

# *The* **WAY TO** **SUCCESS**



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# Disclaimer

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This e--book has been written to provide information about Internet marketing. Every effort has been made to make this EBook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e--book provides information only up to the publishing date. Therefore, this EBook should be used as a guide -- not as the ultimate source.

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# Introduction

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Welcome dear friend!

I have to congratulate you for taking action!

You have taken one step closer to another way of living.

You will become one of the few people on Earth that truly are enjoying life!

My name is Harald Roine, and I am the founder of The Online Mastering System aka. T.O.M.S. as well as the person behind the blog, HaraldRoine.com.

In this EBook I will tell you exactly what you need to know to achieve success, with topic guides.

My belief is that the only person who will achieve true success is the one who gather all the knowledge necessary then put it to proper use. I want to give you the knowledge and the guidelines, but I am not telling you how to use them together in-depth.

I am going to keep things simple and short. The techniques you will learn from this EBook is of great value.

After reading this EBook I recommend you to go to the next step in The Successful Entrepreneur: Series, which is registering as a premium member at T.O.M.S. with the free premium pass you have received.

***PS.*** *The content of this EBook and this entire package are confidential. You are not allowed to give them away. You simply follow, earn money and keep quiet about the secrets learned from this package. Thanks! Sincerely, Harald Roine.*

# FIND YOUR NICHE

First off, let's get started with finding your niche.

If you haven't heard the word 'niche' being batted around by Internet Marketers then you haven't been listening. Finding a niche has become the antidote to competing in overly saturated online markets.

## **What is a niche?**

According to Merriam-Webster's Online Dictionary a niche is described as "a place, employment, status, or activity for which a person or thing is best fitted... a specialized market".

Have you noticed that despite the closing of many businesses in these harsh economic times, the local hobby train store is still around? That the 'hole-in-the-wall' eatery is thriving? Or that trends such as scrapbooking can start with a bang and still close within a year when four similar businesses start up in the same area?

The online business world reflects the same trends as experienced in the offline world - often with faster turnover and startup rates. Those who promote a product or site that targets a small, select audience can tap into a market that is otherwise not being served. Despite the limitations of the client base, the

targeted nature of the business creates a devoted and active market - the aim of any business.

## **HOW DO I FIND A NICHE?**

Finding a niche requires diligent research. Whether you have access to software that harvests and sorts information or you take a manual approach you must first start with ideas.

With a pen and paper (or computer, if that's more comfortable) brainstorm a list of businesses, products and industries. Create a list of keywords and phrases you think would be used by individuals looking for these items online.

Use a software program such as Wordtracker or a free resource such as the Overture Keyword Selector Tool to find keywords for your niche that have a high amount of traffic.

Although a program like Wordtracker makes it easy to find details such as how many sites compete for that market, you can also do your own research.

Concentrate your attention on question phrases such as "**how do I...**" or "**where can I...**".

These questions will clue you into potential markets that need servicing.

Next, look in Google Answers. Type one of your keywords into the search area. What questions are being asked and how much are people willing to pay for answers? If you find a group

of keywords with a high numbers of questions then enter these words in your browser's search engine.

**What sites come up?**

**Do they provide answers or solutions to the problem?**

**How are they making money?**

**Can you see an opportunity to service these individuals?**

Finding a niche can open the door to a profitable online business. Research the market and be certain that your product or service is valuable to this group. Find forums or groups that target this audience and pay close attention to their concerns.

If you can help these people you **WILL** make money. The best of both worlds!

# 3 POPULAR WAYS OF MAKING MONEY ONLINE

Do you know that 95% of the people starting out in their internet businesses fail? In the middle of all the noise and hype on the internet today, not many people realize that all the ideas and techniques you can find are useless if you don't first understand what your business model is or how are you going to make money on the internet. Even the most remarkable internet marketing technique will not work if you don't understand how to apply it to your business.

## **The 3 most popular business models are:**

### **1) Affiliate Marketing**

Perhaps the most popular one out there, affiliate marketing provides a good start for newbies. Almost anyone can sign-up for an affiliate program for free and start promoting the chosen product or service. Commissions start coming in if someone will buy or participate in the programs promoted. Affiliate marketers don't carry any risk, since they do not pay for the creation of the product, they do not handle customer service, they need not know the innards of internet transactions, like merchant accounts, Autoresponder (what is that?), reciprocal



linking, etc. It's also possible to be an affiliate even without a website.

Some affiliate marketing programs you may participate in require little up-front investment. Some are free. It's no surprise therefore that almost everyone and their neighbor promotes an affiliate program or another. In fact, if there is a single reason why the Internet today is so proliferated with ads and banners, it's because of affiliate programs.

With the millions out there involve in affiliate marketing, only 5% ever make any money and only 1% makes really big money. The "Super Affiliates," so they are called, do it very differently from the rest, therefore they earn the big checks.

## **2) Writing an EBook or other type of information product, recording an information CD**

This is a great strategy because there are thousands of possibilities for the type of product that you can create. There are so many niche markets that you can write about. It could be a course on Japanese gardens, how to start your own babysitting business, how to sell your artwork, taking care of your dog's ears ... there are endless topics and still many that have not yet been explored by online marketers. You don't have to write the information yourself, you can get a ghost writer or hire someone to produce the CD.

EBook authors need to invest more than affiliates do(sometimes). While affiliates can get something for nothing, the same is not true for the EBook type of business. EBook authors need to learn a lot more than affiliates are required to. They need to spend some amount of money getting the business up and running. However, when done right, the payoff in this online business model is much more rewarding.

These marketers make more money because they have very, very low production and maintenance costs. Once the product is produced, it doesn't cost a cent to reproduce thousands of copies. Start-up costs can be covered by selling just a few copies of very high-margin eBooks. You can even recruit hordes of affiliates to do the selling for you.

### **3) Google AdSense**

This has taken the internet by storm. There are tons of testimonials from people making outrageous income from AdSense.

AdSense is Google's advertising program wherein webmasters display ads from Google's extensive list of advertisers.

Unobtrusive text-based ads are served in member sites, who then earn a commission every time someone clicks on the advertisers' links.

Google AdSense uses a technology to deliver ads that are highly relevant to the content of a page. Google's engine will scan through the content of the page to determine its topic, and will then serve ads that are relevant to the page's content. Running Google AdSense is quite simple. First build a website full of content of your desired niche or topic, and then register in Google's AdSense program. Once approved, you then paste a code in your page, and the ads start appearing immediately after you upload the changes to your server.

Google is silent on how it shares the revenue per click with their partners, but how much you will earn per click depends on the topic and the product being advertised. Products with profit margins of \$10 for the advertiser will most likely give you a smaller pay per click than a product with a \$100 margin. Similarly, ads with high conversion rates will normally give you higher payouts than less effective ads, since they can afford to pay more dollars per click, with a portion of that money going to you.

These are the top 3 most popular online business models today. No matter which model you choose, make sure you understand the basics. Stop buying courses or information not applicable to your business. Information overload can stop you before you even get started. Believe me, I have fallen for it, and never AGAIN!

# THE 3 STEPS TO START IN AFFILIATE MARKETING

To go In-Depth on how you can start off with affiliate marketing, I've added this short guide with 3 steps that you can use to get a better start within affiliate marketing.

Affiliate marketing is an arrangement between an online merchant and affiliate, in which the affiliate earns a commission for generating sales, leads and/or clicks for the merchant's web site.

Affiliate marketing works in a win-win situation for the merchant and the affiliate. The merchant gains opportunities to advertise his products for free to a larger market which will increase his sales. The more hard-working affiliates he gets, the more sales he can expect. By getting affiliates to market his products and services, he is saving himself time, effort and money in looking for possible markets and customers. When a client clicks on the link in the affiliate website and purchases the product, recommends it to others who look for the same item or buys it again, this way the merchant leverage his chances of earning. On the other hand, the affiliate marketer benefits from each customer who clicks on the link in his website and who actually purchases the product or avails of the service provided by the merchant. Usually the affiliate gets commission per sale, which can be fixed percentage or fixed

amount. The best is that it won't cost a single dime to join an affiliate program.

If you want to be an affiliate marketer and make money out of the Internet, you may follow these three most basic steps to start your effective affiliate marketing campaign.

Your first step is to identify a particular niche you are interested in or passionate about so you won't be bored and forced to develop your affiliate web site later on. Focusing on a specific area you know well, it will help you bring out your best. Here are a few places you can research on - ClickBank Marketplace, LinkShare.com and CJ.com etc.

Secondly is to look for good paying merchants and high converting products. Make a list of good paying and high converting affiliate programs for your chosen niche and create a website. In choosing the products, you must also consider the support they are giving - Marketing materials may include articles, text links, banner ads, classified ads, reports, etc.

There are many affiliate networks and affiliate solution providers that can give you info on the most profitable products and best paying merchants. So be wise enough to choose the right affiliate program.

Now that you have decided which products to promote and the merchant you are supporting and have created your own web site with a domain name and reliable hosting, you are ready to

promote. This is the toughest part, since it is through this that you would be able to increase traffic to the business website, sales and of course, profit. In affiliate marketing, it is possible to earn large sums of money in a short span of time if you use the right strategies and methods.

On how to promote the products would need a separate discussion. You must continue to educate yourself by reading books, courses or other articles online about the best and proven advertising techniques.

Remember, there is no quick path towards success. Affiliate marketing may seem very tempting due to numerous encouraging testimonies of merchants and affiliate marketers alike who have benefited from it, but it really involves in a great deal of hard work and persistence. You also need to be creative and flexible.

Most affiliate marketers don't understand this, so when they don't make sales, they quit, look for other programs and carry on the same mistake. In the end, they said that affiliate marketing is just one of those scams in the Internet. You can work your way to great success if you employ the right strategies in affiliate marketing. You can make money as an affiliate marketer if you willing to do what it takes.

# TURN BLOGGING INTO A SUCCESSFUL CAREER

Many people blog. In fact, there are more bloggers out there now than ever before. What seems to fascinate many about blogging is that it can actually become a career, believe it or not. However, just sitting down at your computer and typing is not going to make you rich. So how do you make a living blogging? There are a number of things you can do that will help. Here, though, are a few tips that will get you started and show you how to turn blogging into a successful career.

First of all, you have to have a blog in order to make money from a blog. There are a number of sites out there that will set you up with a blog for either a fee or a portion of your advertising proceeds. If you are truly serious about making blogging your career, then you need to consider not using these services. If you are going to try to make money in blogging, then it would make sense to share the money with as few people or services as possible. Instead, start your own website and keep the money. You will pay a monthly hosting fee, but if you are serious about blogging you know that this money will be considered a business expense as if you were to rent a storefront for a clothing store or something similar. So your

first step in turning blogging into a successful career must include starting a blog and doing so on your own website.

Secondly, you have to figure out how you are going to derive revenue from your blog. There are a number of ways to do just that. The easiest and perhaps most popular way is to use some sort of advertising. Many of the search engines and other services on the web will place ads on your blog site and then pay you for every time someone clicks on one of the ads.

Another way to do it is to sell something from your site and use the blog to bring in customers. Or, in a similar strategy, advertise someone else's product on your site and then get some sort of commission from that person (affiliate marketing). No matter which strategy you use, or even if it is another strategy you come up with on your own, you need to find a source of revenue if you are going to make blogging into a successful career.

Third, once you have a way to make money off the blog, you need to get people to the blog. The key to most anything that happens on the internet is to drive traffic to your site. No matter what, whether you are using an ad service or selling a product, internet money is a game of percentages. You want to draw as many people as possible to your website. The larger the overall number of hits your site gets is the lower percentage of those clicks that have to be profitable you need. So how do you draw traffic? The key is, to turn a phrase,



keywords. You need content on your site that is going to bring traffic from search engines to you as much as possible. There are a number of ways to do this: through software programs designed to find the best keywords, websites that perform a similar service, or just coming up with them on your own and crossing your fingers. No matter how you choose to do it, though, just bare in mind that you cannot turn blogging into a successful career without getting people to your website.

Blogging can certainly be fun, but what if you want to turn that fun into a profit? There are hundreds of people out there who have turned blogging into a successful career. It is a great way to make money from home doing what you want, when you want. However, there are some things you need to consider before diving into a blogging career. First of all, you have to get yourself a blog, obviously. Next, decide how you are going to generate revenue from that blog. Then, finally, work hard to drive traffic to your website. Remember, the internet is a game of numbers and percentages so promote and update your blog as often as possible.

# 7 VIRAL MARKETING TECHNIQUES

With the onslaught of marketing campaigns geared towards Internet users, viral marketing has paved the way and has become one of the top methods used in advertising.

The principle behind the success of viral marketing is the number of users reached through the campaign. There are several viral marketing techniques that can be applied for an advertising campaign to succeed. Take a look at the following:

## **1. Creating Viral Marketing Awards.**

Creating viral marketing awards help both the companies and users by creating even more users. Awards in viral marketing help innovate the industry more and bring out more effective marketing techniques.

## **2. Creating Top 100 Site**

Online users often need a list of web sites relating to the topic that they need. Creating a top 100 list is one way to build your list and increase your customer base.

### **3. Free Newsletter With Bonuses**

An online shopping company might use this viral marketing technique. Offering catalogs with free online gift certificates will generate a huge customer base.

### **4. Free Email Course**

You cannot believe the wealth of information that you can gain from free e-mail courses. Most publishers of free e-books want to share their knowledge to other online users and this is a good way to entice users to your web site.

### **5. Writing Articles And Distributing Them For Reprint With Resource Box**

When writing articles for free download, make sure to have them reprinted with the resource box.

A resource box is a box on one side of the web page where you got the article, and it shows the complete contact information of the author of a particular article.

### **6. Using forums and discussion boards which uses signatures**

The users of discussion boards and forums have the same interests. By getting their signatures on message boards, you can have a very wide array of potential buyers from a specific target market.

## **7. Starting Your Own Affiliate Program**

This is one of the best methods to generate traffic and sales to your site. Here, a specialized link is provided for your affiliates so that users can be veered towards your web site.

***The reason all these 7 techniques works, is because they are of fresh content. The key to rule the internet is to have fresh content. Believe it or not! It is the truth!***

# HOW TO MAKE A LANDING PAGE THAT KICK ASS

If you have ever tried to make good landing pages, know that you need to test and retest your pages to make sure they convert. One of the best ways to make great landing pages is to look at what the internet marketers are doing online and follow them. Also women's magazines are a great place to look for what good copy writers write for good landing pages. Some women's magazines have the very best writers on staff so it's a great place to look for ideas when you go to write headlines. A smashing heading and some good copy and you're on your way to making a great landing page that can convert your customers into buyers. Nothing is more frustrating than having a lot of web traffic visiting a site but getting very few leads or sign-ups. If you can put together a simple web page that customer will land on and fill it with some good pictures and have a good clean design you can make a great landing page.

Great colorful pictures and pretty borders and great at keeping a reader's attention on a landing page and you have either paid traffic or free traffic. You also want to keep your speech very simple so all readers can understand your copy. Landing pages are not a good place to impress your readers with your extensive vocabulary. You want to use simple words and simple sentence structure. Making your heading lines bold so reader

can scan the page quickly you're your offer. Bullet points are a great way to list if you're trying to explain some benefits or features of your offer. They are easy to read and make your copy easy to scan. The close of your copy should invoke a deep interest from your reader to ask for additional information or collect an email address or newsletter sign-up.

**My system to make a free giveaway landing page is like this:**

- Bold Headline
- Some eye catching information
- Picture
- Email Autoresponder Form (to collect emails)

**PS.** This system is to get emails, not selling products at the first end.

**My system to make a sale landing page is like this:**

- Bold Headline
- Some eye catching copy
- Bullet point of some benefits
- Closing copy
- Offer

- Test conversions and make changes
- Retest pages

We have put together a collection of landing pages and you can download for free. With them you change the copy to your own and upload them to your web site. If you have ever tried to make a good landing pages to know that you need to test and retest your pages to make sure they convert. One of the best ways to make great landing pages is to look at what the internet marketers are doing online and follow them. Also women's magazines are a great place to look for what good copy writers write for good landing pages. Some women's magazines have the very best writers on staff so it's a great place to look for ideas when you go to write headlines. A smashing heading and some good copy and you're on your way to making a great landing page that can convert your customers into buyers. Nothing is more frustrating than having a lot of web traffic visiting a site but getting very few leads or sign-ups. If you can put together a simple web page that customer will land on and fill it with some good pictures and have a good clean design you can make a great landing page.

# GIVE AWAY FREE ITEMS TO ATTRACT TRAFFIC

Giving items away for free is a great way to increase traffic everybody likes freebie. If you give something different away each week, you are sure to have a steady stream of repeat traffic. When you have freebies or giveaways on your site, your pages can also be listed and linked from the many sites on the Internet that list places where people can receive free stuff.

To find these listings of free stuff, simply go to search engine and do a search on "Free Stuff Index" or "Free Stuff Links". You will be amazed at how many people are giving things away online.

You don't have to give something away to everyone. You could simply have a drawing every week. You could then ask entrants if they would like to notify them of the winner, which again gives you permission to email them.

If you want to bring only people from your target market to your site then don't give away mainstream things like screen savers, shareware games, utilities, and so on. Try to give away something that only people interested in your industry would want. If you don't care what traffic comes your way, and any traffic is good traffic, and then give away useful things that



everybody needs. Try to have your logo and URL displayed on the item. If your freebie is something that has your URL on it and is something that is generally kept around a computer, it'll remind and encourage people to visit your site.

The best implementation of giving away freebies is by having a "Tell a friend about this" button near the freebie so site visitors can quickly and easily tell their friends. It's the ideal viral marketing opportunities.