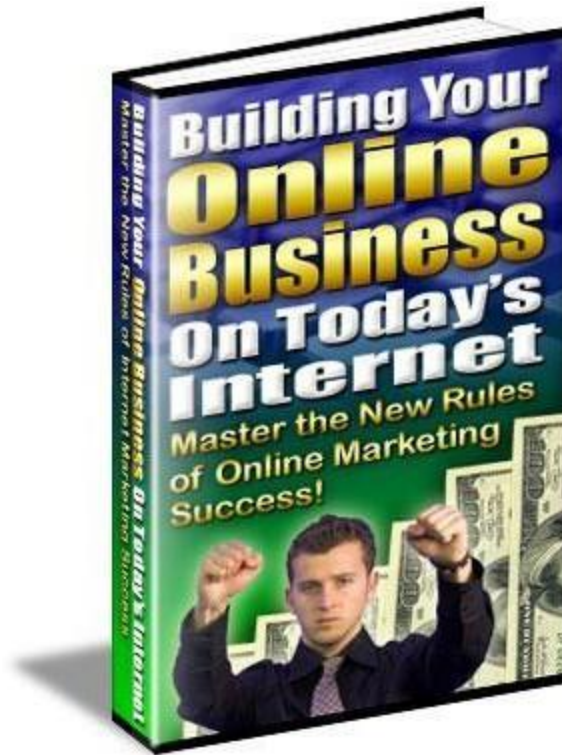# Building Your Online

Business on Today's Internet!

Master The New Rules Of Online Marketing

Success! By JayKay

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Introduction - The Web 2.0

Today's internet is interactive and easy to use. There are hundreds of thousands of interactive sites that are available to post free comments, thoughts, blogs and articles. Writers and wannabe writers can post as many articles as they want in many different websites that welcome free information. Many sites even pay for these articles.

Videos are also a very popular part of the new internet. People can now download their own homemade video on sites like You Tube for free and gain instant fame. Some sites will pay for how many visitors you receive on your page.

There are hundreds of social networking sites on the internet today. In addition to the large networking sites such as MySpace, there are also smaller networking sites that are geared towards special interests. Just about every interest is represented on the internet.

Today's internet is faster and user friendly than ever before and welcomes people from all over the world to participate and enjoy. While some people are enjoying finding some information on the internet and meeting people, others are looking at the new internet as a way to make money. A lot of money. As a matter of fact, billions of dollars are made on the internet every single day.

You used to have to have a store to make money on the internet. If you wanted to sell something, you had to sell one of the usual marketing items or try to make a niche in an obscure market. Most of the markets such as electronics and books have been saturated on the internet. There is a lot of competition out there and it comes from all over the world.

One thing that is always a seller on the internet or anywhere else is fast information. When people want information, they want it fast. Especially if they are looking for it on the internet. If you can provide people with information that they really need, or really want in a quick manner, you can make some money.
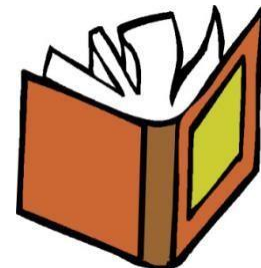
Years ago, if you wanted to be a writer, you had to type out a book on a typewriter and submit it to the major publishing houses. Chances are that they would not want to even read the book, so inundated they were with manuscripts from people who want to be writers. The public was pretty much at the mercy of these publishing houses. When you think about it, how do we know how many Hemingways or Dickens were turned away?

Today anyone can be a writer. Not a very good writer, but a write just the same. And if you can put a pen to paper (or fingers to a keyboard) you can pound out a book. You have to have some sort of outline and a message that you want to convey, but you can do it. There are thousands of people who are writing books online and publishing them as well. Even what used to be known as "vanity publishing" has changed and is more affordable for average people who want to write a book for fun.

The advent of the e-book is relatively new. E-books are electronic books that are sent to buyers,

usually in PDF format. E -books are usually smaller than a regular sized book and contain information that someone will want in a hurry. A person will find the information on the internet on what is known as a squeeze page, or a website and order the book. The attraction will be that they will be able to get the e-book instantly. They can download the book once they have paid,

E-books are not usually fiction books, but non-fiction books that give information that can be researched on the internet. They are the best known source of income on the internet today and are quickly replacing the online auctions that used to dominate the web.

If you want to get in on the action and market a tried and true product on the internet, as well as dominate the web with your marketing plan, do not underestimate the power of the Ebook.

You can use today''s internet for fun or for business. There is a lot of money to be made for those who choose to follow a marketing strategy and dominate the internet with their product.

Chapter 1 - The E-book

What is an e-book? If you have never before received an e-book you can learn that it is an electronic book that can be sent to someone at a moment''s notice. One thing that makes e-books so popular as well as easy products to sell on the internet is the fact that they are instant information. Much of the information contained in an e-book can be found if searched for hours on the internet. But who has the time to search?

People want instant information and they want it NOW. This is where the e-book comes in. An e-book is not a usually a fiction book but a how-to, self-help or informational book. Someone who has just broken up with a long time love might benefit from a book that teaches them to bounce back and move on. They might really need a book like this but not want to go to the store. When they find the information that they want online, they are more inclined to order it in an e-book format because they can get the information NOW.

Are people willing to pay more to get information right away? You betcha. They are willing to pay $2 for a loaf of bread at a convenience store so that they do not have to go to the supermarket where it is 50 cents. People are convenience driven, especially in America, a "drive thru" society that is devoted to convenience.

Imagine yourself on a Sunday evening trying to find information about a particular subject on the internet. You keep picking up bits and pieces and it is taking you tons of time to research. Now imagine having all of that information at your fingertips instantly. How much would you be willing to spend for that convenience? Chances are, if you are like

most people, the answer is more than you would pay for a book in a store. If there was no way to get the information, you might go to the bookstore the next day. Or you might not. You might just forget about the idea altogether. Or you may go to the library to get a book. An E-book is not only quick information, but impulse. You have to be able to offer a customer instant gratification for their money.

Your book should be filled with information that a customer will be able to use and feel pleased that he or she purchased. If your e-book is filled with fluff, poorly written or just plain dull, your customer will feel cheated.

In order to dominate the web with your e-book, you are going to have to learn proper marketing techniques. No matter how informative you e-book is, this is a business that depends on marketing more than anything else.

The e-book is vital to the business of dominating the web. If you have a hot title, you can create your own buzz about your e-book and make it into somewhat of a phenomenon. This is not anything new, although it may be new to you. Hollywood has been using this technique of "creating a buzz" in order to generate publicity of films for years. The internet has just given everyone access to the tools.

We will use the example of the bouncing back from a breakup book for in this e-book that will teach you how to dominate the web. We will give you step by step examples of exactly how to use the e-book to dominate the web and what marketing strategies will work for you.

Although good marketing strategies are crucial to the sales of your e-book and dominating the web, you do not want to dominate the web with a book that is not any good. Most e-books come with a "money back guarantee." This gives the customer a sense of security that they are purchasing a product that will actually have some information. A person who wants to buy a book at a bookstore usually thumbs through it a little before buying. Or they might know the author and have enjoyed his or her work in the past. So they buy the book.

On your first time into the world of publishing e-books, you will not be a well known author. You will be an expert on the topic about which you write, but not well known. And people do not even know if your product is real. People are hesitant enough about buying something online without a preview and although you will have a preview on your squeeze page, which we will discuss later in this book, that guarantee is a safety net for the customer and an added incentive to buy.

If you give them a book that is well written and informative and not filled with a lot of "fluff," you will have a satisfied customer. If you give them an e-book that is poorly written and contains virtually no real information and a bunch of adjectives, plan to give out a lot of refunds.

Never underestimate the importance of the e-book. You might be able to push junk with marketing skills, but you are certainly not going to have any sort of reputation on the internet. And there is a difference between an e-book author who is well liked and one who no one has

ever heard of and skips out the minute they sell enough e-books.

If you cannot manage to write an e-book, hire a ghostwriter to write the book. Make sure that he or she understands what you wish to promote in your book and what information you wish to reveal. One way to further dominate the web is to build on the products described in your e-book with advertising.

You have to make sure that your e-book is not an advertising manual for a certain product. It should be written from an objective viewpoint. If you want to promote natural healing, for example, you can lean towards this in the e-book and do so subtly, but not make your book sound like a promotion for natural healing. You can even give the "pros and cons" of natural healing, just make sure that the cons do not include the possibility of death if anyone ignores practical medical advice. The "cons" should be soft, like "you have to go to the health food store to get this product and cannot get it at your grocery store."

Once the e-book is complete and up to satisfaction, make sure that it has a snappy title that will attract attention. The title should be specific so that, if someone does a search for the title on the internet, your book comes up in the first two pages in the search engines. You do not want to have a general titled book on dating like " Moving On After A Relationship," because you can bet that there are hundreds of thousands of other articles, books and clips that will come up before your e-book on the search engines. Your book should be more specific such as "15 Ways To Bounce Back After A Bad Relationship."

Using a number gets you ahead in the search engines. You should never spell out a number, either. If you use a number like 10 or 20 which are very common, you are further down the line in the search engines. Using an odd number will get you more prominence.

You can also create a pen name for yourself that will generate some notice in the search engine. The name should be easy to spell for the average person and not the same as a celebrity. It should also not be a common name such as Smith or Jones, although you do want to have a name that is easy to spell. Creating a name like Miranda Corey may be better than Jane Williams. You can also feel free to put "Dr" in front of your pen name. You cannot actually pretend to be a doctor, but you can use it as part of a pen name. You cannot, however, put MD after your name as that would insinuate that you are a doctor. You cannot give legal advice pretending to be an attorney, either. That is out and out fraud. You want to make sure that your marketing strategy gets you noticed on the internet, not lands you 5 to 10 in the big house.

Once you have your e-book and title as well as your pen name, you are ready to begin dominating the web with the sensation you are about to create about your product.

Chapter 2 - The Squeeze Page

In order to get people to buy your book, they are going to have to have a place to go to order the e-book. You can have a website where the person can actually order the book or a web page. A webpage usually consists of a sales letter only and exists only to sell the e-book. This will be what is known as your "squeeze page." Your squeeze page can have its own domain or a sub domain name. You are better off if you can use a domain name without a sub domain, but this is more costly.

A squeeze page can be something that you get for free. Unlike a full fledged website, it is only a page with your sales information promoting your e-book. You can also go the other route, which is more expensive, and get a website. There are advantages to having a website that include being able to cash in on advertising as well as having the ability to have a more interactive site. You can, in a pinch, make do with the squeeze page.

You need to have a domain name anyway so think of one that corresponds with your e-book and also has good keywords. Use a dot com instead of a dot org or another other suffix. Find the right domain name and register it with a site like Go Daddy where you can register a domain name for less than $10. If you decide to have Go Daddy host your site, they will do so for a low monthly fee and give you the tools to build the site.

If you want to avoid a monthly fee and get just a page that depicts your sales page and the sales page only, as well as information on how to order your e-book, this is known as a squeeze page. You will have to find a free web page host (and there are many of them) who will allow you to take a page. They may put their own advertising on your page to cut costs, but these should not detract from your page.

You will not be able to use your domain name, such as www.bouncebackafterlove.com in order to draw customers to your website. You are going to have a sub domain name. If you want to go right to your squeeze page, you will have to use www.joeshosting/bouncebackafterlove.com. Your domain name will come after "Joe"s Hosting." Joe"s hosting will be hosting other squeeze pages as well.

The good news about using the squeeze page is that very few people will be typing in the name of your book in the address bar as people tend to use the search engines, your book name will still show up in the search engines in prominence and it will not cost you a large fee to have to host this page each month. Also, it very simple to set up a squeeze page. It can be done by just about anyone with the most basic computer skills.

The bad news about using the squeeze page is that if Joe"s Hosting gets a client that has a very bad reputation, it tends to affect all of the clients that he hosts. You are somewhat reliant on Joe to make sure that he gets people who are not selling junk on their squeeze page. Chances are, however, that Joe is just interested in generating ad revenue and doesn"t do too much monitoring of his website or the pages he hosts. You also lose a bit of credibility by using a sub domain.

On the squeeze page, you are going to want to have your exciting sales
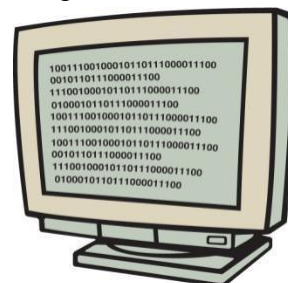
page. This should be very bold and very attractive to look at. You should incorporate graphics on the page and a lot of HTML. Chances are that you are not going to have to know a lot of HTML as most sites will give you tools to build the web page using color, graphics and different sized fonts. You want to not only make it attractive, but easy to read.

Tout the e-book as much as you can on the page without overdoing it. Make sure that you use specific keywords relating to your book in the text so that it again can appear in the search engine. You should have a way for the customer to order the e-book as well as the cost of the e-book. Make sure that you have everything spelled out of for the customer so that they do not have to guess where they can order the book. And you want to provide an e-mail link to you to place an order, or, if possible, have them order it at the e-book host.

You will want to provide a Paypal button or some other easy access that will enable them to order the book quickly. Make sure that the Paypal button links up to your Paypal account. You can also use other internet banking sites. The more options you give a person to purchase your product, the better off you are.

You can also send them to a third site with a link to order the book. This can be a site that takes a commission in order to process the orders for you. This can save you some time in having to send the e-books yourself and monitor the orders. You will pay a fee, but the sales and delivery of your e-books will be done automatically and you do not have to worry about anything but collecting the money.

Another way you can facilitate the sales of your book is to use an e-book seller that will make it safe for you to sell your e-book without worrying about people getting the book and sending it to their friends. You can add security in your e-book that allows it to be only viewed as a sample instead of the full text to prevent e -book thieves. Many of these websites can also offer you a web page as well to promote your e-book, or your squeeze page. If you are unsure about distribution or creating your own web page, or are not very technically inclined, you can opt for such a service.

Once you have your e-book ready and your squeeze page set up so that you are open for business, you can then use various strategies for dominating the web and creating a buzz about your business.

Chapter 3 - Using Free Publishing Sites

There are hundreds of free publishing sites on the internet that can be used to publish informational articles. The articles that you publish will have to be completely informational and not sales pitches. Two sites that you can use are Associated Content and Ezine Articles. Both of these sites give you options to publish articles that relate to your e-book for free.

You cannot use the title in your e-book in your article or use a link. How, then, do you establish business with these sites?

By using these sites, you accomplish three things:

1. You establish yourself as an expert in your field
2. You have a profile where your website or squeeze page can be accessed if someone is interested in learning more about you
3. You create an interest in your topic.

Establishing Yourself As An Expert

Establishing yourself as an expert in your field is essential in order to get people to trust you enough to buy your e-book. After all, if you are not a proven expert, what gives you the right to tell other people how to do something or live their lives a certain way?

A proven expert in the dating field can be anyone who has ever dated. Anyone who is over the age of 16 has probably dated and been hurt in love. They have probably bounced back. They can give advice. In the dating book example, unless you have always lived your life as a monk, you can probably give a few tips on how to bounce back after a bad relationship. Keep in mind that the tips you give will be taken seriously by people so the objective is to help them overcome the feelings of anguish after being a bad relationship.

So how do you establish yourself as an expert? Simple - you say that you are an expert. People rarely question the written word. By proclaiming yourself an expert, you are an expert. Never underestimate the power of the written word. If you tell the world that you are an expert on dating, you are an expert.

If you were writing an e-book giving legal advice without being an attorney, you may be held for practicing law without a license. If you write a book on how to operate on a heart, you can count on some trouble from the AMA as well as the federal authorities. But dating? Investing? Personal growth? Losing weight? Whose to say that you are not an expert? Chances are that you are just as much of an expert as those who proclaim to be experts on these same subjects that grace our television screens. They are just better at marketing.

You should be able to write what you know or at least make sure that the writer that you hire to write your e-book writes what he or she knows. Before you attempt to sell anything that you are going to put your name on, especially a book, you want to have some idea of what it is about and whether or not the advice in the book is sound. This is why it is a good idea, if you can, to write your own book or only give the job to a trusted ghostwriter who will do a good job.

When you write several articles as a „dating expert," for example, you will create a buzz about your topic as well as yourself. People will tend to know you as the dating expert. They might even start following all of your articles that you have on Ezines or Associated Content to get advice. Some will start writing to you and ask for personal advice.

You will have the opportunity to direct these people to your web page or website so that they can

then get the opportunity to purchase your e- book that will give them all of the information that they need to know about a subject. As they have been reading your articles and, after all, you are an expert in your field, they will be more than happy to take the opportunity to get this e-book.

You can establish your own career as a dating consultant by publishing various e-books and articles. Soon your advice will be sought out by those who want to know the aspects of dating. You can even write a print book and might be able to use your past experience in the world of e-publishing to sell a print publisher on your book.

Use Your Profile

Make sure that you create a profile on these free informational sites as well. Your profile should also have a link to your webpage or website. You want to make sure that you appear professional and, above all, an expert in your field.

Do not use your profile to meet other people or socialize. Use your profile to advance your business. If you want to socialize on the site, start another profile and do so under that name. Do not voice controversial opinions on the site as you may turn off potential buyers. Try to remain focused on why you are on the site, which is to further your business.

Use the forums on the site to generate interest from the other members of the site who are looking for friends. Make sure that you invite them all to read your articles and give their opinion. Make "friends" so that your profile grows and you look like you have a large following. Again, remember your purpose for being on the site.

The purpose for being on the site should be always to promote your business. Although you want to lead a well balanced life and not spend every waking moment of your life trying to make money, you should separate business and pleasure. If you feel compelled to socialize on the internet, do so on another site.

Create an interest in your topic

By writing free articles, you are promoting an interest in your topic. Again, you will want to use keywords that will be top in the search engines. You do not want to overload the search engines with keywords, however , as they tend to bounce back.

Write a 500 words article and use the keywords about 5 times. This will make your article rise in the search engines. The keywords should be something that someone would type into a search bar. Remember that people cannot spell very well. Something like "best dating tips" or "breakup heartbreak" may work well. You may have a tough time putting these together in an article, but you can put an "a" or a "the" in the middle of the keywords so that the article makes sense.

If you use the keywords in the correct manner and look for different keywords that are very specific to your e-book topic, you can be guaranteed to be on the first or second page of the search engines.

Using the free article websites to generate publicity for yourself and your subject matter is but one way to dominate the web with your material. Once you have discovered how keywords can be used to manipulate the search engines, you can continue to draw people to your website or squeeze page and sell them your product.

Chapter 4 - Using Video

More and more websites are incorporating video into their site. You will notice that news websites that used to have all text media on the internet now have about half video media. And the use of video is growing. You Tube is one of the most popular free internet sites that displays videos. These range from amateur videos to videos from professional musicians that used to play on MTV. There is no doubt about it, but video is hot.

Digital camcorders that used to cost $1,000 at least can now be purchased for around $ 100. Some are even cheaper. This enables anyone to be a video star in a matter of minutes. You can actually film your own commercial for your product, upload it onto your computer and post it on You Tube for free.

People peruse You Tube daily looking for new and exciting videos. You are going to want to make sure that your video stands out a bit from the rest. If you can incorporate some humor into the video or make it really stand out in some way, do it. Video, especially free video posted on You Tube, is a very competitive field. You are competing with all of the amateur directors and producers that are out there. And there are many.

The more offbeat your video, the better chance you have of someone watching it. Although you want your video to stand out, you do not want it to detract from the integrity of your product.

Every city has goofy commercials on their local channels that people remember. In some cases, these commercials are even more memorable than regular television commercials that are thought up by Madison Avenue executives. Try to think of some of the crazy commercials that you see on your local channels and think of what stands out about them.

One way you can make your video entertaining is by spoofing another popular commercial or video. This should be done in good taste, however, and not be a controversial video that will detract from the message, which is to go to your website and buy your product.

You can create a profile on You Tube and again, give a link to your website. You Tube is no different than the sites that give others the opportunity to write for free. You have to learn how to use this site to benefit your business.

Use the forums. "Chat" with different people, but never forget that the purpose of being on You Tube is to generate publicity for your e-book. Direct as many people as you can to the video. Always be selling when you are on the site and make sure that you invest plenty of time into this opportunity.

Once you have dominated the web and made enough money on your e-book, which is a multi-million dollar business, by the way, you can join a country club and make all the friends you want. Best of all, they will be people who live in your area and who actually look like their photographs.

Using Video In Your Website

In addition to posting video on free websites like You Tube for viral traffic, you can also use video on your website to make it more interesting. While a squeeze page is just text (basically a sales letter) a website will offer you enough space to incorporate video.

You can change the video on a daily basis to keep your website fresh and in the search engines. Using video on your website can be a good way to get someone to keep coming back or even getting others to view the website.

Use any type of media that you can to continue to promote your product so that you can dominate the web. If you have a catch phrase or slogan, be sure to incorporate it into everything that you post on the internet. This is how you create a buzz and begin to dominate the web. When someone does a search on your e-book or name, they will see hundreds of different results relating to you. You will then become well known on the internet.

Chapter 5 - Using Social Networking

There are hundreds of social networking sites that you can join on the internet. People today are so starved for companionship that they have resorted to talking to strangers on the internet. This is comparable to picking up a telephone and just dialing, but people do not see it that way. They look to the internet for more than just information - for more and more people, it is their social outlet. For some, it is their only social outlet.

What started as MySpace which was a website for young people, became a multibillion dollar business on the internet. There are social networking sites springing up all over. Some are strictly for socializing while others are special interest websites. There are websites for opportunity seekers and those who have MLMs as well as those who like anime. For just about every interest in the world, there is a social networking site.

Naturally, you will only want to use the social networking sites that can be used to promote your product. You do not want to go on an MLM site where the people will be busy trying to get you to sign up for their multi level marketing plan instead of buying your book.

Let"s again use the dating e-book as an example. You would want to go to sites where single people hang out to try to [meet](#) one another. MySpace is one. [Facebook](#) is another. There are many, many more. There are even free dating sites with forums, such as Plenty of [Fish](#). You can use these sites to create a buzz for your e-book. The trick is to not let them know that you are doing this.

Using a social networking site for [marketing](#) is usually against the terms of service for the site. You do not want to get kicked off by going on these sites and spamming. Spamming is when you offer unsolicited e-mails or advertisements in forums and to individuals. This is really annoying to many people and you can pretty much guarantee that someone will take the time to report you to the site administrator. Then you have to go through the trouble of taking another five minutes to make up a new account.

Instead of getting constantly kicked off of MySpace for shamelessly promoting your [book](#), you can work your way around this.

The first thing you want to do, however, is to create an attractive page that will showcase your product. Because you are not allowed to [advertise](#) your product on MySpace or any of the other social networking sites, you will have to create a page that showcases your product without really showcasing it. You do not mention the book, but have a link to your squeeze page in your profile.

You can also create blogs that relate to your [product](#) and use a hyperlink to link to your squeeze page in some social networking sites. While you cannot out and out advertise your product on the site, you can use the site to drive traffic to your squeeze page in an effective manner.

Using a hyperlink to drive [traffic](#) can also be incorporated in the forums of the social networking pages, although they are frowned upon, for the most part, in the forums. While you can post links in most forums, shameless self [promotion](#) will not earn you a good reputation on social networking sites. It will, however, work on a few people.

Despite the fact that we shun "spam" it"s still a pretty big [business](#). People would not still be using spam if it was not for the fact that it works. You can add a link every once in a while to the forums to generate interest in your product.

We will discuss the aspect of using blogs to dominate the web in the next chapter, although you can and should change your [blog](#) on a daily basis and make sure that it contains the right keywords that will be prominent in the search engines. Make sure that you use your social page to the fullest advantage and be sure to [talk](#) about your expertise in the field of your product.

Quick tip:

Although this is frowned upon, it is not illegal. You can create as many personas as you want on

the social network sites. This means that you can be a girl, a guy, an old woman, etc. As a good many people do not post photos of themselves but avatars or some fake photo of someone else that they got off of a Russian Bride site, you can create as many identities as you like on the social networking sites.

The identities can get together in a forum and discuss the really hot e-book that they read about dating. They can create quite a stir on the forums as they continue to discuss your book. You will not be among these people.

It is also helpful, for the watchful eye, that they do not all "live" in the same town or sign up for the site on the same day.

People in the forums will be more inclined to join in a thread where there is an active discussion. If, for example, you are touting the e-book on dating, your split personalities will be discussing dating and happen to mention the book. One of them can discuss that they read it and others can join in the discussion. They can critique the book, but talk about other things as well. The thread will remain active.

Is this sneaky? Yes. Is this done all the time? Yes. It is called "creating a buzz." And it"s nothing new, either. The internet just made it a bit easier to promote things. Years ago, it took a little bit of money and a bit more outrageous behavior to promote films and books so that the public would buy them.

You cannot rely solely on this method to create a buzz, but this can be just one way that you can dominate the web 2.0. If you really want to make an impact, you can slyly have some people join the fun at the other social networking sites. You want to be sure that you post different comments, however, as there are some people who will go form forum to forum on the internet looking for such things. They will be ready, willing and able to call you out. If done correctly, however, you can create a stir on MySpace or any other social networking site.

If you think that this way of promotion is a little too sneaky for you, ask yourself if you would rather be chatting with strangers on a forum or using the forum to make money? If the answer is the latter, you will be successful in the field of marketing and dominating the web.

Because they are so popular with the public, using social forums makes sense for anyone who wants to market their product on the internet. The trick is not to be obvious about using the social networking sites for this purpose.

You are far better off to use these sites for the benefit of meeting as many potential customers as you can and then using your money that you make off of your e-books to travel, enjoy yourself and join clubs that are out of doors.

Chapter 6 - Using Blogs To Market Your Product

Blogs are so easy to create and there are hundreds of different blogging sites on the internet today. You can write a blog about anything you want and can have hundreds of different blogging pages. You should open up a free account at as many blogging sites as you can find so that you can get the word out about your product.

Your blog is just a musing that you will write in the first person. Again, we will go to the dating e-book example. In this case, your blog would be about dating. You would be writing about how you were getting over a relationship and how hurt you were. Each day, you could add a little to your blog about your pain and suffering.

You can use keywords to get the blog to become more prominent in the search engines. You are better off to get people to find you from the search engines than any other avenue. There is no way that you can make any sort of money on the internet, or dominate the web, without attention to the search engines. You cannot rely on marketing your product to other bloggers on the blog site - there simply aren"t that many people who can help you dominate the web. You need to get picked up in the search engines.

In order to do this, you want to have keywords that stand out and are used throughout your blog. They should relate to the product. Dating, bouncing back, bad dates, bad relationships, bounce back dating - put those words into the blog as much as possible, but so that the blog makes sense. You should use the keywords about three times per 125 words.

You only want to make a blog be about 125 words. Anything longer than that will be passed over. People do not have a long attention span when it comes to reading articles or blogs on the internet. You will have to say what you have to say in 125 words.

The link to the website should be somewhere in the blog. You can post links on blogs, unlike article sites. You can post a link to the squeeze page or website so that someone is then directed to your sales pitch.

You can also give free "dating tips" in your blog. If you can come up with an angle that will get people keep coming back day after day, you will generate an interest in yourself and your product. You are also further cementing yourself as an expert in the field. You can then use the blogs to further that persona and if people like the free advice, they can then be directed to your website where they can then be hit with the squeeze page.

Blogging is easy and you do not have to be a good writer at all to promote in this manner. You can even write your blogs on your word processing program and cut and paste them to different blog sites each day. The trick is to get as much interest in your product as possible and generate as much traffic to your squeeze page.

You can even video blog, if you so choose. Or, you can incorporate video into your blogs.

Why waste your time on the internet passing around jokes or urban legends that have been circulating since the beginning of time when you can be using this time to promote your e-book? The e-book is the easiest thing that you can sell on the internet and once you have a good marketing plan and begin dominating the web, the money will begin flying in.
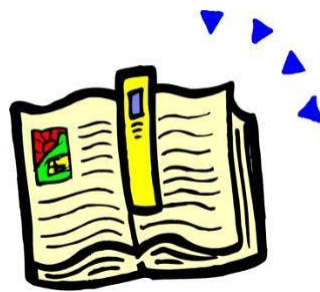
Chapter 7 - Using Bookmarks

Bookmarks are a way to further flag your articles for the search engines. Bookmarking sites flag certain articles that generate a mass interest and post the links to the articles on their site. Some bookmarking sites, such as Digg, are also social sites as well.

You should bookmark your articles on Digg as well as other bookmarking sites such as StumbleUpon, Reddit and others. There are scores of bookmarking sites on the internet where you can post your articles. These articles should be informational articles that are also posted on the article writing websites such as Ezine or Associated Content. This is yet another way to gain more prominence in the search engines and get more notice for your product.

Bookmarking is easy to do. This is another free service that is provided on the internet and can spread your word virally. You want to sign up for as many bookmarking sites as you can so that your articles encompass as much as the internet as possible.

Bookmarks are one of the easiest ways to get your articles and your information noticed. They are the easiest ways to spread your name throughout the internet. On some sites, such as Associated Content, you can automatically bookmark your articles once they are published to dozens of different sites, links of which are provided. Sites like Associated Content depend on you to generate your own traffic to your articles. While getting them picked up in the search engines is the best way to generate interest, bookmarks come in second. And the best part about bookmarking your articles is that this method is entirely free.

You can also make more than one account on the bookmarking site and tab your own articles. The more tabs, hits or digs your articles get, the more prominence they get in the bookmarking sites. You can also dig and tab other people‟s articles so that they will do the same for you.

Bookmarking takes only a few minutes of your time and is well worth the effort. Any articles that you submit to any informational sites such as Ezine or news sites should be bookmarked as well so that you get maximum exposure on the internet.

Chapter 8 - What Is SEO?

You have probably saw the initials SEO and wondered what they meant. SEO stands for "Search Engine Optimized." This means that there are the right amount of keywords in the article, blog or written text that make it show up in the search engine if that search is performed by an individual.

There are three main search engines on the internet. They are Google, Yahoo and MSN. There are other search engines that are not as well used, such as Netscape and even AOL, but they pale in comparison to the big three. You want your article or website or any information to come up on the first two pages on the search engines.

In order to do this, you are better off to have your article, e-book, website or any other written material be as specific as possible so that it has a better chance of being discovered on the internet. The dating book should be given a title that will be search engine optimized. A simple book entitled "Dating" will not work. If you want to see for yourself, type in dating on one of the search engines and take a look at the number of responses. You are at the bottom.

It is not only necessary to have a search engine optimized title, but also a title that people who are looking for the information that you are going to provide will search. Try to put yourself in the shoes of someone who wants your book on rebounding after a relationship. What are the likely words they will use to search on the internet for help?

Chances are they might use words like heartbroken, breakup, relationship, broken up, broke up, heartbreak, etc. Remember that not everyone is a stellar speller who uses the internet. And most people will put in a couple of words that relate to what they are seeking instead of an entire sentence. They put in "heartbreak break up" and see what comes up on the search engine.

If the name of your book, instead of "Dating" is "The Heartbreak of Break -Ups" you are in like flint. Chances are very good that you will be right in the first pages of the search engines. You can add some filler words like "a" and "of" and even put a plural on the end without it affecting the search engines.

There are many different varieties to "heartbreak and break up." You can use "Heartbreak" or "heart break" you should put both words in your article. You can also use "break up, breakup or break -up." All three should be included in the article. This will make the article or website or e-book more search engine optimized. For those who cannot spell, use "heartbrake or brake up." Most people do not have great spelling skills and it is never more evident than on the internet.

Also, most people cannot type fast. This puts them at a further disadvantage when they are trying to search for something. This is why you want to leave as many small words out of your title as you can and keep everything search engine optimized. Use the words that

count so that when someone plugs in two words that really don"t go together but both have to do with your product, your articles, webpage, website or blogs will appear.

Before you even begin your e-book, you should be thinking of keywords and the title of the book. By making everything search engine optimized, you have a much better chance of being discovered in the search engines.

If you are unsure about how to create search engine optimized articles, blogs or even titles, this is a service that you may choose to outsource. There are plenty of SEO firms that are on the internet that will enable your website to have prominence in the search engines. Make sure that they give you a price up front and also show you examples of how they have helped others like you by getting them prominence in the search engines.

Chapter 9 - Newsletters

When you have a website, you will want to offer free newsletters. Anything that you offer for free, such as a horoscope or newsletter, will be grabbed by the public that just love the word „free." A newsletter is easy to do and can be a very brief, one page item that you can create easily and convert to a PDF format.

The newsletter is a good way to continue to drive traffic to your website. You will want to send it out every week, every month or whatever works for you. The purpose of the newsletter is to get people to visit your website and buy your product.

You will be giving them something free so that they want to open the newsletter and do not delete it. The freebie for the newsletter to promote the dating book can be dating tips. You can give them dating tips and other fun things such as a horoscope and a list of dating websites in your newsletter. Make it fun and attractive and encourage them to send it to others. You can do this by putting on a "joke of the week" or a quiz that they will feel compelled to send to others. You should also tell them to send it to other people. People can be very easily persuaded to do things simply by suggestion. Suggest to them that their friends will enjoy the newsletter and quiz, too.

Every single person who visits your website should be tracked. You should have a tracking device that enables you to do this. They leave their imprint on your site and then become your potential customer. If they are visiting your website on how to get over a breakup, they must have some interest in the site or else what are they doing there?

This means that every single person who visits your website receives a newsletter that encourages them to send the newsletter to others. This creates a viral marketing plan that can really work. The newsletter should be able to be generated easily and automatically sent out.

Take a look at the newsletter for Turner Classic Movies. This is a large website that gives you the schedule for their programs as well as fun forums and interesting facts and articles about the stars. Turner Classic Movies is a cable channel that plays older films that are part of the Turner Classic Film library. Their newsletter gives you a schedule of events as well as some information about the upcoming programs and the "Star of the Month."

How does this station make their money? By selling the rights to their films. Ted Turner owns the rights of the films that are in the library so he does not have to pay royalties to broadcast his films. However, his station does generate an interest in classic film that is unique to cable television. Films that are not owned by Turner are in the public domain. This means that any money made by the station is profit.

Money is generated by viewers who purchase the items in the catalog as well as films. The reason for the website is to promote an interest in the films with the main objective being people buying the films. The reason for the newsletter is to remind people to visit the website and check out the films. The reason for everything is for people to buy the films.

The Turner Classic Movies newsletter and website is probably a lot bigger than the website and newsletter that you will create but basically works in the same way. You do not have to be Ted Turner in order to use this marketing plan.

Newsletters are fun and easy to create and people will actually look forward to getting them. This is not like getting a sales pitch in the e-mail because it is free information. People will enjoy getting your free tips and if you can make your newsletter entertaining and fun, as well as informative, you can use this form of viral marketing to your advantage.

Chapter 10 - Auto Responder

What is auto responder? This is something else that will help you dominate the web and although is not viral marketing as the other examples in this book, is still something that you should know about if you are going to market your own e-book. Unlike viral methods, auto responder will end up costing you some money, but can be well worth the money.

The concept of auto responder is that you send someone, by e-mail, free information as a teaser every day for about 10 days. You are giving them free information that has to do with your product and each day slightly presses your potential customer more to visit your website and buy your product.

Each day the auto response sends you a free tip on getting over your ex boyfriend, girlfriend or spouse. It also urges you to purchase the product and creates a sense of urgency. Each day, the message gets more direct for the customer to purchase your product.

Auto responder is a marketing tool that has been proven to be effective at driving traffic to your website and getting customers to purchase your product. Although it is not a free service on the internet, if you have the ability to write and purchase software, you can do your own auto responder.

This is something that you should consider when marketing your e-book online.

Chapter 11 - Forums and Chatting

Forums are all over the internet and are used to communicate with other people and get to meet others. You can use chat on some websites as well as on Yahoo, AOL, Netscape and dozens of other sites. Forums are usually where you post messages and chat is live chatting.

There are programs that you can purchase that will enable you to chat with people while not actually being on the computer. The chat will not go on for a long time, but it can drive some people to your website without costing you any money.

Both of these methods of talking to people on the internet have a way of driving traffic to your website. With a little bit of HTML codes, you can post links in forums that will lead people to your site. You can usually join in on any forum on the internet with a valid e-mail address.

By using the same codes, you can also incorporate the same links into chat boxes as well. Wherever you can post HTML codes, you can put a link to your website. This is the easiest way to advertise yourself on the internet and best of all, it"s free.

Posting links in forums is not difficult. This can be considered "spam" but is just another way to advertise your product on the internet. In the United States, we have a free market system that allows us to advertise our wares. This includes sending unsolicited mail. If you are constantly barraging someone with e-mail spam all of the time and will not stop if they ask to be removed from the list, you are creating a problem and this can be construed as harassing instead of advertising. If, however, you post links in a forum, you are not violating any laws. The worst that can happen is that you are removed from the forums. In most cases, no one will mind because they are all busy doing the same thing.

By making the links relevant to the topics in the forums, you will be giving people information that might help them. If you have information on your website or page that is free, such as teasers and your newsletter, they might actually enjoy the fact that they used the link. Although many people scoff at advertising, they use advertised products all of the time. Marketing is an exact science and has been around for quite some time. It works.

Quick Tip:

When using the forums and chat boxes to post links, do not use your main e-mail address. Get a free e-mail address from Yahoo or Hotmail and use that one to sign up for the forums or chat

rooms and post links. This way, if you get kicked out of the chat room or forum, you can still go on with your regular e-mail address.

Chapter 12 - Keep the Momentum Going

Do you truly want to dominate the web? Do you want to be able to sell more of your product through clever marketing? If so, you have to be prepared to keep the momentum going.

You do not want your website to get stale, you have to keep revising it all of the time. If you have a website that is "Heartbreak Breakup" you might be first on the search engines until other, fresher articles and sites that are more updated start taking your place. You need to keep the momentum going in order to continue to remain at the top of the search engines.

The way to do this is to constantly have more content on your website. You should update your content with search engine optimized keywords as often as possible so that you can continue to rank high in the search engines. By creating activity on your website, you are creating a buzz and making your site appear more active to the search engines that will keep it up on top.

One thing to understand here is that the search engines are not people. They are robots. They are mechanically motivated and have no human feelings. Manipulating them will not hurt their feelings because they have no feelings. Because they are not human.

If you want to make money on the internet by selling a book, you need to do all that you can to make sure that as many people as possible have the opportunity to know about your e-book. You need to keep the momentum going so that you are placed as prominently as possible in the search engines. There is no softer way to say this. An e-book is one of the best items that you can sell on the internet but competition is stiff. You are not the only one who is marketing a product of your nature. And no matter how innovative your e-book is, no matter how well written - it simply won"t sell if people don"t know about it.

The more you write and post articles on your website, the more that gets picked up in the search engines. And the better your chances are of being picked up on the first two pages in the search engines. Manipulating the search engines is done by using keywords and the appearance of an active website. This is not illegal, harmful or immoral. It is simply a marketing strategy in order to sell your e-book.

Marketing is a science. The principals of marketing have held up over centuries. Marketing strategies such as saying that something is marked 50 percent off when you raised the price a week ago are as old as the hills. As people have become more sophisticated, so have the techniques. But the basic principals are the same.

You need to do whatever you can to market your product. This is not tricky, but just good

salesmanship. It would be wrong if you took money for the product and did not deliver.

If you truly have a good product, and you should before you even think about marketing, that gives a lot of concise information and is not filled with a lot of fluff, you should want to get the word out there as much as possible. This involves using every marketing strategy available to you on the internet. Especially the free ones such as forum posts, blogs and posting articles.

Marketing is the process of using your limited resources to achieve sales in a competitive environment. In order to succeed, you have to have a dominance strategy in the marketing world, you have to have an aggressive game plan.

Keep the momentum going once you get started and continue to post blogs, articles and update your website so that you can remain high in the search engines. If you want too sell your e-book, you can do so if you understand basic marketing principals as they apply to the internet and are not afraid to use them.

Chapter 13 - Use Your Website

If you decide to have a website instead of a webpage, make sure that you use it to its full advantage. You should get an account with Adsense so that you can get ads on your page that will pay you each time someone clicks on them. The ads will be relevant to the material on your site.

Another way to make your website work for you while you are using it to promote your product is to become an affiliate. As an affiliate of another website, you will get money each time a sale is made that is generated by your website, or someone signs up for a newsletter or to be part of the website. You can put affiliate links on your website that can generate some extra cash for you and pay for the upkeep of the website.
Depending on how you set up your website and the ads for which you are an affiliate, you can actually make the affiliate ads blend into the website so that they look like informational topics. You can write an article that someone who may be interested in joining the affiliate site might want to read. In the dating book example, you could write an article about counseling for those who might be really having a difficult time moving on after a break up. The affiliate link could be a counseling site. Again, you want to make sure that it blends into your site complete. In other words, you wouldn''t have an affiliate link for animal products on your dating website.

Using ads on your website and putting affiliate links will generate some income that you can use to further market your e-book or just continue to pour into your business.

A reverse way of using affiliate links on your website is to allow others to use your website as an affiliate link. Giving other opportunity seekers the chance to post your link on their page to earn a percentage of any sales that they generate can be a great way to promote your product even further. As your link will have your keywords and product name in it, you will also be promoting yourself on the internet in this manner.

You can offer an affiliate program if you have a website simply by creating an affiliate page. People will want to know how you plan to monitor the sales and you should have some sort of software that will print out sales and where they came from so that you can show your affiliates. In this way, your affiliates can be your marketing partners.

Never underestimate the power of marketing, especially viral marketing. Use your website to make as much money as you can as well as to generate promotion for your product. Offering others an opportunity to put your website link on their blogs or websites is a good way to get other people to do your marketing for you.

Make sure that you use your website as much as possible to get the most out of it. If you are going to pay for the website and spend time on the internet, make sure that you do so promoting your website.

Summary

In order to make money on the internet, you need to have a product to sell as well as a marketing strategy. One of the best ways to make money on the internet is to sell an e-book. Electronic books offer a reader the advantage of having the book sent to them quickly and thus receiving information instantly. You can either write an E-book yourself or have others write it for you.

Once you have an e-book, you need to have a marketing strategy to sell your e-book. While you can list it on the internet in various places and spend money in advertising, the new internet is so interactive that it also gives you the opportunity to promote your e-book through a variety of different methods.

There are thousands of different interactive sites on the internet where you can promote your products or your website. This is a very competitive field so it pays to have an aggressive marketing plan. If you want to dominate the internet, you have to have a dominant marketing strategy.

There is nothing wrong with trying to dominate the internet. The internet is not a person, it will not accuse you of being abusive. You can be as dominating as you want on the internet and not be called a "control freak." The internet is all comprised of people, billions of people from all over the world who all want something or else they would not be on the internet. If you have something that a lot of them want, you can make billions. But you have to be aggressive. Because you aren"t the only one who wants to make money in this market.

The internet market today has more potential to make you wealthy than anything else. If you have entrepreneurial spirit and are looking for a way to take advantage of the world wide web, do not be afraid to use the tips that you have read in this book.