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Home Based Business Solutions for Internet Marketing.



****Rod Saunders****

Welcome Fellow Entrepreneur,

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“Home Based Business Solutions in Internet Marketing”.

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Help Build Your Business. You May Not
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Remain Exactly As It Is Now.**

Brought to you by ****Rod Saunders**** <http://www.HomeBusinessSolutions.co.uk/index>



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Introduction.

This is exactly what I would have wanted when I first started my Home Based Internet Business two years ago. My two driving passions are to succeed online and help as many people along the way to do that to. It's a mine field out there, so much information it makes the mind spin. My aim in this is to give you the exact blue print that my mentor Alex Jeffrey's uses to make millions on line. "It's simple but not easy" as he says. We can make it as difficult or as easy as we want. I prefer the easy follow the dots method.

What I'm about to give you is so simple, you'll want to say, "No this is too simple, it can't be just this!" but it's true. His Mentors taught him this and now Alex is teaching his students the same model that I'm about to give you. It works so don't try to complicate it.

Starting your own business working from home is one of the best things you could have decided to do. The rewards are enormous but so are the challengers if you don't have the right attitude, drive and desire to succeed at this. The rewards are obvious, and no doubt you already realise all the wonderful benefits from being your own boss, or becoming financially secure working anywhere in the world.

To work from home however you first and for most need the right mind set and discipline to... focus, learn and then take action. It doesn't have to be perfect, just get started, see what works then refine, scale up to maximise returns. Incorrect action is better than no action. Take heart my friend.

Once you are up and running, a lot of the work can be out sourced and automated, meaning it's possible for this model to be repeated in another venture or niche.

The first problem most Internet marketers face is Information overload so be disciplined and focused. Use this and only this proven model to grow your business and don't be distracted until you see results. It will take time and a lot of work, but believe me this works so stay in there. I don't know how many times I've tried something, not got the quick results



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promised and moved on. You know what? I was a fool to not have stuck it out. All these methods work if applied correctly and with due diligence.

This is the basics which are all you really need and it will **only cost you under \$50 a month to run with under \$20 out lay**. Imagine owning your own business for this small investment. Of course you are going to initially apply a lot of your time and effort getting it established. The success you make of it is up to you. These methods are proven by many, so do yourself a favour and copy it until you get your own results. My blog is regularly updated with what I learn, so keep visiting here to stay informed, to grow with me...

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The Method and Aim to Establishing Your Internet Presence.

Daily the Internet Marketing population is exponentially growing with new people joining, hoping to cash in on this Golden Information Age. There are over one billion net users and they're only a click of a mouse away. But for Internet Marketers this growing market place posse both advantages and disadvantages. It's becoming extremely noisier and even screaming won't get your marketing voice heard. I hold that today's main challenge for Marketers is getting their marketing message heard and remembered in amongst this rumble.

So what can be done About It?

Use the K.I.S.S method. "Keep It Simple St***d". But this takes time and long term planning, there is no quick fix as some may suggest.

First and foremost.



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Know Who You Are Marketing To.

Understand your prospects habits, ideas, and their way of thinking.

Know where they gather To Feed, “their watering holes” i.e. Forums, Blogs, Social Networks, and You Tube etc.

Know your niche.

Use key word tools to find your niches Searched Key Words.

Know and use that niches vocabulary (Colloquialisms) to effectively communicate in.

Plan a long term strategy to brand yourself using Blogs, Articles, Press Releases, and Forums.

Be clear What Your Uniqueness Is.

What are Your Strengths and Weaknesses?

Once you have clarified these points it's time to get your prospects attention.

Chapter One:

Blogs.

This is your business!

Yes it's that simple. This is your Marketing Platform from which you're going to brand yourself from. Establish your story and uniqueness here and attract people into your circle. People on the Internet buy from people that they know like and trust.

Selling is out and marketing is in. You're now a “Marketer no longer a prospect”.

This is the most important information I can give you... Your job from now on is **Marketing!** No more by going straight for the jugular trying to sell, sell, sell. It takes time to build trust and form relationships; it's the only way to succeed online for the long term

No more buying... Sure see what's promoted, “not to buy however” but to see how top marketers ply their trade. Analyze how they present their offer, the words they choose, headlines, subject lines, lay out, their P.S's, one time offers, up sells and so on. What catches your eye? See why it attracted you? Glean this info in order to present a more attractive offer.



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Ted Nickolas one of the world's top copy writers says to sell the sizzle in your copy and then present them with the steak, your product.

The Aim of Your Blog Is To Provide;

Stories, valuable information and success results. This attracts targeted prospects, and then your blog becomes the catalyst to your future growth. Use the information that you've just gathered about your market to build your blogs value. In my blog I'll pass on valuable knowledge as I get it so remember to stay up dated by regular visits.

Providing this value establishes your worthiness for prospects to follow.

What you need to consider when starting your blog; correctly choosing your domain name and blog title. Fore thought is needed for your blog subject or niche???

This is very important as this lays the foundation to your future success. What will Your Blog or business is Known By? This is the name by which people in your niche will remember you by, so get it right by choosing wisely.

Your journey to blog success with the Search Engines will be much quicker and more effective if the domain name is more focused on the blog content. There needs to be a relationship between the domain name and your websites purpose.

How to Set Up Your Own Blog?

1. You need to pick and then register a domain name; **“your Domain Name or URL”**.



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This is your first step to owning your unique site. This is the name that you choose to be registered, as your blog.

Make your Blog your story featuring if possible “Your Name” using a .com URL.

Simply go to [123 Domain Name Search](#) and type into the search feature your name to see if it's available in .com. If not try to include any of these words into it: “With, the, and, for, by”. Google does not recognise any of these words so will not affect your prospects search results.

An example would be: [www.With”YourName”.com](#). Choose something short, if possible easy to spell, catchy and buy the “two or more year” term agreement. Google honours a long term agreement as this indicates commitment on your part.

This name now needs to be registered to you and an annual fee paid for the right to use it. This is just the front end of your website.

2. Step up a hosting account. **Choose a Web Host to become a Home for Your Website.**

Web Hosts are servers connected to the Internet 24/7 so your business is open for business day and night. Find one that offers Wordpress blogs with Cpanel, “The back office area to upload your web pages, and manage your website from”. Include here would be your own email address and mail box. Wordpress blog is your website now visible to the world and anyone can come and view any information that you post here.

The Web host that I recommend and use is [Hostgator.com](#). Go there and sign up for an account to host your website/s. You can host as many domain names at no extra cost. This means all your different niches and campaigns can be managed through one account at no extra expense. They also offer Free Web Disc Account.

The Web Disk allows you to easily drag and drop files to your hosting account from your computer. You can create a Web Disk log-in and access your Web Disk from there. Once your Web Disk is configured, you can then drag and drop files to it just like they are part of your home computer. You



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can also navigate through the files in your hosting account just as you do the files on your local computer: Hostgator.com

To help you set up your own website and learn more advanced web design methods, a membership site I recommend is the one that helped me get this one going: [newbie membership club](#). See how easy it is to follow step by simple step video instruction.

If you are anything like me there is so much to learn you will get stuck in, to never look back at your business growth. [Newbie Membership Club](#).

"Success consists of going from failure to failure without loss of enthusiasm." ~Winston Churchill

3. Changing Name servers: **Your Domain Name Transfer From 123-reg to Your Hosting Site i.e. Hostgator.**

For further side Notes on this see; Appendix:

Need Help?

Use the web by asking Questions. There is a lot of help on the Internet if you ask the right questions in your search browser. Questions you may ask could include the following:

"How do I decide on a domain name?" "Buy a domain name" "Web hosting account""Changing Name Servers" "How Do I transfer my domain name to hosting account?" "How to set up a wordpress blog using CPanel?" "How to install a Akismet plug in?" (This plug in will catch all unwanted spam filling your comment folder).

Whatever the question there is always an answer on today's web. So go ahead and get started on your own training.

3. AutoResponders: **Your ListBuilding Buddy to Explode Your Profits:**

If you are not using this system then you are bleeding your profits. The money is in the list, the life blood to your business after getting Traffic.

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“How to *automate* your business using your *list building buddy* called an [autoresponder](#) for ship loads of cash...

If you want big profits then you will want to use this in your business or blog. This is an easy way to run your business and make money 24/7, even in your sleep or on holiday in sunny Spain. Easy to set up system can be working for you in no time flat.

A very popular service is [Aweber](#). If you join and sign up with them, they offer very good training videos to set up and optimise your mailing list campaign.

1. Decide what it is you want and why? If you get this wrong at the start, it is very difficult to change your domain name at a later stage, without losing out on all the work it took to establish your site. Have a clear idea on what your blogs purpose will be and then choose an appropriate domain name for it. It is important to get this right.
2. Make your domain name as short and as catchy as possible. It must be easily *spelt, remembered and to the point*. It has to stick in people’s minds like “Coke- Google- Twitter- BMW and so on.
3. It should also include a key word that you want to target, so that the search engines can find, in order to index your website. This tells the search engines like Google what this site is about, so it can find relevant content for its searchers.
4. Branding a simple, short and sweet name is a lot easier than a mouthful, hard to remember one. A misspelt word will not find your site. CraigsList is sometimes spelt CraigesList, this takes you to another unknown one. Take this into consideration...
5. Finding the right name becomes a headache when you decide on a name, but none can be found that are now available from “.Com”.



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What is your passion? Setting up your own business blog should be seen as a long term project, with long term commitment for it to be effective. Good content has to be continuously added, to bring your readers back for more. This takes dedication on your part, so share what you are passionate about. This makes it fun, as you share what you love. Doing this brings vibrancy and enthusiasm to your blog... Because you love what you write about, you have much to share. No writers block in this area!!!

It is normally best to keep your blog to a specific subject or focused niche.

Finding the right niche within your passion is key. Do a Google search for a “free key word tool”. Type in your niche name and see how many searches per month are made for this term. This will give you an idea on how popular that is. Most tools will also give other suggested phrases to think about to use as your base.

By making your blog focused on a certain niche helps the search engines source relevant content for its users who are looking for information. If you can give them what they are looking for, the search engines will match you up and bring visitors to your website. The more visitors the more successful your blog will become...

Alex Jeffrey's uses a phrase “**Oil Rig Hopping**”.

Oil rigs placed in oceans become artificial living reefs where fish gather and feed from. On the Internet, fishing prospects is best done by visiting blogs etc. and leaving intelligent, helpful and interesting comments for others to feed off. Links left at the end of your comments articles, posts lead back to your blog or squeeze page. This is “Targeted Warm Quality Traffic”.