Internet Marketing Cookery

Bake Your Online Success With Easy-To-Use Recipes

Brought to you by Jeremy Gislason
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WORDS FROM A MASTER CHEF
THE COOKBOOK THAT COULD CHANGE YOUR LIFE

What a bold title, eh?

Funny too, don't you think?

But this is more than just your mother's cookbook, dear friend. This is more than just a collection of recipes that would solve your dilemma regarding what to serve for Thanksgiving dinner.

This is actually a cookbook that could change your life!

Allow me to explain, please.

You've heard so many stories throughout the years, about people quitting their day jobs because they're earning thousands, even millions, on the Internet. You've heard stories about business empires being built in mere months with their roots traceable to their online success.

You probably researched these stories to verify their authenticity. And what you discovered made you want to follow their footsteps.

The problem is: you don't know where to start.

You could forget about that problem, my dear future Internet Marketer. This cookbook which you are reading is THE first step towards building a very profitable online career.

Soon, people will be reading your success story. And if fortunes would prevail, people will also be reading how you built a business empire out of virtually nothing.

I understand your current plight.

I know how difficult it is to scramble for every bit of information regarding Internet Marketing, only to get more confused with every detail that you manage to find.

I know how difficult it is to read about techniques on how to maximize profits from affiliate programs when you don't even have any idea what affiliate programs are.

I know how difficult it is to read about the possible earnings in different online ventures when you don't even know how to get paid.

I know how difficult it is to distinguish between product creation and product marketing, between RSS and blogs, between basic resale rights and master resale rights, when no one even taught you the basics.

I know how it feels, because I've been there before.

I had to teach myself how to survive in this online jungle, and when I learned that, I had to teach myself how to thrive in this business.

And I am quite proud of what I have accomplished. And I am equally proud of the fact that I am one of those people whose online success you have probably read about before.

But looking back makes me wonder how much easier it could have been if someone was there to teach me the basics on how to make money online, if someone showed me a step-by-step process on how to make it big in this playing field.

The thought inspired me to share with you what I have learned and mastered in recent years. But there's one small problem. What is the simplest and most interesting way that can be used to teach you how to make money on the Internet?

That's when it struck me.

You see, dear friend, online success is very similar to cooking. You need the right ingredients, the right directions, and the right timing. And if you're patient, you'll have a truly delectable dish that your entire family could savor and enjoy.

If making money online is akin to cooking, then the best way to teach you the mechanics is through a series of recipes detailing what you will need and giving you simple instructions on how to proceed.

And so we have this cookbook.

A cookbook that could make you earn more income than your current employment could offer.

A cookbook that could allow you to spend more time at home with your family.

A cookbook that could plant the seeds of your future business empire.

A cookbook that could change your life!

Let me be the learned chef and I shall take you in as my apprentice. I'll teach you the basics and show you the ropes. I will make things easy for you to understand, and I will share with you some secrets that will ensure your victory in this ballgame.

And you will succeed as much as I have.

So prepare your apron and your cooking hat, dear friend. We're going to have a blast!

- John Delavera

PART ONE

HOW TO BE AN INTERNET MARKETING CHEF

Just like in the culinary arts, Internet Marketing would require some things from you before you could enjoy the many splendors it offers. After all, we won't be able to do a lot in the kitchen if we don't have the proper tools, right?

The first thing you should arm yourself with is a working knowledge of how online transactions are facilitated.

There are four fundamental components in real world trading. These are:

- Seller
- Product
- Buyer
- Payment

Basically, you will be the seller. As a seller, you must have products to sell. You will have to look for a buyer who is interested in your products. The buyer must be willing to pay for your product. Upon payment, you will deliver your products to the buyer. After which, a sale is considered consummated.

This, in a nutshell, is how businesses are conducted. It is no different on the Internet. The same principles apply.

The first step in Internet Marketing, therefore, is Product Creation. You must be able to offer a product that people will want. Of course, it's not as easy as it seems, but we will simplify matters in the succeeding chapters, and you will be provided with tips, tactics and suggestions as well.

Once you have a product that you believe is sellable, you have to look for a buyer. This stage is called Marketing. You have to promote your product and expose it to as many people as possible. The wonders of the Internet allow you to do this for free, or at the very least for minimal charge, compared to offline marketing wherein companies spend countless dollars

just to inform people of their goods. There are many strategies that can assure the efficiency of your marketing campaign, and they will also be discussed in succeeding chapters.

Once you have a buyer, you must also have a way for him to pay for your product. This is quite different from the way things are done in real life. Online payment would depend on a number of factors:

- Payment method preferred by the buyer
- Buyer's geographical location
- Payment system you have in place
- Your geographical location
- Terms of purchase

These factors should be considered as early as possible, that is, during the time when you are designing your website. You must have a payment system employed in your site that could easily accommodate any buyer's preferred payment method. Again, this will be discussed in the following chapters.

As we move along, you will discover that the many money-making opportunities that can be found online are just variations of the model we've discussed above. Yes, it's that simple. Business was never meant to be complicated.

These variations, and some proven ways to exploit them for maximum earning potentials, will be presented in the pages to come.

What will NOT be discussed in the subsequent chapters, however, is the most important requisite of being a successful Internet Marketer:

Patience.

Dear friend, if you're expecting to become a millionaire overnight, then I'm sorry to inform you that you're reading the wrong book. Nothing that grand can come so quickly, unless of course you're in Vegas and Lady Luck is smiling at you.

But you will earn a lot. That is guaranteed. All you need is a little patience in following the instructions that will be revealed in these pages.

It's a small thing to ask. After all, Rome wasn't built in a day.

This book will contain all that you'll need to know to start earning money online, and you will make money online!

But you will risk a big chance of failure if you do not practice patience.

Patience includes prudence, that is, diligently studying every scenario that you are confronted with. This book will arm you with the knowledge and the tools to succeed, but eventually, it will be you who has to apply them.

You will experience different circumstances everyday. This book will teach you how to deal with them. But ultimately, you're the one who has to learn how to adapt.

Without patience, your efforts will be for naught. Without patience, even a guaranteed victory will crumble. I can't teach you patience, dear friend. I could only tell you of its importance.

So please remember this very important requisite. Keep it in your heart, and never forget.

Once you've done that, we're ready to start.

PART TWO

IT BEGINS IN YOUR MIND
The Basics of Product Creation

Making money online does NOT start with a website, nor a domain name, nor upon acquiring a hosting service.

Making money online starts way before all those.

Making money online starts in your mind.

The common mistake is that people are in so much of a hurry to earn from the Internet that they immediately start building sites and generating traffic without having a business message to convey.

And why is that?

It's because they don't have a product to sell. Worse, without an idea of what to sell, their strategies lose focus. Their sites will just look like a hodgepodge of garbage that visitors will stay away from.

A. PRODUCT CREATION

The very first step in establishing a profitable online venture is product creation. And product creation is a process that will transpire in your mind.

Here are some simple steps to take in formulating a product that you can really sell:

1. Know what you can do. If you know how to do your own research and write in a clever and informative way, then you might want to consider information products like e-books, special reports, or articles. If you have a gift for creative programming, then you might want to

consider selling software or scripts. If you know that you can establish contacts with wholesalers of prime goods, then you might want to consider reselling them for profit online. The possibilities are endless, limited only by what you're capable of.

2. Know what people want. Do a market research. If you're targeting online trends, use <u>Overture's keyword selector tool</u> and try to do a manual search of words that are related to a certain industry. For example, you wish to come up with a product that would cater to dog owners, type the word "dog" on Overture's tool and it will show you how many searches were made about the particular word in recent months. More importantly, Overture will show you the stats of relevant search phrases that contain your chosen word. The more number of searches there are, the bigger that market is.

3. Know your possible competition. After choosing a particular market, manually do a search for it in any of the search engines available. Study the results. Are there many sites that are catering to the same market? Will you be able to compete with them by offering better products and/or a better price?

So basically, a potentially profitable product should have the following requisites:

- You will be capable of producing and delivering it with efficiency
- There is a viable market for it
- There is minimal competition for the said market

The problem that most people have is that they don't believe in themselves. They have no idea about what they could come up with.

If you're one these people, you must keep in mind a very simple fact:

<div align="center">Everything is a product.</div>

You just have to <u>choose one which you could sell efficiently</u>. And you must learn how to sell it.

B. FINDING NICHES

Now, let's go to a topic that you might have heard of a thousand times in the past few months: niches.

Niches play a crucial factor in determining your market. The basic rule is that the more specialized the target market is, the lesser the competition will be.   Additionally, the more specialized the target market is, the more passionate their needs are.

Let us illustrate. Suppose you chose dog owners as your market, but that group is too general and you might just run into thousands of competitors. Most of them would be big players, established companies that have been operating for years.

The solution is NOT to go head-to-head against these big players. You have to go around them by catering to a smaller group from the general market of dog owners. You could target Shih Tzu owners or Chinese Sharpei owners instead. Offer them specialized grooming products for their dogs' long furs.

This smaller group of dog owners is what is called a niche.

The trick is in finding a profitable niche. This might prove difficult and time-consuming, but fortunately, some fellow marketers provide lists of lucrative niche markets they have dug up themselves.

But if you insist on finding a rewarding niche yourself, Nichebot's amazingly comprehensive tools can help you on your quest. Just type in your word of choice and the program will give you related phrases and appropriate statistics. Study the viability ratio on the chart that will appear. This will aid you in determining how profitable the market is.

Jimmy D. Brown & Ryan Deiss' Niche Pay Raise and Niche Factors are two vital resources that could transform your quest for a niche into a potential gold mine. These two books have helped countless Internet Marketers find target markets that will serve them well for many years. You owe it to yourself to try them out.

C. INFORMATION PRODUCTS YOU COULD CREATE

The beauty of Internet Marketing is that you could create products with minimal cash outlay. All you need is a little creativity and a healthy exercise of your imagination.

The way to go is through information products. These require some knowledge on your part which you can share for profit. Ask yourself the following questions:

- **What do you know best?** Were you a coach for a basketball team, for example? Have you devised some groundbreaking offensive plays that not even Phil Jackson can think of? Or were you in the pest control industry perhaps? Do you have some tips to share about do-it-yourself pest extermination? Basically, your knowledge is what you will sell, so make sure that it is something you really know by heart, because that is what will make it sellable.

- **Can you write?** You will only be able to convey your knowledge through words. It would be great if you've had formal training in writing. You also have to remember that writing for the net is different from writing for printed publications. If you're not confident about your writing, or if you can't afford the time to sit down and spend many hours on jotting down your thoughts, you could always hire a ghostwriter. There are many ghostwriting services all over the web. You could try [Rentacoder](#) and [Elance](#) or this.

- **Can you market it?** After completing your masterpiece, you wouldn't want it to rot in your hard drive collecting dust, right? You have to get it out there so that people will know about it. There are many strategies that can be used to convert exposure into sales, and we will discuss them in later chapters.

If you have some favorable answers for the questions above, you're on the right track! Creating an information product should be easy for you!

Now, to give you an idea of what information products you could actually create and sell on the Internet, here is a list of tried and tested suggestions:

1. Informative E-books.   You could write electronic books about something that you know by heart. You'll be surprised by the number of people who would be interested in what you want to share.

   Most people think that writing an e-book is a pretty daunting task. This is not true. Take a look at my collection of the best free e-books on the Internet and study how each work was written. You'll be surprised to know that the one entitled "7 Viral Marketing Articles" is literally seven viral marketing articles that I have put together to form an e-book package!

   There are so many ways that you could use to come up with an e-book product:

   A. You could write one yourself.

   B. You could hire a ghostwriter.

   C. You could collect articles you've previously written and combine them into a congruent whole that you could package as an e-book.

   D. You could collect articles that are freely distributed on the web (like public domain information, which we will discuss later on) and present them in a distinct and refreshing manner in the form of an e-book.

   E. You could be on the lookout for e-books that are being sold with master resale rights, which will be tackled in the succeeding pages.

   There are more ways to produce a profitable e-book that you could easily sell. If you want to study some advanced strategies, then I strongly suggest this guide written by viral marketing guru Jimmy D. Brown.

2. Special Reports. Special reports are just like e-books, but shorter in length. Whereas e-books can run from 30 to 300 pages, special reports are shorter than the minimum.

   Special reports have taken a semblance of reverence as of late, however. People generally view them as credible, investigative pieces. If you want information on the newest way to exploit E-bay, for example, chances are you'll find it in a special report circulating somewhere.

3. Outside-the-box ideas. Sometimes, we become too fixated with established methods that we forget to innovate. The fact of the matter is knowledge can be conveyed in methods other than the written word.

   Do you have an audio or a video recording device that can transfer data to your computer terminal? You could prepare some tutorial lessons on something you know a lot about, and record them yourself. You could sell this multimedia product online as well. Or you could deliver it in a digital disc through carrier service.

These are just some of the more popular information products available today. More are bound to be invented. Who knows, you may come up with an innovative product that will revolutionize the playing field! Don't laugh, my friend. Nothing is impossible. The limit, really, is your imagination.

D. MAKING MONEY AS A SERVICE PROVIDER

Products aren't the only things you can sell.

Are you good at something that can be applied online?

Can you write content for others? Design their websites, maybe? Create programs and scripts for their needs, perhaps? Create graphic arts for them?

You could sell your skills as services for the millions of online denizens. Given that the entire world is your market, you will never run out of customers.

I have a friend who is a writer. He charges $120 for every 350 word article he writes. Too expensive you might say? You'll be surprised to know that he even has the luxury to turn down some clients.

You see, no matter how much you price your services, there will always be a market for you. Price your services low, and you'll never run out of orders. Price your services high, and people will get the impression that you're that good, and they will approach you with projects that require utmost expertise. Either way, you can never lose.

E. MY EXPERIENCE AS A PRODUCT CREATOR

These are the essentials of product creation. As we've discussed earlier, having your own product to sell is the most common way to earn money on the Internet.

I myself have been a product creator throughout my entire online existence, so I should know how profitable having your own line can be. I have applied the things we've studied so far, and they have secured for me some generous earnings.

Let me tell you how.

Paypal has become the payment method of choice for so many people. But for the life of me, I always believed that their system could offer something more. After all, Paypal has become a good part of our online lives. Somehow, the monotony of their system made things a little dull for me.

I was surprised to find out that a lot of people felt the same way.

Aha! I just found myself a market with a need!

So I thought of ways that would cater to this market. I don't remember how long it took me, but I eventually came up with the Buy Me A Drink and the Buy Me A Product systems. Basically, they made PayPal transactions more fun, convenient, and socially fulfilling.

Today, many have found good use for those scripts, and discovered really creative applications for them. Every time someone asks me if I was the one who created those products, pride never fails to swell in my heart.

Being an Internet Marketer, I deal with many clients everyday. I tell you, managing their accounts can be very difficult! There were days when I spent countless hours trying to sort out the countless data that I have to process.

Then I got to meet other Internet Marketers who shared the same problem.

Aha! Another market!

So I brainstormed once again, and tried to think of a solution that would remedy the newfound need.

I came up with the [JVManager](), which is an automated digital administrator for any online business. Humility aside, it has been hailed as one of the most revolutionary products in recent years, and it changed the way how Internet Marketers conduct their business.

Those who know me say that I have gifted hands, that I could always come up with something which can help many people and earn for myself a modest profit in the process.

I always tell them that the word "gifted" is synonymous with "rare."

I am not gifted because I am not the only person who is capable of creating products that would make life easier for many individuals. Everyone has that power. It's just a matter of harnessing it.

Truly, product creation has blessed my life with decent earnings and a degree of respect. And I am confident that it will bless you too, dear friend. After all, product creation is the most popular way of making money online.

But it's not the only way.

In the next chapter, we're going to discuss other methods of making money on the Internet. Some of them will shock you, as they are very easy to pull off!

You just read the first TWO Parts of the Internet Marketing Cookbook. Check the Table Of Contents and you'll see what else is included to the ebook.

==**This ebook is offered for your personal use through SummerDealTime.com while that offer lasts.**==

I surely believe that Internet Marketing Cooking can help you not only to get a **thorough knowledge** and thus to understand how Internet Marketing works, but also to make you *move quickly* and *start planning your online future* asap.

Yours,
John Delavera & Jeremy Gislason