change/s in strategy and help you decide whether to continue that approach or to create a new one.

## **Be Your Own Person And Follow The Path You Want**

The idea of earning a living off of the Internet is a foreign concept to so many people. If you tell people about your plan to create a business online and eventually quit your 9 to 5 job, especially within a short period of time, expect to see eyebrows raised and people looking at you strangely. In most cases, they will try to discourage you, which is why you have to have a really clear set of goals that you will follow and always keep those goals in mind.

Be your own person and never let anyone's opinion influence or change your goals. Do not let what they say discourage you; because once you let them affect you, your goals will never become reality. They will be tainted with fear and eventually regret.

Any person who ventures into the Internet marketing industry is always curious about how long it will take for him or her to achieve success. Everyone measures success differently, but the common underlying question is how long will it be before I start making money?

Truthfully, the answer to that depends on your concept of success and other factors such as the extent of work you've done, the hours you put in to your business and your overall situation. Some marketers might make a sale the very first week they start their business and then never make a sale for the next few years, while some might earn nothing for the first few months and then start gaining momentum over the coming years.

The factor that makes the biggest difference in the length of time it takes for you to see profit, is the way you've set up your business and the business plan or model that you use. But it could also be affected by the amount of time you invest in your business. Obviously, the more hours you put into your business, the faster you will reach each of your goals and the sooner you will reach financial relief. It can also be affected by how quickly you can implement each of your plans and by how effectively you can put into practice the strategies that you've designed for your business.

How fast you will succeed and be able to finally quit your day job will basically depend on the decisions you make and the steps you choose to take. If you are willing to market and monetize your skills, like article writing or guest blogging while building your business, then you'll have more money to invest. If you choose to wait until your business is making money before reinvesting, then clearly it will take a longer time for you to reach financial freedom.

## Conclusion

In the world of Internet marketing, to become your own boss you need to build a business that will provide you with consistent income on a regular basis. Once

you are able to build a solid business and achieve income consistently, then you can easily walk away from your 9 to 5 job without any regrets or reservations.

Internet marketing has a very wide reach. A logical and effective strategy has the potential to reach thousands or even millions of people not only nationally, but internationally as well. A business can be set up in a relatively short amount of time, but the best part about it is, if you play your cards right and market your skills well, it will stand the test of time.

Not having a boss and having the freedom to control your time are very tempting reasons to quit your job, but be sure that you are mentally and financially prepared before you do so. Being your own boss is great but it does not mean that you can just relax and take it easy.

The online industry or specifically, the Internet marketing industry presents significant advantages over other industries. Earning money online may give you full control over your schedule and the freedom to choose which jobs to take and when to do them, but just like any business in any industry, you still have to work extremely hard at achieving your goals to become successful.