

Learn to use the Internet to Make Money from your Home!



Time To “Get to Work!”

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1. Methods of Finding Products to Sell

- Joint Ventures
- MLM's
- Your Own Business

2. Business Plans

- Why a Business Plan
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- Keys to a **Successful Plan**

Website Design

1. Design the look of your homepage.

- See *Homepage Layout*, *Sample Homepage Layout*, and *Layout & Submission Info* Curriculum.

2. Choose keyword phrases

- See *Keyword Phrases* Curriculum.

3. Write a persuasive homepage text.

- See *Homepage Text* and *Sample Homepage Layout* Curriculum.
- Insert your primary keyword phrase all throughout the text of your homepage – see *Keyword Phrase Repetition* Curriculum.
- Apply internal marketing all throughout your homepage, including your autoresponder (if needed) – see *Internal Marketing* Curriculum.
- For Galaxy Mall custom sites, design entry pages – see *Entry Pages* Curriculum.

4. Secure a domain name (if desired).

5. Design the sub-pages.

6. Get a Merchant Account (if needed).

7. Make sure you have tracking software in place.

8. Create the meta tags.

- See *What Search Engines Look For* Curriculum.

9. Review and send-in all the paperwork and information needed to submit your site to the programmers / set-up team (if necessary).

- See *Layout & Submission Info* Curriculum.

10. Make sure you've applied all of the above strategies.

- See *Website Design Final Checklist* Curriculum.

Marketing

1. Search Engines

- The importance of the search engines and what search engines look for.

- 3 methods of standard search engine registration:
 - Initial launch / blast, register to Yahoo, and register monthly to the top search engines individually.

2. Paid Listings Search Engines

- Pay for your ranking on a particular keyword phrase. The higher you pay, the higher up on the list they will rank you.
- You can control your rankings and make your site more visible on the search engines, which will bring more traffic to your website.
- This is one of the most effective marketing tactics because it's guaranteed traffic.

3. Reciprocal Links

- Probably the most effective method of marketing a website.
- Find complementary sites to your website and offer to exchange links with them.

4. Opt-in Email & Autoresponders

- Targeted email lists of individuals that have expressed interest in your products or services.
- Email special offers and ads to these individuals.
- Using autoresponders to capture a database of potential customers; creating your own opt-in email list.

5. Ezines

- Ads placed in online newsletters that will promote your business.
- Methods of finding newsletters focussed on your target market.

6. Banners

- Purposes of banners and different methods of getting banners.
- How to create and submit effective banners.

7. Sponsors & Affiliates

- Find larger companies or organizations that will sponsor you website.
- The sponsor pays you a certain amount each month in return for you placing a banner or link on your site.
- Sign-up with affiliate programs that will bring in extra income to your site.

8. Online Auctions

- Use Ebay.com and other auction areas to promote your products.
- Utilizing auctions allows you to bring qualified leads to your site.

9. Press Release

- An article that announces the launching of your website.
- Steps involved in writing and submitting a press release:
 - Research, write, and submit.

10. Gateway Pages

- Free websites that will allow for greater visibility with the search engines. These pages link to your original homepage.
- How to find and create gateway pages.

11. Webrings

- A collection of websites that have organized themselves into a circle. Each site in the ring displays a webring navigator that links it to the next site in the ring.
- Webring.org is the largest collection of webrings on the Internet.

12. Online Classified Ads

- Draft classified ads that can be placed in both free and fee classified ad networks.
- The key is to form a good headline, and then circulate many ads in different classified ad categories on a weekly basis.

13. Usenet

- Newsgroups and Chat-rooms – online conversation areas.
- Apply schizophrenic marketing to target potential customers in the usenet areas.

14. Unique Marketing Websites

- Sites that don't fall under any of the categories that have been listed.
- Respond.com is an example that is a cross between a search engine and opt-in email.

15. Offline Marketing

- Do not forget about advertising to your local market, this is done through offline marketing strategies.
- Word of mouth, newspapers, magazines, radio ads, business cards, flyers, etc.
- The key to offline marketing is to get your website address on everything.