

I'm an Internet Marketer (and this is why I spend so darn much time glued to my computer!)

By



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Internet marketing? What's that anyway?

I'm going to make a confession, ready? ...

I'm an Internet marketer.

The reason I'm telling you this up front, as well as providing you this little pamphlet, is because I often get asked what it is that I do, and sometimes I have difficulty putting it into words. Hopefully this will help.

My friends and neighbors, maybe even you, know I don't have a regular job, but I still earn an income. I know some people secretly think I must have won a lottery, inherited Great Uncle Fred's money, or robbed a bank. That's the furthest thing from the truth.

I make my living doing what's known as Internet marketing (IM). That's a very broad term, similarly broad as salesman, doctor, or merchant, but basically here's what I consider a good definition of what Internet marketing is:

The use of the Internet to advertise and sell merchandise or services, involving use of web sites, email, and other online services to inform customers about product(s), service(s), and giving a means of accepting orders or inquiries electronically.

Sort of a stuffy definition, I would say, so I'll try to make it clearer here.

Without telling the world how much I make or how successful I am, let's just say that many successful Internet marketers, (or "IM'ers" for short) make a very nice livable income, thank you very much. In fact, many make more in a week than a lot of people make in a month. Some of my IM friends make more in one month than many people make in a year! (I'll get there very soon! ☺).

When people ask me what I do, and I tell them I'm an Internet marketer, I get the feeling that some of them assume that I'm one of the people that scams people on eBay, tries to hack their credit card numbers or bank accounts, or sends them all that spam into their email inbox. Yes, I guess by pure definition you can say those people are Internet marketers, but that's not what I do, and that's not what 99.9% of Internet marketers do.

Before I start to explain what I do, I want you to realize that often times what I do on the computer can be very lonely. There are long hours without real human interaction, and even though I do "talk" to a lot of people by email, private messaging, or at professional forums, it isn't the same as regular social interaction that people working at a regular job get.

And often, people like me have to work long and hard before the financial compensation pays us for the many hours we put in. I think the potential rewards are worth the initial sacrifices.

That being said, I love what I do, I get great personal satisfaction out of it, and my only regret is that my friends and family don't always understand that what I do really is a "real job". That's why I want you to read this report, so that you can understand what I do, and maybe be better able to understand why what I do is important to me, and can be as secure and well paying, maybe even more so, as a regular job.

I'm not ashamed of what I do, and yes, I would recommend it as a career to any of my friends and family. Why? Well, to start ...

Internet marketers don't have to be up at a certain time everyday, and if they want to take a day off to just have fun, they do. Internet marketers don't have a nagging boss to answer to (except for their own desire to succeed).

But then again, you'll find Internet marketers in front of their computers early in the morning, late at night, and at all hours, oftentimes because, well, we just love doing what we do, and often lose track of time.

Internet marketers can really live and/or work anywhere there's an electrical outlet for their computer or to recharge their laptop's battery, and a way to connect to the Internet (preferably a high speed connection ☺).

Internet marketers are like anyone else, they have homes in the better parts of town, drive great cars, and take awesome vacations (and yeah, many of us have to take our laptops with us on vacation). Chances are you'll run into other Internet marketers in the supermarket, walking down the street, or at the post office, every day, and you won't know it.

Though Internet marketers truly can work from home in their pajamas or shorts, and can get up to start their day at any time they want, we still work hard. Maybe not in the form of physical labor, but hey, pushing that mouse around all day can take a toll, you know? ☺

Actually, to me, what I do doesn't even seem like work, because I love what I do. Most people don't really believe I could have this lifestyle by sitting at home in front of my computer most of the day...but I really do! It's a great life and it beats any J.O.B. I've ever had!

The truth is hundreds of thousands of people just like me are making money online. Some make more than others...some make full-time incomes that doctors would envy, while others make an extra few hundred dollars a month to help pay the bills. For those of us with an entrepreneurial nature and an

incredible resistance to being on someone else's schedule (okay, so we have issues with authority but that's another story!), making a full-time income by doing Internet marketing is a dream come true.

Unlike most businesses, the overhead is very low, and the payoff can be very, very high. And you can't beat the commute!

So what is it that we Internet marketers do? Is it legal? Is it legit? Is it ethical? Can anyone do it or does it require technical knowledge possessed only by MIT grads? Well, this booklet is designed to help answer these questions for the many well-meaning (and secretly-green-with-envy) family and friends of us "Internet marketers" who fear we have truly gone off the deep end in thinking we can actually make a living online!

Income Streams of Internet Marketers

It used to be that people with an entrepreneurial streak had to have a lot of start-up money in order to have their own business. They either had to lease, purchase or build a brick and mortar building to house their business, or purchase a franchise. They had to hire and pay employees, and their monthly overhead costs were huge. Usually it took two or three years, and sometimes more, to actually start making a profit.

But thanks to this wonderful thing called the Internet, all that has changed. Starting a business online can involve as little as the cost of a computer and monthly Internet access fees, which most households have already. For most, there will be additional fees if you want to have your own website (which most IM'ers usually do), but even that is not required to start making money in the world of Internet marketing.

There are several ways those of us in Internet marketing can make money online and smart IM'ers (which I am, of course!) usually have several different income streams, or are at least making progress to opening up additional income streams. You never know when one is going to dry up, so best to have several!

These may include having our own website, from which we sell a variety of things, usually "info-products", but may also include physical products such as clothing, books, electronics, and so on. Other income streams include "blogging", affiliate marketing, membership sites, writing and selling e-books, ghostwriting, creating websites for others, flipping websites, article writing, and using eBay in a variety of ways (besides cleaning out the garage and selling every last piece of junk!).

The majority of those of us in Internet marketing make money by selling information of one type or another, so let's start by defining what that's all about.

Info-products, or products that provide information to those interested in a particular subject (us IM'ers call that a niche) have become very popular for a variety of reasons. People love to surf the web, and people love quick and easy access to information. The Internet is a great place to find tons of information on just about every topic you can imagine. Unfortunately, the information is scattered all over the place, and you can waste many valuable hours surfing around all day.

Want that information conveniently handed to you on a silver platter? Well, if it's a common need, chances are some astute Internet marketer like me has already compiled the information for you, edited it down, and made a report for you. For as little as a few dollars, sometimes more, sometimes even free, you can learn all sorts of new stuff that even the largest book store wouldn't be able to provide.

For the Internet marketer, selling information is a great way to make money. Besides the fact that the cost of physically producing an info-product, such as an e-Book, is zero to very minimal after the initial research and compilation is done, the “shipping” costs nothing and can be instantaneous.

The other beautiful thing about producing in info-product is that once it’s uploaded into cyberspace and made available, the cost of selling a thousand copies is just about the same as selling two copies. Plus, think of all the trees that are saved. ☺

The process merely involves the buyer providing his or her credit card information (usually via a payment processor such as PayPal, which is familiar to anyone who has purchased from eBay), and the seller sending the buyer to a special page where the report can be downloaded. No muss, no fuss, no waiting for the postman to come to your door.

This is not only great for the Internet marketer in terms of net profit, but it satisfies the buyer’s need for instant gratification in this day and age of “I gotta have it **now!!**” No waiting to drive to Barnes and Noble to browse around looking for a book on a certain topic. You can buy an info-product any hour of the day or night from the comfort of your home by just a few clicks of the mouse! It’s a great win-win situation.

Writing and selling e-Books, or other types of informational products, is one of the most lucrative ways those of us in IM make money. An “e-Book” is just a book that is digitally delivered. There is no paper product. It is all done online and therefore great for the environment...tree huggers love us!!

The first trick is in finding a topic about which people want information and then writing an e-book on that topic. The second trick, which is the heart of Internet marketing, is finding the best ways to market or advertise the book so people will find it when they are searching the Internet for information.

E-books are great because you don’t have to be an Ernest Hemingway to create a successful product. You just have to provide good information and make it appealing to your buyers. Also, you don’t have to search to find a publisher, and then wait another 18 months or more for the book to be published and produced and ready for the bookstore shelves. E-books can sell for as low as \$5 and up to \$97 or more. And, 95% or more of that is pure profit! Sweet!

I mentioned before that Internet marketing is a very broad definition of a type of career. Just like there are many different types of doctors, many different types of salesmen, many different types of retail merchants, so too there are many different types of Internet marketers. For example ...

Some Internet marketers write for a living. Even at that, there are many different ways to profit through writing. Some of us write and create our own products. We might write articles, or short reports, or complete e-Books. Believe it or not, some very successful Internet marketers do nothing all day except post short paragraphs in their blogs, more on that later.

Other Internet marketers are more creative. Again there are many ways to earn an excellent income, either by creating software programs, designing fancy web sites, even using artistic skills to design graphics or artwork.

There's no lack of different IM career paths to follow, regardless of your skills.

Though an IM'er is often alone all day in front of a computer, it doesn't mean a successful IM'er has to be a jack of all trades. In fact the most successful ones know what they're good at, and do just that, while outsourcing the jobs they aren't so proficient at.

For example, not all Internet marketers are good at writing, so many of us hire others to write for us. These freelance writers are called ghostwriters. Ghostwriters will research the topic, write the material, and then the person they wrote it for can make changes if needed, put their name on it, package it however they like, and either sell it or use it in a variety of ways. In fact, if you're not into marketing, ...

Ghostwriting is a great way for those with good writing skills to make money online. Some ghostwriters, for example, will write a set of articles all on a related topic and sell them in a "package" of 10 or so to other Internet marketers with "PLR" attached (private label rights). If I purchase articles that include a private label right license, then I have the right to do whatever I want with them. I may change them somewhat and put them together into an e-book and sell it as my own, or I may use them for content on my website, membership site, blog or whatever. Again, it is a win-win situation for both parties.

A good ghostwriter, once he or she has built up some loyal clients, can make a lot of money. In the beginning, ghostwriting is a very competitive, cut throat occupation because there are many ghostwriters that live in countries where the cost of living is very low, and can afford to work for cheap wages, but eventually, a good ghostwriter that proves to be reliable by over delivering on his or her promises will be in such demand that they'll be beating off clients with a stick.

Once an e-book or report is written and ready to sell, one of the key things to earn money from it is marketing the e-Book. Just as brick and mortar businesses must advertise so that people can hear about them in order to buy from them, it is the same on the Internet, but even more of a challenge.

You see, if you have a store in town or in a mall, you'll get walk by traffic. In other words, some people will find you by walking by your shop and will stop in out of curiosity. They'll be able to touch and feel your merchandise, and if they like it, might make a purchase and/or tell their friends about you.

On the Internet it's much different. The phrase "if you build it, they will come" was in a fairy tale movie and doesn't apply to what happens if you build a web site or write a great report or e-Book. That's why, although Internet marketing is accessible to anyone with a computer and an Internet connection, most people have more trouble becoming successful than myself and my IM friends have.

You see, we've learned the "tricks of the trade" to market our products, and other people's products.

Yes, we market other people's products, which until just a few years ago was a very strange situation. If I owned a restaurant in town, would I send my customers to another restaurant? Not likely.

But that's done all the time by Internet marketers. That's what's known as "**affiliate marketing**". For example, the author of an e-book selling for \$40 may contact other Internet marketers who have websites, newsletters, or membership sites and partner with them. This is called a "joint venture" and the people earning commissions on a product of someone else is called an affiliate. The affiliates get a percentage of the sales price for every sale that they make.

A typical affiliate commission for an e-Book sale can be 50% to as much as 75%. Yes, the affiliate makes as much or more than the creator of the product, which doesn't sound fair to what we call "newbies", but in actuality it makes sense. Remember earlier I told you that selling the 2nd or 10,000th copy of an e-Book cost virtually nothing? That's true, but finding the 2nd or 10,000th customer is the hard part. And that's why the affiliate marketer is so highly coveted and paid so well.

Affiliates with a track record of success, generally called "super affiliates" are hounded every day by people wanting them to promote their new products, and can make thousands of dollars a day.

In fact, many Internet marketers do nothing more than affiliate marketing. They create nothing, except for "traffic" (sending visitors to the websites of their associates).

Have you heard some claims that an Internet marketer can make 1000's of dollars by just sending an email? That's true, actually. The senior IM'ers have developed lists of email addresses of people that trust their opinions and are only too happy to be given notice of good deals that they've found. If I have a list of 10,000 people interested in hearing about a new book on dog training, and I find a book that I can honestly recommend, I might be responsible for 100's of sales

overnight, resulting in a few thousand dollars in commissions, just from pressing the send button.

And no, I'm not talking about the people you're heard about that send spam messages to millions of email addresses trying to sell them pharmaceutical products of various types, I'm talking about permission based email marketing, done by the ethical Internet marketers (such as yours truly). People with email lists have often worked long and hard to build those lists, and only send emails if we've received permission from the people to do so.

Affiliate marketers don't promote and sell only e-Books. They also often promote merchandise. There are many thousands of the biggest companies in the world that are only too happy to have IM'ers promote their wares. Companies such as WalMart, eBay, Home Depot, amazon.com, Sears ... you name a big company and a lot of very small companies, and chances are they allow affiliates to promote them and pay commissions when a sale results.

Come to think of it, a company would be crazy not to try to find affiliates. An affiliate works for himself or herself (so no payroll or payroll taxes or health insurance for the company to worry about), and the company doesn't have to pay a dime until a sale is made. Great deal for them, right?

Internet marketers may also promote and sell such things as subscriptions to membership sites. Membership sites usually are set up so that a member pays a monthly fee to belong to access special content, and affiliates will be paid a commission not only on the original payment, but also on the renewal payments every month. So a one time sale can result in long term income for the affiliate.

Consequently, successful affiliate marketers make a very good income. They may have a newsletter they send out weekly or monthly, in which they let their subscribers know about new products or offers. They may have a blog (a site in which they talk about a topic on a regular basis, offering their opinions, and allowing others to comment) on which they can advertise related products.

They may even have their own information product in which they mention other people's products and get paid an affiliate commission for that. For example, if I write an e-Book about weight loss, I may mention in it several other e-Books or a membership site related to weight loss (for which I am an affiliate) that my readers may be interested in purchasing. So, I not only make money from my own e-Book, but from every sale of the e-Books or membership sites I mention in my own. Most successful Internet marketers are affiliates for other products in addition to their own.

Another way to earn money as an Internet marketer goes back to the original thing I mentioned about writing.

Blogging, as mentioned earlier, is not only a great way to promote affiliate products, but provides other ways for those of us in Internet marketing to make money.

The term “blog” is short for web log, sort of a diary kept on the web, where someone writes entries (we call them posts) giving our feelings and opinions about various topics. There are blogs about every conceivable subject you could imagine from politics to sports teams (lots of each of those topics, for sure) to all sorts of merchandise like electronics, computer equipment, shoes, you name it.

A blog is a way for some people to just rant, some bloggers don’t care if anyone reads what they write, again it’s just like a diary, but not nearly as secret. Other bloggers blog to make money. They make a business of, for example, reviewing every new digital camera that comes out, and of course they link to manufacturers or suppliers of those cameras, complete with affiliate codes.

There are many bloggers, hard to believe I know, that pull down a 6-figure annual income just from the little posts they write. Most of the successful bloggers have networks of blogs, they write about multiple topics, but they only have to update their blogs a few times a day, if that, and the loyal readers come to see the latest posts as if drawn like steel filings to a magnet.

There are a variety of ways to make money from a blog. One of the most popular is using Google AdSense. Google, the most well-known search engine on the Internet, provides ways for us to make money by placing ads on our sites or blogs. All we need to do, once approved by Google, is to put a snippet of code on our web page or blog and then when someone visits, Google will show ads related to what we’re talking about. If a visitor clicks on an ad, we get paid a few cents or more. It helps pay the costs of running the sites, and sometimes a lot more for sites that get a lot of traffic.

Ah, traffic, back to that “if you build it, they will come. NOT!” thought. Savvy Internet marketers do everything in their power to get traffic to their sites. One quick way is to buy the traffic, by using something called “Pay Per Click” ads. The leader in the PPC industry, is Google, and actually that’s where they make most of their billions of dollars.

Pay Per Click is sort of like a little classified ad in a newspaper. However, if you put an ad in the newspaper or magazine, you have to pay up front, regardless of whether anyone reads that ad or responds on it.

With an Internet Pay Per Click ad, your ad is shown only when someone searches for a keyword that you’ve bid on, and even then you don’t pay a cent unless the visitor actually clicks on your ad in order to visit your site. This can be a tremendously cost effective way to get very targeted visitors to our sites.

And if the ad doesn't produce a profit? You can cancel it in just a little more than a micro-second, and won't have to pay anymore. Try to do that with a newspaper ad that you had to pay for up front.

Bloggers can also make money with their site by product sales. They may have their own products or, as mentioned earlier, they may promote affiliate products and make money that way. Bloggers may also take donations from their readers. Readers can send donations out of appreciation for the content the blog owner provides. The owner of the blog must keep providing new content on a regular basis. Some bloggers add content daily, even several times a day, while others may provide it once a week. Each blog is different, but they do require ongoing work.

Another way Internet marketers make money online is by **building websites**. Since having a website is quite important to most online businesses, it is important to either know how to create one or hire someone to do it for you. Sometimes it is just a matter of time and like a lot of things in life, it just makes sense to contract out the work.

If you want to really show interest in what I do, let's talk about real estate for a minute. No, not houses and apartments, I'm talking here about **Virtual Real Estate**, or known in the IM circle as VRE.

Virtual Real Estate is what IM'ers are creating when they build a whole bunch of different web sites. Each site occupies a spot on the Internet, on the "world wide web", but the rent is very low. Someone can purchase a domain name (a domain name is how a site is found, for example if you're familiar with some of the major sites, ebay.com is a domain name, so is google.com, so when you want to find those sites, you put www in front of the names to tell your computer you want to find google.com on the world wide web (www.google.com)).

There are billions of web sites on the web, an ambitious Internet marketer won't let grass grow under his feet by building just one and continuing to improve it, he or she will make dozens or hundreds of sites in all sorts of niches (remember that word from before?) and try to make a little bit of money from each of the sites.

That's what virtual real estate is, little sites all over cyberspace, each bringing in a little income. If an Internet marketer has the skills to make a couple dollars a day from each of his sites, then in order to increase his or her income, it's only a matter of making more sites. That's one reason why I spend so much time in front of my computer, I'm trying to increase my amount of virtual real estate. Some day I'll own as many properties as Donald Trump, but I won't pay rent, and I won't have to hire a cleaning staff or window washers. ☺

Many Internet marketers specialize in creating these websites for other people rather than for themselves. They build sites for others for a fee and make their

money that way. Or they may create their own site, keep it for a few months until it is getting a certain amount of traffic and income, and then turn around and sell it.

This is known as “**flipping websites**” and can be very lucrative for those who are very good at it. They may also flip websites by just creating the site and selling it straight off to others. If it doesn't have any traffic yet, then they won't make as much money but it is still a nice way to generate some extra online income.

To give you an idea of how much money can be made by flipping websites, someone who is good at it can create a site in a day or so, at a cost of very little if they're able to write their own content (articles) for the site. If they sell it right away it can sell for \$100 or so, which isn't a lot, but if they can hold on, do things that will start bringing visitors to the site, and be able to show even a small daily income, they can make a lot more.

For example, if a site is earning just \$5 a day, that's \$150 a month, and an established site like that can easily be sold for over \$1000. Even more.

One type of website that is becoming increasingly popular and very appealing to those of us in the Internet marketing arena is what is called a “membership site”.

Membership sites require either a monthly subscription fee, for example \$19.95 a month, in order for someone to access the site. This is sort of like a magazine subscription, except usually a bit more expensive, and you don't have to wait for the mailman to come. And again, no trees to chop down.

The owner of a membership site then provides content relevant to the topic of the site (for example, dog training information for dog owners) in various forms such as articles, reports, e-Books that members can download, etc. Many have a forum where members can discuss things with each other and ask questions. One of the great things about membership sites is that they provide an ongoing monthly income for the site owner from the monthly fees, while also providing great value to the members, including a central place to hang out and share information with the other members, if a forum is part of the site.

Here's a way to combine different ways to earn money with Internet marketing. A person can set up a membership site, do enough work to get 50 members paying \$20 a month, which is an income of \$1000 a month, and turn around and sell it for 6 to 10 times monthly earnings, so maybe a quick flip of the site would earn the owner \$10,000.

See, Internet marketing can be very interesting, offering a variety of career choices depending on the skills and interests of the IM'er.

Article writing is another way many Internet marketers make money and advertise. People who write articles will submit them to “article directories”, which are central repositories of articles about many different subjects. If you have a site about Nike sneakers, you might write an article about the newest brand, and submit that to the article directory. Why would you do that? ...

First, some article directories will pay the writer for articles they reprint, similar to what a magazine would do. Other sites don't pay, but they allow the writers to submit articles with links to the author's website, or to affiliate products that they are promoting. By doing this, the writer is gaining exposure for their site, and hoping that the visitors to the article directory will click over to the writer's site.

Plus, see how easy it is to become a published author? IM'ers lead a very exciting life, if they want to see their writing in print, they have all sorts of ways to do that, no worry about rejection slips when submitting articles or stories to magazines or book publishers.

Do you stil wonder why I spend so much time in front of my computer? I'm having an absolute ball, and getting paid for it!

A variation of article writing is called **Bum Marketing**, which is a particularly popular style of article writing in which the writer finds small “niches” to write about, and by skillfully placing certain “keywords” throughout the articles pertinent to that niche, they achieve high rankings on the search engines (like Google, Yahoo, and MSN). What a “search engine ranking” is, is how easily my site is found when someone searches for something I've written about.

For example, if I wrote an article about Nike sneakers, and when someone goes to Google to search for information about Nike sneakers, there will be many thousands of pages out there that mention Nike sneakers. If I come up in the first 10 results, then there's a good likelihood that the searcher will visit my site and maybe do something to earn me some money. If my page is nowhere to be found, that means my search engine ranking is bad and I don't make so much money. So the challenge is to beat out the thousands of other sites that are talking about the same thing I'm talking about.

But I digress ... I was talking about Bum Marketing.

Instead of having a link to their own website in their article they've written, Bum Marketers give a link to someone else's website, that they're an affiliate for, with their affiliate tracking code included. If the reader visits the merchant's site and buys something, the affiliate gets paid, and didn't have to have their own site.

The reasoning is that people on the web are very impatient to get information they're searching for. If they want to buy Nike sneakers, they don't want to go to my site if I just talk about them and then make them click again to go buy them.

So what I'll do, if I'm in Bum Marketing mode, is take them straight to the place where they can buy the shoes, of course with my affiliate code included.

One other popular way that many Internet marketers generate income is by using **eBay**. Many IM'ers use eBay as a way to advertise and sell their info-products. Just like with physical products, they set up an auction or "buy it now" offer for their e-Books. There is no limit to how many they can sell, it can be delivered automatically to the buyer so no shipping costs involved, and it is almost pure profit for the seller. As with any eBay auction there are some small fees involved, but compared to the potential earnings, they are miniscule.

Many Internet marketers also are eBay affiliates and create mini sites in niche areas to make money with the eBay affiliate program. This can also be a great way to make money online, because eBay will pay a commission for sales made by traffic sent to them by an affiliate.

One of the keys to making money on the Internet, just like in the "real" world, is advertising. People have to hear about you (actually they need to hear about your site or your product) and be able to find you in order to make a purchase. The great thing about so many of the income streams mentioned above is that it's all about relationships. I can create a product and mention several other Internet marketer's products in mine...they get advertising and traffic from me, I make money when my readers purchase from them.

And vice versa. I create a blog and provide links to other blogs...providing traffic for them, and they do the same for me. It's a great network of people helping people succeed and making wonderful business partnerships and friendships in the process. And in the end, hopefully also providing valuable products and information to the millions of people who search the Internet daily.

Actually, that's what the Internet is all about. It's called the world wide web because everyone is connected in many ways like the strands of a spider web. If you have a website that stands alone off in a corner, not connecting to anyone else, and no one else is connecting to you, it will be a rare occurrence for someone to find your site.

In fact ... there's another skill that's in very high demand. In order to be found on the Internet, you need to get your sites listed high up in the search engines. If you do, when someone searches for what your site is about, they'll find you. If you don't get a high ranking, you won't get all that traffic.

Getting a site ranked well is what we call "**search engine optimization**" which is a fancy term for making sure Google, Yahoo, and the others like us. It's a very techie skill that requires long hard work, constant worry about keeping up with latest trends, and tends to be something people specialize in.

Those “SEO” people can make a lot of money if they’re good at what they do. For example, if you have a site selling or promoting life insurance, the difference between being listed on page 1 of Google search results, and being listed on page 10, will be thousands of dollars a day. Yes, a day. So if you can hire a person to get you onto page 1, you’d be willing to pay him or her well, wouldn’t you? I would.

Many people do their own search engine optimizing, but back to the beginning, no successful Internet marketer has the time or the energy or the skills to be jack of all trades, so the truly successful ones do what they do well, and pay for the other services they need. I spend enough time in front of the monitor as it is, no need to look for more work, is there?

I truly believe that Internet marketing is one of the greatest careers today. For those of us who prefer to work on our own, from our own home (or even in a small office where there are no daily distractions), on our own schedule, doing something we love, it is a great way to go.

There are countless other ways to make money online in addition to those that are listed above. New ways are being discovered every day...all it takes is a bit of creativity and ingenuity. It does involve hard work and often requires ongoing learning, as the Internet is changing daily, but the payoff can be great. And really, regardless of what career field you’re in, you likely will need to update your skills there on a regular basis there also.

Really, those of us who have chosen to leave our 9-5 jobs and pursue making money online are not in need of a shrink. Actually, it’s a pretty smart way to live life on your own terms! Hardly “crazy” in my book! ☺

Now admittedly, not all Internet marketers use all techniques to earn their income, and this little report was provided as an introduction as to what IM is and what an IM’er does.

Where I fit into the picture is on the next page. Internet marketing is evolving every day, and what I do now might not be what I do in the future because I’m constantly looking for new ideas, new income streams, new opportunities.

Maybe Internet marketing isn’t for you, but I wanted you to know why I’m so passionate about it, and why I spend so much time in front of the computer when some of my other friends and family are watching television instead.

Really, I’m not spamming people, I’m not hanging out in chat rooms, and I’m not doing anything illegal. Really.

How I make money online:

- Selling merchandise on my own personal website
- Writing and selling info-products for myself
- Affiliate marketing
- Creating websites for others
- Graphic design or artwork for hire
- Search engine optimization
- Flipping websites
- Article writing
- Bum marketing
- Blogging
- Membership sites
- eBay
- Ghostwriting
- Other

Here's what a typical Internet marketer uses to do his or her job. If you're thinking about doing this in your spare time, you should know that there are items that you need to invest in, particularly:

1. A relatively recent computer with sufficient hard disk space.
2. A reliable monitor. When spending so much time staring at it, I'd recommend getting as large a screen size as you can afford. I wouldn't personally settle for less than 17", bigger is better on your eyes.
3. A reliable high speed Internet connection. You'll be online a lot, you don't want to be waiting for slow dial up connections.
4. A reliable web site host. This is where Internet marketers build their Virtual Real Estate. Not too long ago, this was a major investment, but now you can get reliable and affordable hosting easily. I use and recommend [HostGator](#). The plan I use currently will set you back less than \$10 a month and gives you the freedom to have an unlimited number of domains (sites).
5. A place to register domain names. I currently use [NameCheap](#), I've never had a problem.
6. Internet marketers are always joining membership sites and forums. The best free forum for beginning or experienced Internet marketers, in my opinion, is the [Warrior Forum](#).
7. Experienced Internet marketers know that it's important to establish and maintain relationships with their customers. The IM phrase "the money is in the list" is very true. If an Internet marketer is sincere and really takes care of the people on his or her mailing list, they'll listen when the IM'er is promoting something they recommend. I use [Aweber](#) to manage my email lists.
8. Looking for a gift for your favorite Internet marketer? If they haven't already read it, give them my book, [5 Bucks a Day](#), I teach some basic concepts, including the most important of all: Focus. It was my key to success, it could be a way to get your IM'er (or you) over the hump, able to spend fewer hours with more success.
9. I'd love to see every would-be successful Internet marketer eventually join my membership site for Professional Internet Marketers, [Earn1KaDay.com](#) but I don't recommend it right away. It is for, as I just sort of mentioned, the experienced IM'ers. If you know someone who qualifies, have them check it out.

About the author:

Dennis Becker is the author of "5 Bucks a Day", an eBook that shows Internet marketers how to drastically improve their income by using his strategy to focus on small, easily doable projects to add \$5/day to their income stream, eventually accumulating to impressive numbers. The eBook can be found here:

<http://www.5bucksaday.com>

He also runs a membership site to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.

<http://www.earn1kaday.com>

If you enjoyed the way this report simplified a topic that has escaped the notice of the vast majority of the 90% that are working way too hard to make way too little progress, perhaps you'll also enjoy how the Earn1KaDay.com membership site breaks down business models that might have mystified you into their simplest, most obvious, components.