

Module 1: Online Business

Getting you up to speed

Course Outline

- Online Business
- Niche Selection
- Product Selection
- Your Sales Funnel
- Site Setup
- Generating Traffic
- Becoming a Vendor

Module 1 – Online Business

- Online Business Basics
- Affiliate Marketing Explained
- Affiliate Networks Exposed
- Affiliate Links and Cloaking
- Your Sales Funnel
- Squeeze Pages Revealed
- Introduction to Autoresponders
- Keywords and SEO
- Tools & Resources



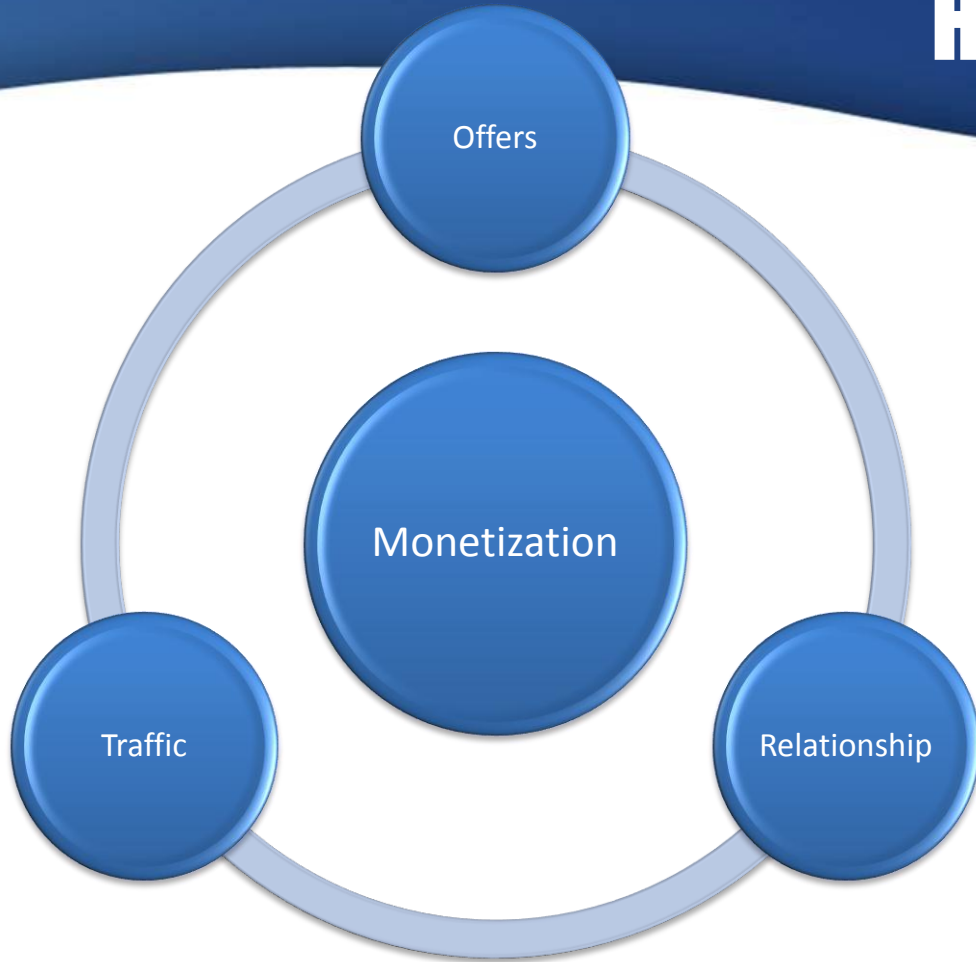
Understanding The System

ONLINE BUSINESS BASICS

Traditional Business



How We Make Money



Our system is designed to provide consistent, on-going, residual income from multiple revenue streams.



Internet



Autoreponder

Your Website

Thank You Page

Day 1

Deliver Offer

Day 2

Helpful Info

Day 3

Something Interesting

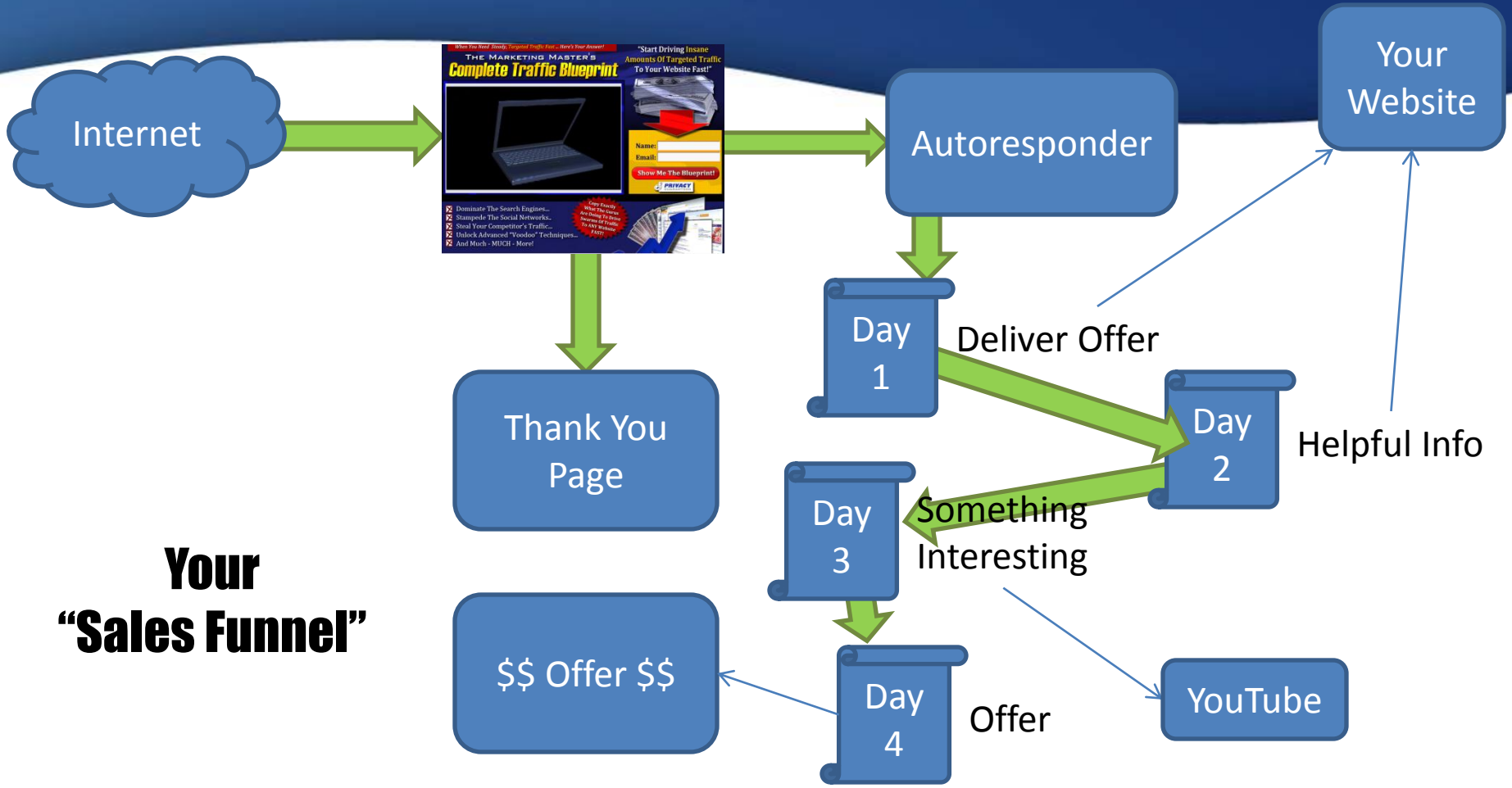
\$\$ Offer \$\$

Day 4

Offer

YouTube

Your "Sales Funnel"





Making Money With Other People's Products

AFFILIATE MARKETING EXPLAINED

What is an Affiliate?

- Send traffic, get commission
- No inventory
- No support
- No delivery
- No overhead

What is an Affiliate Network?

- Connects vendors and affiliates
- Collection of offers
- Payment processing
- Commission payouts
- Refunds

Where To Find Offers

AFFILIATE NETWORKS EXPOSED

Most Popular Affiliate Networks

- [ClickBank.com](https://clickbank.com)
- [CJ.com](https://www.cj.com)
- [Click2Sell.eu](https://click2sell.eu)
- [CXDigitalMedia.com](https://cxdigitalmedia.com)
- [AffiliateScout.com](https://affiliatescout.com)



Hiding and Tracking

AFFILIATE LINKS AND CLOAKING

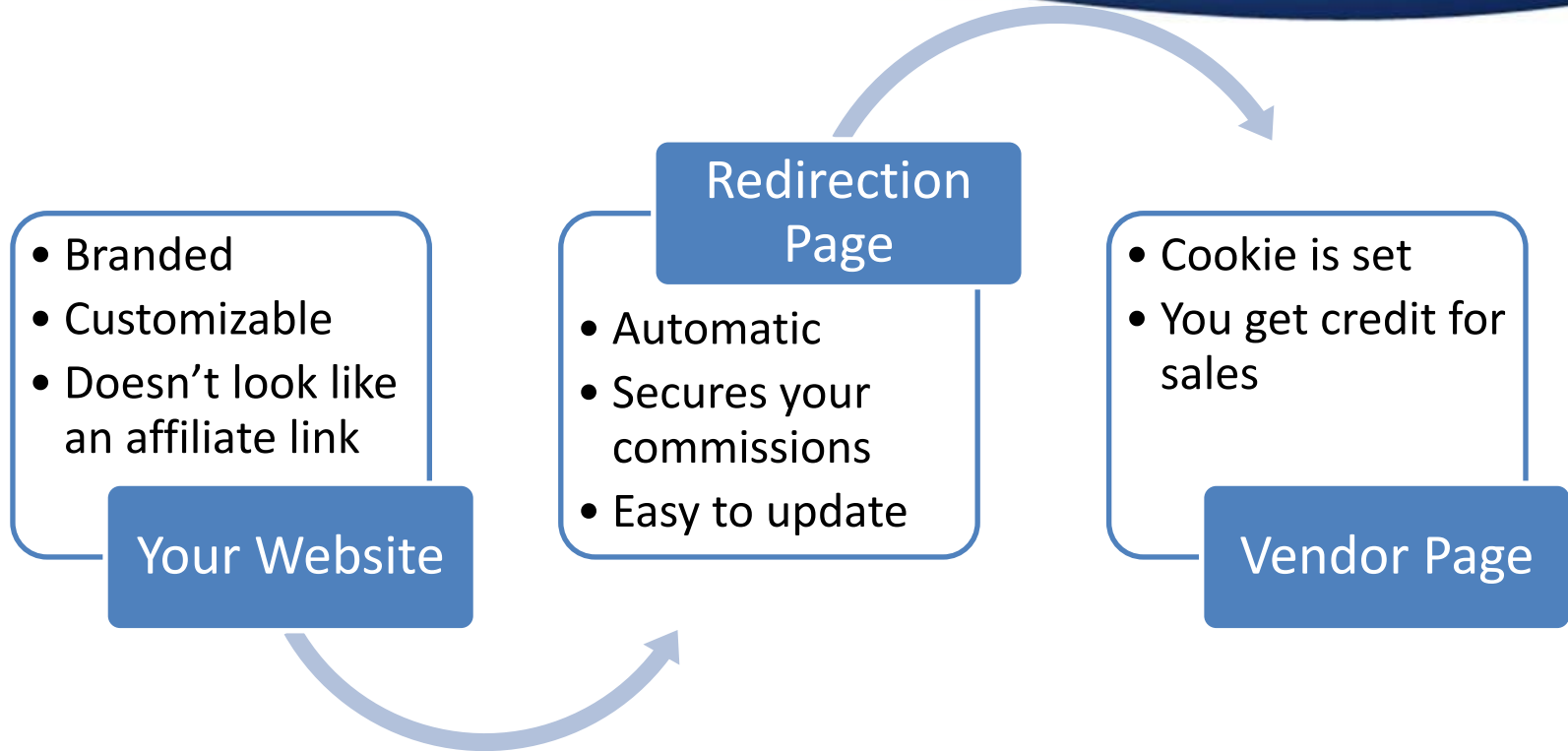
Link Cloaking & Redirects

- Cloaking - spiders get different content than humans
- Redirecting/masking – a simple redirect or 'bounce' page

Your Affiliate Link

- A special code/link just for you
- Tracks traffic you sent
- Sample affiliate link:
 - <http://adcash1.jeremy714.hop.clickbank.net?tid=forum1>
- What if you change offers?

How Redirection Works



The Users Experience

www.GetPhotoshopTraining.com

The screenshot shows a website layout with a search bar at the top. Below the search bar, there are several article titles and snippets, including "New Batch of Free Video Photoshop Tutorials" and "3D Angled Text". A blue arrow points from the URL <http://getphotoshoptraining.com/killeroffer.php> to the right.

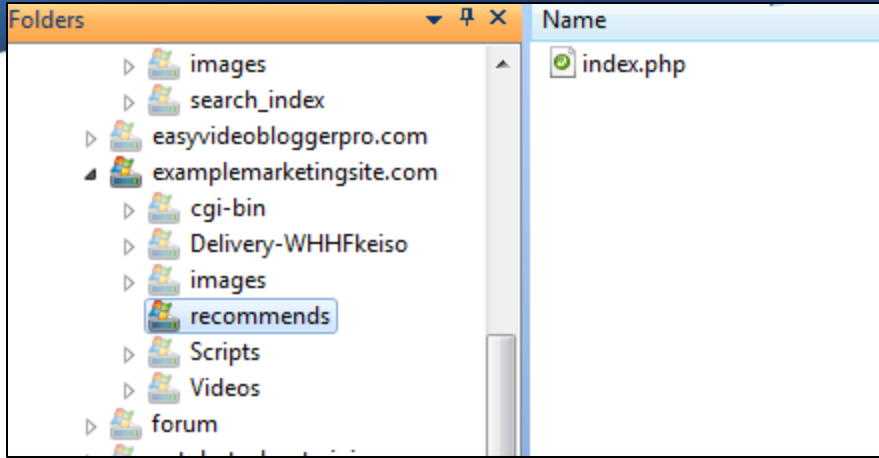
<http://getphotoshoptraining.com/killeroffer.php>

Redirect

www.KillerPhotoshopTechniques.com

The screenshot shows a website layout with a header "Killer Photoshop Techniques". Below the header, there is a search bar and a navigation menu. A prominent blue box contains a "Sign Up For Our Free Photoshop Tutorials Newsletter!" form with fields for "Name:" and "Email:" and a "Join" button. To the right, there is promotional text: "Who Else Wants To Master Some Of The Hottest Photoshop Tricks of the Masters And Start Making KILLER Compositions Literally Overnight?".

The Magic File



www.examplemarketingsite.com/recommends

```
<?php  
header( 'Location: http://a9bd9apkfhm64902s6i5vjiph5.hop.clickbank.net' ) ;  
?>
```



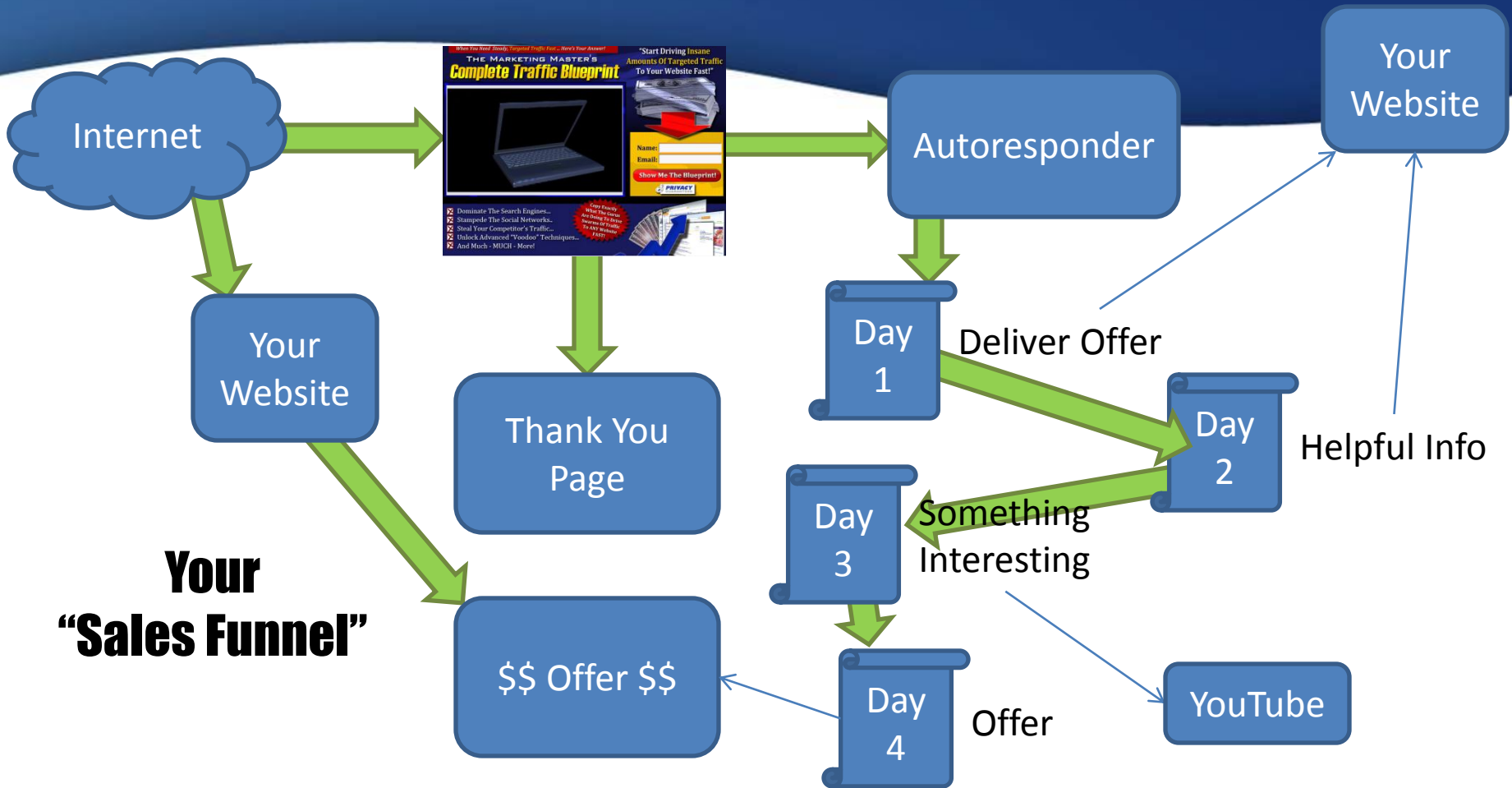
Automating Your Money Making Machine

YOUR SALES FUNNEL

What is a Sales Funnel?

- An automated system to generate leads and sales





Internet

Your Website

**Your
"Sales Funnel"**

Thank You Page

\$\$ Offer \$\$



Autoresponder

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YouTube

Your Website

- Traffic
- Squeeze Page
- Thank You Page
- Autoresponder
- Autoresponder Sequence
- The Offer



Build It Right The First Time

KEYWORDS AND SEO

What's a Keyword?

- The term used to execute a search
- Can be single word or phrase

What is SEO?

- Search Engine Optimization
- Designing articles and pages so search engines like them
- Targets a keyword in order to rank for that term in organic listings

- Content creation
- Link building
- On-page SEO
- Off-page SEO
- Page Rank (PR)

Test Your Knowledge

WHAT DID YOU LEARN?

Question #1

What is
affiliate
marketing?

- a) Selling products to affiliates
- b) Sending traffic to other people's offers and being paid a commission
- c) Selling MLM memberships door to door

Question #2

How can you make the most money?

- a) Focus on selling cheap products to new customers
- b) Sell expensive electronics to rich clients
- c) Build a niche specific list and promote related products to that list

Question #3

Which is least expensive in the long run?

- a) Writing content-rich articles targeting specific keywords (SEO)
- b) Paying Google \$.25 per click for relevant ads
- c) Hiring a consultant to optimize your website

Question #4

How do you redirect visitors to affiliate offers without them knowing?

- a) Setup affiliate detection scripts
- b) Use a simple PHP script
- c) Tell them to go to the offer directly instead of coming to your website

Question #5

What is the purpose of a redirection script?

- a) It hides your affiliate code
- b) It looks more professional
- c) It protects your commissions
- d) All of the above

Question #6

What is the purpose of a squeeze page?

- a) To make the page more compatible on smaller displays
- b) To presell the offer
- c) To get the optin

Question #7

If John opts in on Tuesday, and Sarah opts in on Wednesday, will Sarah get the same message as John on Friday?

- a) Of course!
- b) No!
- c) If you broadcast
- d) B and C

Question #8

As an affiliate
your primary
focus is

- a) Product fulfillment
- b) Customer service
- c) Generating traffic
- d) Becoming popular on social networking sites

Question #9

A keyword can
be a single
word or a
phrase

- a) True
- b) False

Question #10

The key to making money online is

- a) Finding the right push-button system
- b) Knowing the secrets the gurus use
- c) Taking action and putting knowledge to practice
- d) Hying up products to make them more attractive