

The INTERNET EMPIRE

FOCUSING ON THE BIG PICTURE



PLANNING YOUR BUSINESS
WITH THE END IN MIND

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Introduction

As a businessperson, you should not allow the paltriness in your mind to get the better of you. You should not confine yourself to thinking about petty things. What you need to think about is the big picture.

This is where you strategize, foresee and plan things to implement today so that the future of your business is stabilized.

If you only think about your current expenses and the present scenario of your business, then you are going to be stuck in the rut for a very long time.

If you want you take your business to a wider clientele and really prosper with it, then you need to think about the big picture.

Here is what you need to know about looking at things in a broader perspective.

Chapter 1:

Thinking Out of the Box – Why Is It an Absolute Must?

Summary

When you are into Internet marketing, simply doing the things that everyone does is not enough. Your ideas have to reach where the ideas of other people don't. This is thinking out of the box, and that is what works in making your business stable for the long term.

Thinking Out of the Box – Why Is It an Absolute Must?

People who restrict their mindset to narrowness often have to live within that narrowness. If your business is servicing the local community very well as of now, if you only keep thinking about your local community, you are never going to go international. That does not mean you should completely neglect your base market that you have today and look at the bigger picture. We all know that a bird in the hand is worth two in the bush. But, what we mean to say here is that you should not let the bird in your hand go, yet try to get the two that are sitting in the bush.

Now, is that possible? Is it possible to widen your market even as you are trying not to lose the focus on your present market?

Well, it is all possible. The one thing that you have to bear in mind to make that happen is that you must stop thinking within confined limits. You must start thinking out of the box.

In Internet marketing, you get ample opportunities to do that. You have all the information you need to analyze your competitor market. By using services such as WhoIS (<http://www.whoIS.com/>), you can find out who the creators of your competitor sites are. You can research their websites and probably even some of their marketing strategies to find out what they are using. You can check out their Alexa ranking (<http://www.alexa.com/>) to find out how they fare on the Internet.

Once you are armed with this knowledge, you can start doing things in a better way. The most suicidal point here is to fall in the trap of monotony. If someone is adopting a policy, say email marketing, and you start adopting

the same policy albeit in a different way, you are painting yourself into a corner you can't get out of without spoiling the already painted floor.

You need to start using different methods and different policies. Even if you have to do the same things that your competitors are using, you have to do them differently, giving them your own personal touch.

Remember that people always like novelty. If you come to them with something new, they are going to look at you closely and with interest. Thinking out of the box can give you the initial push through its novelty value. After that, it is the quality of your business that really matters.

Chapter 2:

Methods of Bringing in the Traffic

Methods of Bringing in the Traffic

Traffic is important for everyone on the Internet, whether it is a small startup or a multinational giant. The only thing is that the volumes of traffic are drastically different. While a startup may have traffic in tens, global websites may have them in millions. Now, if you are planning to start an empire, it is an absolute must that your traffic goes in the millions. How do you go about doing it then? Here are the ways that most people use. Remember that you have to give all these strategies your unique approach. Using all these strategies will proportionately increase the traffic.

Marketing with Articles

Write unique articles and put them up on article marketing directories. People will read them. They will find them easily because the directories have great search engine optimization and you will be optimizing your articles through the use of keywords too. Some of the best directories to submit your articles to are <http://www.ezinearticles.com/>, <http://www.isnare.com/>, <http://www.buzzle.com/>, <http://www.goarticles.com/>, <http://www.about.com/>, <http://www.eHow.com/> and others. There are hundreds of these directories, but you have to make sure you submit on those that are popular.

You can make this tactic your own by giving your own spin to the articles. This is where you show your expertise and really shine. When people come to know that you know your subject well, you are going to progress amazingly well.

Blogging

This is almost same in principle to article marketing, but is more demanding. You have to keep the blog current by making regular posts and commenting on what the readers write. But, this could be your own public space, your nook where you write about everything that you want people to know. Blogging works because people respect a good blogger who gives quality information. Bloggers can become go-to persons very soon. If someone has a query within your business niche, they might ask you about it on your blog. When you answer that, you are stamping your seal of credibility. Other expert bloggers may also become active on your blog. In short, you can give a very personal touch to your blog and make it truly special.

Video Marketing

Video marketing through places such as YouTube (<http://www.youtube.com/>) has gained a popularity that has no precedent. This is also a very personal way to market yourself. You make a video about your business, probably with yourself speaking in it, and explain things. When people see things, they believe them better. You can actually become a celebrity on the Internet because of your videos. What's best is that people can comment on these videos and others can answer, so it is similar in concept to blogging. You can even keyword optimize your video titles so that you make sure people view your videos.

Chapter 3:

List Building Strategies – Lead Capture Pages

Summary

So how many times have you heard till now that the money is in the list? But how do you build this all-important list? Here is the best method.

List Building Strategies – Lead Capture Pages

The list is the most important ally of any Internet marketer. This is the collection of email ids of people who have showed some kind of interest in the marketer's business. Naturally, this is very important to the marketer because this is what the marketer will tap on to promote the business. If someone has shown an interest in the business, it is easy to convert them into customers. This is why lists are useful. With just a little push in the right direction, a list can vastly increase the conversion rate of the website.

So, how are lists made? In other words, how are the email ids of these important people collected? People may take some action on the website, but how to make them divulge their email ids?

One of the best ways in which intrepid Internet marketers are doing this is by using lead capture pages. These pages, also known as squeeze pages, are actually short webpages that the interested visitors are made to go through.

Let us now see how a lead capture page can be put to use.

Firstly, you will need to have a substantial product to give your visitors. This could be an eBook on anything within the subject that your business deals with. Or it could be a subscription to a newsletter. It is an absolute must that this product you design is of great quality. This is a place to demonstrate your knowledge and expertise to your casual visitors and win them over.

Offer this free to your visitor. But don't do it directly. Give them a link from where they can download the eBook or the form for subscribing to the newsletter. However, instead of taking people directly to their expected

destination, make them go through a short webpage, which is your lead capture page. This page will essentially ask them their email id, promising them alerts on more such freebies in future. It should also have a disclaimer that their email ids will not be sold to third parties.

People will usually give their email ids here, because they are impatient to get to the free goodie you are giving them. This now contributes to your list.

Now, milking the list to your advantage is up to you. You can follow them up by keeping on sending them informative and highly useful stuff (remember that your reputation is at stake here; don't send them junk or spam) and subtly promoting your business.

When people are convinced that your product will give them some value, they will become your customers.

You have marketed relentlessly, got some long-term customers probably, and you haven't even downgraded yourself with pitchy promotion. This is the hallmark of a great Internet marketer.

CONGRATULATIONS!

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