



CATDynamics - Web Business Basics

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Published by Catdynamics
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Mt Waverley, 3149
Victoria, Australia



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Forward...

Hi, Chris Taylor here and welcome to Catdynamics - Web Business Basics.



This book is about giving you relevant, factual information to assist you in planning and building a successful online business without making the numerous mistakes many new web business succumb to.

I hope this will then lead you to quicker success and profits with your business and also save you money, work time and unneeded stress.

Let me stress these two major points.

1. Any business, whether it be online or off requires many hours of hard work to setup. It will take time to build and manage and require some capital.

Yes, an internet business does not require as much capital input as most "offline, bricks and mortar type businesses" however they still require due diligence and a reasonable amount of business "know how".

If you think setting up a profitable online business is easy, you have either been misinformed or you have been visiting too many "get rich quick" websites.

2. Setting up an online business will require your ongoing commitment to a steep learning curve in developing, reviewing, planning and managing your business and above all else perseverance.

At this point, I know there is no way of convincing you to the contrary if you still wish to believe that there are "quick ways" to riches on the internet and nor would I wish to do so.

However let me state quite clearly that the more time you spend on searching for this quick success that does not exist, the longer the time will be with little financial gain.

With those few words of warning out of the way, lets build you a thriving web business!

The most important thing to remember is to.... "take action and persevere" for in doing so will lead to much fulfillment, business success and online profits.



Success

If you think you are beaten, you are;
If you think you dare not, you don't,
If you'd like to win, but you think you can't,
It's almost a cinch you won't

If you think you'll lose, you're lost.
For out in the world we find
Success begins with a fellow's will,
It's all in the state of the mind.

Life's battles don't always go
To the stronger or faster man;
But soon or late the man who wins
Is the one who thinks he can.

Author Unknown.

Enjoy the book!

Regards,

Chris Taylor
Anam cara



What the Experts Forgot To Mention!

The Ultimate Web Traffic Myth

Have you noticed the number of internet marketing books using the word "secret" in their title, headline or copy?

With so many books using this word, certainly there must be hundreds if not thousands of marketing and advertising tips and tricks online that you will need to learn before you can possibly be successful?

Or is it that you can simply purchase only "one" of these books and like magic all the secrets inside will be delivering a mountain of traffic and customers just aching to give you their money?

The fact is there are no "marketing secrets" to learn as many would have you believe.

The only way to online success is by using the major or what I term "primary" marketing methods and applying them consistently.

So why do authors keep using such words and why do new business owners keep buying such books and resources?

Here are the main reasons:

- If you wanted to be a "plumber", you would do your apprenticeship and then work for someone or then start your own business. If you wanted to own a "milk bar" you get a business loan, buy the "milk bar" and start running the business. Why do we know this and why are there no so called "secrets" regarding being a plumber or running a milk bar? Because these businesses have been around for a long time, to start them is "common knowledge".
- Therefore because the internet is new and evolving, how to start an internet business has yet to become "common knowledge" and there is still many unknown aspects regarding the subject unlike traditional business. Unfortunately, many now capitalize on this "unknown aspect" by selling so called "secret information" type products thus only increasing the myth regarding internet business.
- Even if starting an internet business was "common knowledge", there is simply too much information to decipher. Unlike going to the local library, finding the business section and picking one or two of the five books on "starting your own business"; you are now on the internet. You have a world library, the business section is as big as a football stadium and books on "starting your own business online" are in the thousands (including many misleading ones).
- This final point is the most important one. ***People want to believe there is an easy way to get a lot of web traffic and make a fortune without any work; they just have to find it!*** This is just human nature.



So now knowing that primary marketing methods will make your online business successful, what are these methods?

Now if I told you that I would be running way ahead into the next section!

Recap

There is no single method or a defined number of so called “marketing secrets” online that will bring to your site an ever growing consistent stream of willing to buy targeted clients.

To be successful online requires the consistent application of several “primary” web traffic methods and techniques.

So before going out and buying that next book or piece of software, think to yourself, “do I already have books on my computer with techniques that I have not yet applied?”



Addicted to Information

Are you addicted to new information and learning?

If you are, this is not a bad thing. As a business owner entrepreneur it is actually a strength to have this trait and apply it when need be.

Many business people are “big thinkers” with many dreams, they love to create and learn.

The problem for a number of such people is regarding the detail and applying themselves consistently to daily tasks required to run a profitable online business.

Do you frequently buy books however you already have a stack off them on your shelf with techniques you haven't put in place?

Do you constantly buy more and more software packages thinking; “now that looks like a great traffic generator”, but never use it or only use it for a short while?

Have you signed up for services and not used them to their ultimate benefit or maximum use?

So how much information, software and services do you own or use right now that could be making you a pile of money if they were not only being used, but being used effectively?

Now don't be too hard on your self, we all go through this stage. In my own business the “light bulb” eventually went on in my head, why on earth was I not implementing all the information I had properly.

So, now is the time to do some soul searching. As I do not know your business, what stage it's at or what material and tools you already own, I can't tell you where you are at with this, only you can.

If you do have all the information required, get busy using it. And just remember each time before buying a new book, piece of software or service; ask your self if you really need it.

So what happens if you're not that good at detail and don't like doing it? Again, this will depend on your circumstances.

If you're a solopreneur and have limited funds, at first you will have to do all the “detail” stuff your self. As your business grows in size and income, some of this “detail” can then be outsourced.

If you have a small to medium business, the easiest way is giving these types of tasks to an employee.



Recap

Be aware that many online business owners are addicted to buying books, software and services rather than applying information they already have.

Question if you are one such person and make sure any purchases of materials are absolutely required to increase traffic and profits. Do you already have material available that you have not implemented?

Being a big thinker, a dreamer, creative and a person who loves to learn are all great personal assets, some of the best. However know when these strengths become weaknesses. Getting to know your own personal strengths and weaknesses will help your business grow much quicker.



Too Many Experts

Do you follow any type of sport?

Even if you don't, you may know that all great athletes and teams have a coach.

If it is an individual they usually have a single coach, if a team they have a coach and an assistant coach.

So what has this got to do with building a business?

How many marketing experts are there online? How many books do you have written by different authors? On top of that how many articles by different writers can you add to this list?

If a football or soccer team had five to ten coaches do you think they would be very successful? The players would be so confused by all the different opinions, tactics and playing strategies that they would probably never win one single game!

Are you starting to see my point?

Every expert online uses their own individual techniques, systems and types of websites to make profit. One expert might use one web traffic method one way while another uses the same method in a completely different manner.

This then is where the problem lies. If you keep jumping from one piece of advice to the next, how successful do you think your online business will be?

So decide on one or two experts and follow their advice to the letter. This will save you a lot of time and money, I can assure you.

The marketers I personally recommend

[Michael Campbell](#) - SEO and affiliate marketing.

[Michael Green](#) - Ebook production and marketing.

[Jay Abraham](#) - Online & off business marketing, business development & creation.

As you can see, I've separated authors into different categories or fields depending on the project I'm working on at the time. I then follow only the advice of one.

Now if these people or even my own advice is not your "cup of tea" so to speak, the advice still stands. Find a marketer that has material that you like or writes in such a way that you can relate to and follow their advice to the letter. Don't stray from their advice or finish implementing a technique or project half way through to change to another "experts" method.

Over time, with practice and testing you will begin to develop your own techniques and successful methods of developing traffic thus becoming highly skilled yourself. Patience and a good work ethic is the key.



Recap

Follow one or two experts. Or one expert in each field of which you are trying to achieve maximum results, i.e.: SEO, linking, copy writing, article writing, website design, etc.

Doing so will ensure quicker results in gaining larger business profits.



No System

Businesses that are successful have systems.

If your business has no system or no systematic approach to earning profits you are dead in the water!

So do you have a tried and tested system for making money online?

My overall experience is that online businesses tend to lack systems to a higher degree than their offline competitors. The reasons are many and varied but the two main ones are:

1. Lack of any formal business training and or lack of online experience.
2. Lack of vision. (discussed in a later chapter)

As I will be giving you information on a system for your own product, service or website later on in the course, there is little need to cover this topic in depth but to only make you aware that systems are required and must be adhered to.

To put a system in place, you must have an end goal – a vision of your business or why you are doing what you are doing. Your vision should be specific, without this you will just flit from one online business idea to another without making any progress.

Recap

Exact systems must be put in place and adhered to based upon your life/business goals and vision.



Your Unique Selling Proposition (U.S.P)

What does your product, service or business do better than any other?

Why would someone want to purchase from you rather than your competition over at site x?

If you don't know, you need to find out!

Start by having a look at what you have to offer and compare it with the competition. Is yours as good, are there improvements that can be made? Maybe your product is similar to another however could be improved by asking your clients for input.

Amazingly enough, many companies online no matter their product or service sell substantially more only for the fact that they have "just" one or two additional features, benefits, information, or testimonials.

Does this mean that the consumer really needs all these extra items, in many cases the answer is no! But the consumer "thinks" they are of higher value because they are getting "more" even if the price is higher.

If you are selling a service, how do you do it differently and better than any other?

You may offer additional add-on products or services that come with you main service, it may be an intangible benefit, a philosophy or way of doing business.

What do you as the owner of the business bring to your business? What uniqueness of "you" does your business have that others are lacking, can not or are not willing to bring to their own businesses?

Once you know what makes your business stand out from the crowd, your "unique selling proposition", you then need to advertise this to your clients.

So how do you know what your "unique selling proposition" actually is or could be?

For most people it comes from "current knowledge" and or a "gut feeling" (intuition).

Have you looked at your own product or service and "know" intuitively that it could be much better?

Have you looked competitor's sites and identified flaws but you know your own site could also be so much better?

Have you seen a "need" in your industry that isn't being filled but haven't acted on it?

Maybe you already have a "unique selling proposition" but you're just not advertising the fact which if done, would result in higher profits?



And then there's this last one which is more common than you think especially if you are a solopreneur trying to start online. You know a product or service could be advertised, promoted or sold much better or differently to what is being done now but up to this point you haven't had the confidence to step out and start it your self?

People really underestimate this online. Now if you are reading this and you already have a successful business, online or off it may not matter to you so much. However if you are new to business and have been working for someone else on an average wage, there maybe is a confidence barrier you will need to eventually break through.

I have seen many marketers hit this wall myself included.

Once I decided that I was going to present my business in my own unique way, or utilize my own "unique selling proposition", that's when things started happening.

So what is my USP, I will let you figure that one out!

Overall, I'm sure you get my point so just to.....

Recap

You must know what your "unique selling proposition" is. If you don't know, you must examine your product, service and business and ask yourself what it does better, quicker faster for the client or what intangible benefit does your business bring that is unique.

Once you know, you must then advertise this to your current and potential clients.



Absolutes of Business – Online or Off

Vision

What is a vision?

What is your “vision” for your life? What is your “vision” for your online business?

Some people say that to think about such things is totally unnecessary!

But I will ask you this question.

How can you get to where you want to go if you don't know where you're headed (goals) and you don't know why you're trying to get there (vision)?

Once you know “why” you're doing what your doing, life and work becomes a lot easier. And when the chips are down your “why” will keep you motivated to continue on, without it there is just no reason to keep going.

So, how do you find the vision you want for your own life?

The easiest way is to write down all the things that you want no matter whether you think they're achievable or not. They could include material things, great relationships, becoming a healthier person, etc.

Having done this, write next to each why you want it. How having it will make you feel, why it is important to you.

Now also write things that make you feel good and you like doing. As you write and expand on these, your vision will come together.

Here is my own life vision:

“To empower people to find their highest possible emotional, spiritual and unknown potential by bringing their true, whole and authentic self into relationship with others, their environment, the world and which increasingly allows them to experience the awe and wonderment of their own amazing potential for human interconnectedness.

I will do this through personal interaction, my business, life experience and the willingness to grow, learn, love and change in reaching my highest human potential.”

Now don't think this will take just one sitting to achieve! It usually takes several attempts to reflect and get it just right.

Once you have your vision you can then start to expand on it.



Producing a “vision statement” leads to “goals” or how you will make your vision come about.

With these in hand, you will always be motivated towards your business as it will be based on the goals behind achieving your vision.



Now what ever you do, please sit up and **LISTEN** to what I’m saying! Sit down today and in the coming days and write out your own vision statement.

I have seen way too many people start a business online only to fail and give up after a year or two simply because they didn’t know “why” they were doing it.

Starting a business just to “make money” is simply not enough and will see your business fail to thrive or even worse see you give up on your dreams and goals totally, making for many years of stress and frustration. When you are clear about where you are going it is easier to focus and therefore results are achieved over a shorter time frame.

If you currently have a successful business online or offline, this would be a great time to revisit your mission statement and if you don’t have one it is certainly time to start writing one.

A mission statement for your business and a vision statement for your life.

Recap

A vision of your business and life is a must to succeed. If you have no idea “why” you are doing something, the “how” can’t even be looked at. Sit down and write your vision statement today! From this will come goals that will make your vision come to life and then a plan of “how” can be established.



Life Time Clients – Building Relationships

Would you like a one time purchase customer or a life time client who values your advice, refers others and keeps coming back to make additional purchases?

The answer is obvious isn't it? The fact is though that very few online businesses know the value of life time clients and have in place resources, services and products that reflect this.

So how do you build a business that will retain and increase life time clients? You maybe surprised that you already know the answers.

How many businesses do you currently deal with online or off line with regard to your web business? How many websites have you visited and revisited because they stand out from the rest in content, navigation, free services, etc.

How many businesses do you deal with in regards to your personal life? Maybe a hardware store where you always buy your maintenance needs, maybe a white goods store you've been going to for some time. It could simply be the same place you get your hair cut every few months.

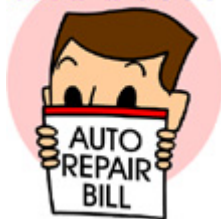
If you are working a day job, which companies or representatives of companies do you enjoy dealing with and make repeat purchases from?

What is the common thread with all these companies and people? Why have you have chosen one business over another when their products were exactly the same?

Not only have they provided efficient/effective service, but in most cases they have gone the extra mile and they have "built a good relationship" with you on a personal level.

Do you keep going back based on these two factors? Of course you do.

WHAT????



Now let's look at a really great example; trying to find a good mechanic! - at times like trying to find the old needle in the haystack!

Now this is one of my own experiences with business so listen closely.



Having worked in the automotive trade and repaired and sold a few cars when I was younger, I know my way around an engine. Although not a certified mechanic or any kind of “motor Rembrandt”, I still know enough.

Over my life time I have tinkered with my own cars as well as taken them to various mechanics.

On one such occasion I purchased and gave to the mechanic parts to fit to my car as his prices for the parts were excessive. On return of the vehicle he had charged me for fitting both parts however had only fit one and the other simply tightened the bolt and put a new minor part in.

In the above case, the dishonesty was quite blatant. Maybe he thought I just wouldn't notice? The reason for moving on with other mechanics was literally their inability to give any where near decent service and honest advice.

My current mechanic is a gem! He gives great service and advice at very reasonable prices, is honest, reliable and guarantees his work, several reason why I return to his business.

Now how many times have I gone to him?

Four normal services and two major problems have been fixed by this current mechanic. My sister has started taking her car to him and my brother intends to in the next coming months.

Can you see what's happening?

He is offering a service I haven't been able to find any where else. He put in extra effort at the start of our “client relationship” (and still does) with a few free extras and by keeping my old car up and running at a time when I needed it.

How much money will he now make from myself and personal referrals who then become life time clients?

So where do you start?

1. Simply start by making a list of all the reasons “why” you are a client of a given business as discussed above. Right them down, as many as you can think of.
2. Make a list of the many features and benefits of your favorite websites. They don't have to be sites which are in your business field; they can be sites on anything.
3. Look to your competition and see what you think they are lacking and what could be done better. Then ask your self, if you were a client of your own business what would absolutely blow you away and make you a “life time client” in regards to additional services, products and benefits?

With these three lists, ideas will start to come together quickly and easily.

The final step is to test your ideas!



By testing you not only know more about your clients needs, you also start to build relationships.

Crunching the numbers.... (profits)

Statistics tell us that it costs six times the amount to get a new client than to keep one so let's compare.

A single product costs \$50. To acquire a new customer each time for this product costs \$30.

So lets sell the product 6 times minus acquisition costs $6 \times \$50 - 6 \times \$30 = \mathbf{\$120 Profit}$.

Again our product costs \$50 however this time we are selling to our life time client at 1/6 of the normal acquisition cost of a new customer therefore \$5.

Our now client purchases 6 different products. The first purchase acquisition cost would be at \$30 however every purchase thereafter would only cost \$5. So total acquisition cost would be $\$30 + 5 \times \$5 = \$55$

Total products sold $6 \times \$50 - \$55 = \mathbf{\$245 Profit}$.

So as you can see from a profit stand point, **long term clients** far out perform one off customers! The above example illustrates a single client, imagine thousands! I will let you do the math.

Based on statistics, **long term clients** also bring in many more referrals as compared with one off customers.

Now for the great news! People purchasing goods online who completed a customer survey ranked customer service as the poorest aspect of doing business.

Recap

Find out the needs of your clients then give them more than they need by offering a better relationship, services and products than any other business currently.



What Successful Businesses Do While Most Avoid

Content is King!

We have all heard these words and yet with so much online automation, business still try and put minimal content on their sites and then expect to make sales!

Software and online tools are all excellent for increasing traffic and profits but first and foremost there has to be a product or service (content) of some type for these items to be of use.

It is easy to recognize this on some of the top online sites big and small -

www.amazon.com
www.htmlhelp.com
www.writerswrite.com
www.terrificpets.com
www.knittinghelp.com

How much content is on these sites? A huge amount and it either had to be built by the webmaster or outsourced to a designer.

It is also the same for any type of site whether it be a mini/sales site, online directory, membership site, service site, freebies site, etc.

Just think, when you visit a site what are you looking for?

Good information, products or services that will “solve your problem”. If you click on a site and it has little of these what do you do? Simply leave and **never return!**

So it is quite simple when looked at rationally and from a “bigger picture” perspective.

All successful business owners online **build content, products and services first** and then automate the process to bring in more clients and profits.

Un-successful business owners (98%) **avoid building content, products and services** and continually purchase software as the quick fix alternative, looking for the quick fix income and profits.

Online business as with any other requires a good work ethic, some business smarts and perseverance.

Plan your business, build good useful content and then offer this to clients and you will do extremely well on the internet.

Seek the quick fix, overnight income solution and you will be profitless and out of pocket for many years to come!



Application – Your Success Habit

How well do you “apply” yourself to finishing a single task within a time frame or setting up a complete system for one marketing method and maintaining it “consistently” month in month out?

By far the biggest problem for most solopreneurs and businesses online is “application” or lack there of.

Lack of application is encountered in a number of areas including, but no limited to the following:

Side tracked by:

- other projects
- too many projects
- doing tasks you like rather than doing task you need to do
- non-income producing tasks
- interruptions when working from home

Marketing:

incomplete marketing campaigns:

- no marketing campaign
- poorly detailed campaign
- no or little prior research
- under budgeting of campaigns
- poor sales copy
- no testing
- application of ineffective marketing techniques
- plus many others

Personal:

- tired
- busy

So in effect what we are talking about is “time management” and “time structure”.

The first step to solving this problem is to take an inventory. How much time per week do you or your business actually spend on tasks that will return income now or in the future?



These tasks would include

- testing, setting up and running web traffic systems
- producing and improving website content
- testing and setting up “relationship building” systems
- producing new products and or services
- setting up “up-sell” systems
- testing sales copy

If you find that you are only spending 50% or less on these items, this must be changed.

Below is a “time management matrix”. Most of your time should be spent in quadrant II.

	Urgent	Not Urgent
Important	I (MANAGE) <ul style="list-style-type: none"> • Crisis • Medical emergencies • Pressing problems • Deadline-driven projects • Last-minute preparations for scheduled activities 	II (FOCUS) <ul style="list-style-type: none"> • Preparation/planning • Prevention • Values clarification • Exercise • Relationship-building • True recreation/relaxation
	Quadrant of Necessity	Quadrant of Quality & Personal Leadership
Not Important	III (AVOID) <ul style="list-style-type: none"> • Interruptions, some calls • Some mail & reports • Some meetings • Many “pressing” matters • Many popular activities 	IV (AVOID) <ul style="list-style-type: none"> • Trivia, busywork • Junk mail • Some phone messages/email • Time wasters • Escape activities • Viewing mindless TV shows
	Quadrant of Deception	Quadrant of Waste

Reference: The Seven Habits of Highly Effective People - Stephen R. Covey



So how are you going to manage your time better having identified a number of factors that waste your time?

Write down your tasks in order that need to be completed. Complete each task completely in order of priority. Time spent in preparation (Q2) should amount to 80% of all work done on a weekly basis.

Constantly re-evaluate each week to make sure you are staying on track.

The final point is to always have your tasks in front of you for they are of no benefit once written up then placed in a drawer where you can't see them.

Perhaps a whiteboard/pinboard located in your work office would be beneficial.

Each of these tasks is then broken down into single steps, written up, then followed through to completion. Completion meaning absolutely finished or improving/testing until that given task is producing the results desired.

This is but one task method that can be used. The main point is to establish some type of system that will suit and work for you.

Recap

“Lack of application” is the most significant problem of online (and offline) business today and why it has been placed last in this section.

You must, must, must apply yourself to your business in a consistent fashion when starting, producing and completing all tasks, systems and projects.



A Web Traffic System To Suit Your Business

Traffic & Trust

Online you need two things to succeed, these I have termed – **Traffic & Trust**

The reason for breaking your business into two such sections allows you to more readily pin point exactly what you need to work on to increase profits.

If you have “traffic” but few sales, the “trust” area needs to be looked at. A decent sales rate but little traffic means your traffic methods require more work and optimization.

1. Traffic

The main and most effective “traffic” builders.

- Search Engine Optimization (SEO)
- Linking
- Articles
- Joint Ventures (JV's)
- Press Releases
- Affiliate Programs

2. Trust

The main and most effective “trust” builders.

- Sales Copy
- Ezine (online newsletter)
- Email Course
- Free Ebook
- Reviews
- Referrals
- Forums
- Articles
- Branding

The type of website/s you currently market will help decide which of the above “traffic & trust” methods you wish to implement or improve.

Unless you have endless resources (of income and time), the way to succeed is to choose one or two “traffic & trust” methods to work on until success is achieved.



All traffic methods I have chosen above are classed as “free methods” apart from the requirement of some initial software and services.

This does not mean to say that purchased advertising does not have its place and can not be used. From my experience however it takes just as much time to become proficient at paid advertising campaigns as it does free ones.

Now you may be thinking that’s not many methods.

Let me reassure you that to become an expert and proficient in just one of the above methods takes time does, however in doing so you will obtain more traffic and income than thought possible!

Analysis

Before venturing into the next section where we start on specific methods for different sites, you should be able to view your business and ascertain which areas or methods your website is lacking.

Even if you are receiving little traffic, are you converting (trust) these people into clients? Is your conversion rate high enough even though there is little traffic? Which methods do you feel should be improved to gain more traffic and sales?

Draw a line down the middle of a piece of paper and at the top of one side write trust and the other side traffic. Note what is lacking with your business and then from the list write down the methods that will improve these problems.

If you are yet to formulate a vision and goals for your business as mentioned in the earlier section, now is the appropriate time to do so.

Recap

No matter what terms you choose for the concept of “traffic & trust”, both methodologies must be incorporated into your business for it to succeed online.

Dividing your business into two such sections easily allows you to isolate problems and quickly find solutions thus saving time and effort.



Website Types & Income Methods

By no means are the following three methods the only way to earn income online for there are many, many other types of sites and income models. These however are the most widely used and easiest (if there is such a thing) to plan, set-up, promote and earn income from. They are:

1. Mini sites. (Other names include sales site, single product site, three page site, etc)
2. Affiliate programs - this section looks at selling products without a website of your own.
3. Theme sites. (Content sites)



Mini Sites

There are many ways to make money form “mini sites”. Mini Site usually refers to a very small site with only a few pages (3 to 10).

In this section I concentrate on selling a “single product”. This can be an ebook, piece of software, a service or even simply “list building”.

The Most Important Factor!

Much of this book has been focused on planning appropriately.

Once the planning is completed you ***must see your plan through to the end to be successful.***

I have a current client with an excellent ebook of which the topic has huge demand and his book is only one of two on the market.

Like he stated; “I have put six months, time, effort and money into this book, I am not going to quit now”.

With a little testing, editing and site marketing, we will have his book selling 500 to 1000% more copies within a month or so.

So don't get to the 80% point of your work and then quit.

Do a bit more testing, build a better linking campaign, write that pop-up course, launch that press release, do more research, get your sales copy professionally written, have your ebook edited by an expert, get help if you need to.

Plan to Succeed and Succeed by Finishing!

Your Product – Is There Demand?

Simple & quick ways to ascertain if demand for your product or service is present before taking steps to create it.

1. Use [Nichebot](#) & [Word Tracker](#) to research your keywords and get an idea of competition.
2. After choosing your keyword/s, do a search on Google and see how many “Adwords” (right hand side of the screen) advertisements appear.

Click on these ads to see exactly what they are selling. Are they selling a product the same or similar to yours and at what price? Set up an excel file and check the same keywords over a two week period, Whose advert stays and whose drops off?



It is best to change your Google 'preferences' to show 100 search findings to examine the ads more easily.

3. Set up your own free [Adwords](#) account and see what amounts are being bid for your given keyword.

The next few tasks also help with the above and it will help you decide whether there is an exact need for your specific product.

1. Do a search for your keywords on [Overture](#). Under the top search result click on "sponsored linking" and then click the "view bids tool".

This will give you the prices of all bids. In general a higher price means that there is much competition and demand for that keyword and product.

Click on a few of these links to see exactly what is being sold.

2. Start asking questions on forums associated with your business and product. Does anyone own similar products. What was good about the product or bad, improvements that could be made and so on?

3. Get a survey done.

4. Write a short email course, set-up a website and get traffic to the site using [Adwords](#). At the end of the course get subscribers to fill out a survey stating whether they would find your new product useful and if they would purchase it.

Product – Service Production

This part is straight forward really. Being that it's your own product, you should already know how to produce it or least have some idea.

I will say that if you are writing an ebook, by far the easiest method is to produce it in Microsoft "word" or similar and then convert it into "Pdf" using [Adobe Acrobat 7](#)

Setting Up

Again, setting up your website, domain name, etc can be done using [Web Traffic Toolz](#)

Testing

You must split test! This simply means to test different parts of your sales copy, headings, pictures, price that are on your sales page to determine the highest sales percentages (website hits to sales).



At this stage though you have a choice!

You can split test your product by driving clients to your site using “paid methods” such as [Adwords](#).

Or

You can start building traffic to your site and then test with free traffic.

Or

The best option; do both at the same time!

Here are two split testers, one simple (free) and one advanced (paid)

[Split Analyzer](#)
[Stuffed Tracker](#)

Let me make this very clear. **Testing can and does make & break many businesses!**

Fail to test and your business can go under or you could be **losing \$000's lost revenue every year**. Do not fail to test.

Marketing Your Mini Site

One of the best ways to market your own product is with an affiliate program. You can have hundreds if not thousands of people advertising your product or service all over the net for free.

Here are several affiliate services, scripts and payment processors to consider:

[ClickBank](#)
[PayDotCom](#)
[PayPal](#)
[Ultimate Affiliate Software](#)

At this stage we get into the nuts and bolts of web traffic and marketing. As much of this is similar for some sites I will cover web traffic methods in detail in the following section.

Planning & Your Budget

After completing your research you should plan your whole business campaign and prepare and research a budget.

What will you do yourself and what will you outsource? Items to think about are:

Web Design



Sales Copy
Affiliate Setup
Accepting Payments
Download Area (If an online product)
Delivery
Marketing & Web Traffic

If you are a small business much of this can be organized by a staff member to set up or organize.



Affiliate Programs

Selling affiliate products or services is in many ways the easiest way of making money online and yet can also be the most challenging.

Here are a few points for & against selling affiliate programs.

For

- No website design or html skill required as you are given a url/web page to promote
- In most cases all sales material (copy) is supplied (in most cases)
- The sales process is taken care of, you simply collect the income after the sale.

Against

- You have to trust that the company will pay you for all sales
- Sales testing must be done to ascertain the exact ratio of sales to hits – whether the products sales copy is producing appropriate results
- You have no control over the sales page
- In many cases, income from additional purchases (secondary sales) made by your customers will not be paid to you
- 100's or maybe 1000's of other businesses will be advertising the exact same product online
- Most free traffic methods such as search engines cannot be used as duplicate (affiliate) urls are not accepted on the SE's. Constant paid advertising is then required for product promotion.
- If the company of the product you are selling goes out of business, the product and also all the marketing work gone into having that product achieve sales will become redundant. You then have to start over with another product

Although there are many negatives of selling affiliate products using just an affiliate url, it can be done. It does however require much sales testing using many types of online marketing and advertising channels.

In addition to this you are always at the mercy of any and all changes that the products company may wish to introduce.

As you can see I am not really “for” selling products just from an affiliate url due to the many potential negatives.

If you have a theme site that sells affiliate products, this is entire different matter as you have the opportunity to develop a relationship with your customers, up-sell and even at some stage introduce your own product or services.

I will go into further detail regarding this in the next section.



Picking An Affiliate Program

Here are some useful guidelines when choosing an affiliate product to market.

- The affiliate program should be free
- Life time cookies should be a prerequisite
- Statistics on average sales to hits should be provided
- The ability to contact other affiliates for questioning
- Marketing material should be available to help with/improve sales
- Additional help, information and resources available to make your marketing job easier
- A reasonable commission offered in alignment with the type of product and its price

Marketing & Sales Testing

The main ways of marketing your affiliate product urls are.....

- PPC (pay per click) advertising. E.g.: Google Adwords, Overture. (Yahoo)
- Ezine advertising
- Email campaigns
- Text link and banner campaigns
- Blog advertising

No matter what type of advertising you decide on, you will have to write up your own advertisements and test them. You will also need to track exactly which advertisements are working and what method of advertising are giving you the best returns or profits.

To do this, here are some recommended resources.

[Red Hot Copy](#) - *Lorrie Morgan-Ferrero*

[HyperTarcker](#) – Tracking service.

[Stuffed Guys](#) – Tracking software.

From here on in, it's just a matter of testing, testing and more testing!

After looking at the price for the “sales copy” book above some of you may be saying..... “But I don't want to pay that much money”, which is a fair comment.

However if you think about it, sales copy or writing is the most important aspect of making money online! Good copy will make you a fortune, while average copy will keep you broke.

Even if you have 10,000 hits to your website a day, if your potential clients aren't convinced to read further you're business could be dead in the water.



And this applies to every promotion online whether it be a sales page for a product or service, a introduction to a free book, a sign up page for your newsletter, a text link with a description, a banner, an email advertisement, even your email signature and the list goes on!

Thus we come back to creating “Traffic & Trust” online to make money.

Therefore, even if you can afford to pay for the sales copy to be outsourced for your front page (\$3,000 to \$10,000), unless you decide to outsource all your work for every single piece of advertising you’re going to undertake, becoming proficient at sales copy to some extent is a must.

I cannot emphasize this enough.....

No matter what you are trying to sell or promote online, Sales Copy is the one item that you must get right every time to make top profits period!

If you take anything away from this report book at all, make sure it is the above.

Once you’ve decided on an affiliate program and chosen your type of marketing/advertising method it is then a simple matter of testing your sales/profit return on each promotion and improving on it by doing more testing.

For Example

You may start by placing two ezine advertisements in the one ezine but making the headings different.

Or setting up a “Google Adwords” account and placing five or ten ads all for the same product but with different headings and titles.

Or start two different email campaigns doing similar to the above.



Theme Sites

A theme site is just that, based on a theme. Cats, dogs, business, software, trailers, acne, rowing, sport, cars, toys, bikes..... And the list goes on.

You can have a broad themed site such as "cars" or a smaller niche themed site such as "BMW's", "car mechanics" or "tyres".

Your theme site is then broken down into smaller sections. If you had a site on "car mechanics" these sections may include:

- repair tutorials
- new & used parts
- accessories
- general maintenance
- mechanical workshops
- car insurance

There are plenty of examples online to follow in setting up a themed site, just go to Google and look up any of the major themes above.

No matter what theme you choose here are some general tips to setting up a website.

- The name of your website should be the same as your business theme, i.e.: "car mechanics".
- As soon as a potential client lands on your page they should know within a few seconds exactly what the site is about
- Navigation of all sections should be clear and concise
- Most people when coming to a themed site are looking for information so make sure there is plenty of this even if it is detailed information on the products you are selling
- Incorporate a newsletter/ezine as this builds trust and increases sales
- Any site, especially themed ones should have a site map and search script

Theme Site Benefits

Coming back to our affiliate products and services, having a theme site is an excellent way to sell these, your own products or a mixture of both for the following reasons

- You are able to "pre-sell" all your products
- You are able to form a relationship with your clients/potential clients
- You can sell "your clients" additional products (up-sell)
- You can collect contact information of all people that land on your site
- You can gain traffic from search engines rather than having to constantly pay for it
- You can become known as an expert within your field through your website
- You can form joint venture partnerships with other websites
- You can use many other marketing methods through your own website that would otherwise be unavailable to you



Marketing Your Site

Search Engine Optimization (SEO)

Linking

Articles

Joint Ventures (JV's)

Press Releases

Affiliate Programs

Above are the main and most effective free methods of marketing your website. As stated earlier it is best to pick just one or two marketing methods and then become proficient at these to gain traffic.

Search engine optimization is the best way of gaining free traffic. Once you combine any of the other methods with it, you will see an increase in rankings as it works synergistically, improving with every method added.

So to gain traffic quickly, stick with any of the above methods and don't get side tracked! Meaning if you choose two methods, become proficient at them until they are generating results for your website.



Wrapping Up

Although I have discussed many aspects of starting, building and marketing a web based business, ultimately I was focusing on information based on the following:

- **Bringing You To Your Business** – your life and business vision, unique selling proposition and building relationships.
- **Planning** – goal setting, time management and systems.
- **Perseverance** – starting/finishing projects and learning how to stay focused.
- **Test, Test And More Testing**
- **Sales Copy Is In Everything You Do**

Ultimately people and businesses fail online not because they don't have skills in any of the above areas but because they cannot combine all the above tasks into a congruent, working system or model.

If your are having problems with certain tasks, either seek help or outsource.



Now For My Best Tip Of All So Please Take Note

There is enough information in this one book for you to build a successful online business over the next few months starting today!



But the choice is yours.....

You can do exactly the same as most people do after reading a book online and bury it in one of your book files on your computer, forget about it and then in a few weeks go out and buy more books telling you the same information but delivered in a slightly different format.....Or

You Can Take Action Right Now To Start Making Your Business And Future Financial Goals A Reality!

And here are the very easy steps to do just that.

1. Your most important step! This is not a large book so print it out. Why?

If it's on your desk in paper format, you can work on it, go through it and tick off areas you've completed, stay with your planned task and "keep on tack by constantly moving forward".

2. Write out a life vision and then your life and business goals.

Do not skip this even if you don't want to do it for it is vitally important! Give yourself time on this task as sometimes it takes a while to become clear on exactly what your vision and goals are and how you wish to express them.

3. Decide on a business area, topic or idea that you would like to pursue online.

4. Using the tools and suggestions I've supplied, do some research as to whether your product or service has a demand online. Only after that can you move to the next stage.

5. Planning! Plan every stage of your business, from building your website/product/service right through to testing and marketing your product. Do not leave anything out! And do not start without doing your plan from A to Z!

Your plan might look something like this.....

- o Write book/design software/build website (break all these down into further segments)
- o Decide on how you will deliver your products (ebook – pdf format, affiliate programs – pre sell write ups/editorials/information, software – technical overviews)
- o If it is your own product decide on how the client will purchase your product service – merchant account, secure download area, will you be setting up your own affiliate program (advisable), etc.
- o If selling affiliate goods, do your research on these and decide which companies products/services you will be using.
- o If selling affiliate goods without a website, decide where you will first promote these products, how you will test, will you do your own sale copy and so on.



- Building a list (having a newsletter) is definitely one of the best ways to generate many more sales as it builds trust with your potential clients. Decide how you will build your list, how you will get new subscribers and how you will deliver your newsletter
- Plan your marketing. Exactly what marketing methods will you use and in what order will you implement them.

6. Start on your plan and do not stop until you have finished your plan and are running a successful, profitable business!

This does not mean you will not make changes along the way or stop doing things that are not working. You will make mistakes!

But do not stop something just because it didn't work the "first time around" or because you've been doing it for a whole "two months" and feel it mustn't be working. Especially on such marketing methods as search engine ranking, you must give it time.

Do not give up when you are 98% of the way to being successful and then stop or get side tracked..... **plan, test, make changes/improvements when required, ask for help when needed, stick to your plan, persevere and success will come.... this is the only way!**



A Final Note

No matter your current skill level, you can never have enough knowledge in developing your business to achieve a greater potential. Even today, I still read many books on a monthly basis.

Below you will find a number of books that will be highly beneficial to your online business. Some are written for the new business person while others are more technical in nature and it is in this order they have been placed. Read through the descriptions and reviews in deciding which will suit your needs best.

Start Your Own E-business

This book is great if you are a complete newbie to the internet and business in general. It includes many great topics such as...

- planning
- website design & html
- finding a niche
- starting on a shoestring budget
- types of markets and much more

[Start Your Own Ebusiness](#)

Internet Business Models and Strategies

If your looking for a complete overview of the internet and ecommerce, the bigger picture stuff, this book is for you.

- the fundamentals of ecommerce and its workings
- understanding new technologies
- where the internet is headed
- marketing and management techniques

[Internet Business Models & Strategies](#)

Site Sell

Site Sell holds not only marketing information but also goes into much detail on the fundamentals of setting up a website.

By far one of the largest volumes of information currently available, it is set out in an easy to understand format which makes for quick and easy learning.

[Site Sell](#)



Well that's it! I hope you have enjoyed the book and information and I sincerely hope you use it to build a strong and profitable online business.

For great marketing tips and up to date ecommerce new don't forget to subscribe to my monthly newsletter "Ecommerce & Web Traffic Monthly Compendium" at [Web Traffic Co](http://WebTrafficCo.com) or sending a blank email to ewt-compendium@aweber.com

The last section holds various resources mentioned in this book including all my own resources. Please use this section to your advantage as I have found all these resources to be the best in their field during my many years of doing business online.

If at any time you require help, please do not hesitate to contact me at chris@catdynamics.com

Regards & best wishes,

Chris Taylor
Anam cara



Resource Index

Information, Tools & Guides

Affiliate Guides

[Affiliate Marketers Handbook](#) - James Martell's
[Clickin It Rich](#) - Michael Campbell

Affiliate Set-Up

[ClickBank](#)
[PayDotCom](#)
[PayPal](#)
[Ultimate Affiliate Software](#)

Keyword Tools

[Nichebot](#)
[Word Tracker](#)

Marketing Experts

[Michael Campbell](#) - SEO and affiliate marketing.
[Michael Green](#) - Ebook production and marketing.
[Jay Abraham](#) - Online & off business marketing, business development & creation.

Mini Site Set-Up/Advertising

[Adobe Acrobat 7](#)
[Adwords](#)
[Overture](#)

Sales Copy

[Red Hot Copy](#) - Lorrie Morgan-Ferrero

Sales Tracking



[HyperTracker](#) – Tracking service.
[Stuffed Guys](#) – Tracking software.

Search Engine Optimization

[Essential SEO](#) – SEO tutorials and services.

Split Testing

[Split Analyzer](#)



Catdynamics

[Catdynamics SEO](#) – Company website.

[Essential SEO](#) - Get a first page ranking on all the major search engines within 60 days or less.

[Web Traffic Co](#) - "Ecommerce & Web Traffic Monthly Compendium" newsletter.

[Web Traffic Tools](#) - Extensive list of webmaster business tools for maximizing client growth & retention, profits and increased R.O.I.

[Rss Feeds Directory](#) - Rss feed directory, information, tutorials, books and software.

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