



Spare Time Internet Marketing

**How You Can Start
Earning Online While
You Are Still Working
Full Time!**



Pete Bentzen

Spare Time Internet Marketing

How You Can Start Earning Online, While Still Working Full-Time

Contents

Spare Time Internet Marketing	2
How You Can Start Earning Online, While Still Working Full-Time.....	2
Chapter 1: Introduction	4
What if I Don't Have the Time or the Knowledge?	8
Who Can This Book Help?.....	10
Chapter 2: How the Internet Works	12
The Economy of the Internet.....	12
What Internet Marketer's Really Do.....	14
Chapter 3: Start Earning Money Fast with This Simple Business Model: PLR Products	16
PLR Products: A Fastest Way to Start Making an Income Online	18
Chapter 4: Affiliate Marketing Another Fast Business Model You Can do in Your Spare Time	21
What is Affiliate Marketing?	21
How it Works	23
Other Great Online Business Models You Can Set Up Quickly	24
Chapter 5: How to Choose Your Niche Quickly	28
Picking the Niche	29
Merging Niches.....	34
Choosing Products with Value Proposition.....	34

Chapter 6: How to Use Facebook Ads and Google AdSense for Quick Profit	36
An Introduction to Facebook Ads and How to do it Right	37
An Introduction to Google AdWords	39
.....	41
Chapter 7: How to Quickly Profit from Your Blog Using the Best Methods	41
Building Trust by Offering Value	44
Growth Hacks for Quickly Growing Your Audience	45
Your Super-Fast Guide to SEO	47
.....	50
Chapter 8: Conclusion and Productivity Tips to Help You Do More Work in Less Time	50
.....	50
Conclusion.....	52



Spare Time Internet Marketing Chapter 1

Chapter 1: Introduction

It is actually quite strange that there are still a lot of people who don't realize that the Internet has great potential for them to earn a very good income. This is not something that you have to be highly skilled in a particular field or have an Einstein I.Q to be part of, it is something that lots of normal, everyday people are doing with fantastic results. If you have some motivation, an internet connection and know how to use a computer, then you too, could be earning good money online.

Now... I am not saying that you can decide to earn money online and just wake up tomorrow morning with a PayPal account full of mullah, but I am saying that once you know what is required, you set yourself up online and you put some hard work into doing the RIGHT things, you can be earning very soon. You can expect to start with a few dollars, then gradually build up to a reasonable income.

Once set up, you could even be earning passive income. Which means your money could be coming in when you are busy at your day job, spending time relaxing with your family, or even while you are asleep.

Some of these passive income business models don't need to be all that complicated to set up, it is something you could start doing very soon.

There are actually some online business models that once you have them set up properly, they literally involve doing very little additional work. You can set these up and continue to earn some small, but steady cash on an on-going basis.

There is also another huge advantage for YOU in this, you set up and get yourself this income, while doing something you really love doing! Something that you love and that you're truly passionate about.

Could you just imagine how rewarding it would be to get emails from strangers telling you that your videos or your blog posts have changed their lives?

This can be a stepping stone to great things. It can be a way to find yourself on TV someday, if that excites you. It can even lead to a publishing contract. Whatever your goals might be, the way forward to achieve your goals, is all up to you!

It can help you to create your own products that you've always dreamed of – imagine the sense of accomplishment that comes from seeing something that you thought of, sitting on shelves in stores. Or something that you wrote, for sale on Amazon. (This is actually more common than you would think).

And if you already own a business or if you're someone that works for another company and you just want to get ahead, then you can even use what we teach in this book about internet marketing to promote that existing business and grow it to entirely new heights. If the web can do all that for an individual, imagine how much it could grow your business. Imagine how many new visitors you can drive to your website, how many new customers you could drive to your products and just how little time, effort, and money all of it could cost you...

In short, there is no limit to what you can accomplish using internet marketing business practices and it's something that *everyone* should be involved in.

Whether you like the idea of having a blog that people read and enjoy, whether you want to make a little money on the side, whether you want to boost your existing organization, or whether you want to grow your own internet empire. The same

principals apply, it takes the same amount of work and you can get the same great results.

Once you have the basic knowledge, you select your Niche and you set your plan in place, the rest is just a matter of following your plan.

Once more, I will mention that it DOES take some motivation, persistence and a good deal of hard work. The beauty of it is though, that the more you learn and set up, the easier and less time consuming it gets!

So, whether you are looking for extra income because things are tight now, you have some debt that you need to get rid of, or you want to set yourself up to replace your job, even if you just hate the commute and want to be able to work from home and work when it suits you, an Online Business could be exactly what you need to meet your goals.

What is Internet Marketing?

Over the last few years, the term “internet marketing” has become associated with a broad range of topics. For a lot of people, it literally means what it says: “marketing on the internet”, so it is seen as synonymous with “digital marketing” and “online marketing”. For others, however, it has come to be associated more specifically with the worlds of affiliate marketing, information products, and most significantly, the “make money online” niche. For the purposes of this book, we’ll assume that you understand it as the broader term and will base it on the following definition:

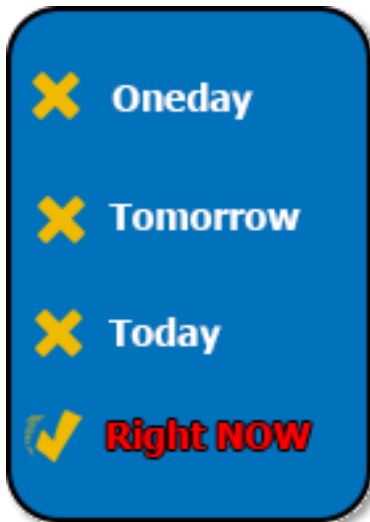
Internet Marketing is simply using the internet for marketing, getting traffic and promotions to generate leads, sales, or brand awareness. This is typically done by having your information, products and services on websites, then using search engine visibility, social media marketing, email marketing, and various forms of paid advertising to make interested people aware of your business.

One of the best ways to fully understand internet marketing as it is being used today, is to break down the various goals a business can seek to accomplish with it. The ultimate end goal of marketing is, of course, earning revenue. With that in mind, we have to classify 'sales' as a primary goal of internet marketing and many businesses do focus on sending traffic directly to their paid offers, whether digital product sales pages or physical product pages in an eCommerce store. However, for most internet businesses, sales are considered only as the long-term goal. The more common immediate, or short-term goal of internet marketing, is actually lead generation. By using the internet to collect targeted leads rather than make individual sales, a business can then use their list of leads to continue marketing for free (or close to free) to potential customers on an on-going basis, with the expectation that multiple future sales will increase the average lifetime value of each lead and this will obviously result in better long-term ROI from each dollar spent on marketing.

Lead generation for an online business might consist simply of building an email list, perhaps with customer names associated as well. Lead generation for an eCommerce business or local "offline" business might also include physical mailing addresses and phone numbers so they can follow up in other ways such as telemarketing or mailing out catalogues and special offers. Other businesses might pursue even more robust lead data such as business information like industry categories or number of employees in the case of B2B marketing, or income ranges and family size in the case of higher-ticket B2C models like insurance sales or real-estate.

Finally, another immediate goal of internet marketing is growing brand awareness and familiarity. For many businesses, this might consist of spending large amounts on banner advertisements or video ads primarily for the purpose of getting their brand name, logo, or unique selling proposition (USP) in front of as many eyes as possible as many times as possible.

What if I Don't Have the Time or the Knowledge?



Well, maybe you've heard some of these pitches before. Maybe someone you know has told you how their lives changed when they started earning money online. Maybe you've read the blogs of other internet marketing gurus that promote the benefits of earning money on the web.

Maybe you're just smart enough to see the opportunities there in front of you.

Where ever you are at, why haven't you done anything about it yet?

Well, if you're like a lot of other people, then the answer likely comes down to two main factors:

- Time
- And knowledge

You probably don't know enough about Internet Marketing or how it works for you to see the real opportunities that are out there, for you.

You probably don't know how to set up a marketing website or blog, you probably don't know what kind of content people fall over to read, or anything about creating a product to sell from it or promoting it so that people all around the world will discover it.

You probably don't know about all the different types of businesses that you can create online. Did you know that you could even start making money by selling books online, that you didn't even create!

Then of course there is another issue, where to find the time. You'd love to learn all this stuff, but do you really have the time?

What about the whole idea of actually running a business day-to-day, after working your job. If you're already a busy professional, how can you possibly afford the time to build an additional business on top of the one that already takes up most of your time?

If you're also a family man or woman, or even just someone with an active social life, it gets even worse!

That is where this book comes in. In the following pages, you're going to discover everything you need to know about how to start running a massively successful business **in your spare time**.

You don't need to know anything about SEO or building a website or even setting up and running a business just yet: you're going to learn how the web works, how people make their money and how you can get in on the action.

We're going to focus on the fastest and most effective ways you can start making money online. You're going to discover business models that you can easily implement in a short time.

And you're going to discover how you can create small businesses that run themselves so that you don't have to do a lot, once they are set up.

I'm serious: you can start making up to thousands of dollars each month from a business that will take you hours to set up, once these become established. There's an element of luck involved sure, but the worst-case scenario is that you'll earn a few hundred a month.

Won't even a few hundred a month, do for starters. Remember, once you have set one up, it gets easier and less time consuming, moving forward.

Quite often, some of the business models will take a bit longer for the consistent income to flow in, but once they do, they can continue to earn for years, with very little additional work. Other types can start earning quicker, but these will usually earn less. One thing to remember is that when you get something going and earning

regularly, no matter how small the earning is, you can then set up additional similar streams, very quickly, because you have done it all before.

It sounds crazy, right? It almost sounds impossible!

But it really isn't. You're going to discover why not in this book. In the first few chapters you will discover multiple simple businesses that can be implemented quickly and effectively.

After that we will look at some productivity tips that will allow you to leverage the power of the web in order to accomplish huge amounts of work in a very short amount of time, so you can take things a little further.

And you're going to see how you can take these ideas and use them to then grow your business to the next level.

If you're new to all this, then this book can change the way you approach your online business. And in doing so, it can drastically change your life...

Who Can This Book Help?

This book is really for anyone who wants to learn more about Internet Marketing and how to make money on the internet, but who doesn't have the time to invest countless hours into growing an online business or managing a blog.



If you are working full-time in a day job, then you really need this eBook. If you think you could benefit from earning several hundred dollars in your Spare Time each week, then this book is for you, too.

As just mentioned, this eBook is particularly aimed at people who are still working full time. If you're someone who runs a business or is currently worked to near-breaking point by your existing employers, or you are having difficulties managing

on basic wages, even if you just hate wasting hours every day in traffic, then you're going to find that this book uses a lot of concepts and strategies are going to help you, but in a new way.

This will help you to understand how to use Internet Marketing to escape that rat race.

This is Spare Time Internet Marketing and in a lot of ways, it is really meant for Business People! However, don't think that you must have special skills, or work as a top-level executive, or unusually highly educated. There are many very successful Internet Marketers who came from all walks of life prior to doing this.



Spare Time Internet Marketing Chapter 2

Chapter 2: How the Internet Works

If you are totally new to Internet Marketing, then a lot of the basic concepts might be totally foreign to you. You might not fully understand how it's even possible to make good money online.

And if you're someone who's a little more experienced, then you still might not grasp the intricacies of the systems that run the web's economy. What is driving it? Where does all the money come from? Where is it going?

Understanding these things first, will help you to make better use of those systems so you can start earning, and it will help to demystify a lot of what we're going to be looking at in the following chapters.

For people who don't understand how to make Internet Marketing work for them, it can seem a little like magic! Like you're some kind of sorcerer who can conjure money out of thin air (and of course this is part of the appeal of understanding Internet Marketing).

When you learn that the money can be rolling into your account even while you're sleeping, you will be *even more* amazed!

The Economy of the Internet

Money comes and goes on the web every second of every day, and it is driven by many of the same things that drives it out here in the 'real world'.

More specifically, most of the money is made by people selling things or providing services and for the most part, these are physical products (items from sites like eBay, Amazon, clothes shops or even grocers), digital products (eBooks on how to make money, how to lose weight or how to get fit), services (legal services, consultation, dating websites, marketing, writing, photography), holidays and more.

These days, you probably make a lot of your own purchases online and so you're probably familiar with this. Even when you don't make the actual purchase online, you most likely still do the research online before you make your purchase – you might search for the nearest local hairdresser or a nice place to eat, for instance.

Normal brick and mortar businesses that you are very familiar with, these days all make a lot of their money online and probably including the offline stores you normally shop at.

But you probably don't have time to set up a business like the larger ones of these. If you're a busy professional then you're not going to have time in the evenings to set up a hair salon, to start offering legal advice or to sell t-shirts.

These are business models that require monetary investment, lots of time, certain skills and knowledge etc.

These types of businesses are not the type that you set up and run just in your evenings or weekends!

One way you can get around this is to sell something that you can create in a short amount of time and that won't involve too much of a financial investment. That might mean that you sell an eBook for example.

An eBook is really nothing more than a Word Document or a PDF file that you can create in MS Word. As such, it will require no specialist skills or knowledge to create, it will cost you nothing and you don't need to store it anywhere.

You obviously have to research what people will buy and then choose a topic that you can write about, so you do need some knowledge.

What's more, is that you can sell it countless times while only having to product it once. The same goes for apps, for games, for online courses and for all other digital products.

What Internet Marketer's Really Do



List Building
Email Marketing
Affiliate Marketing
Niche Marketing
eCommerce
Software Services

The problem is that each of these types of products only appeal to a certain type of person and you need to do a lot of convincing in order to persuade someone to spend money on something they can't physically hold in their hands.

That's where internet marketing comes in.

One simple form of internet marketing is to sell a digital product and then to start profiting nearly endlessly from that single file that they created just once.

Your job in this case will largely revolve around paying for online advertising, trying to get to the top of Google (which takes more time) or mailing people in your own mailing list.

But that's only one way you can use those internet marketing skills, because all of those businesses need people to see their products, before anyone will buy. All of those clothes shops, all of those hair dressers and all of those holiday sites... they all need people to find them.

Thus, they are willing to pay other people to get the word out – both directly and indirectly.

This is how a lot of websites will make money from advertising, without actually having to sell anything on their site.

In this case, you can make money from people who pay you monthly fees to display banner ads on your website, or you can make money through Google ads and other networks that will pair advertisers with the right content creators.

In this latter scenario, you will often earn a very small amount each time someone clicks on your ad or each time it is shown to a new user. In both scenarios, the more visitors you can attract to your website, the more money you still stand to earn. YouTube videos earn money in a similar way – by showing ads at the start of the video in most cases or being paid by sponsors to show off products for them.

In this case, you can think of the way you make money as being similar to a free magazine that gets handed out on the subway.

You didn't pay for that magazine, but it is absolutely covered in adverts and those advertisers pay for the creation of the magazine knowing that it's going to be seen by a very large number of people.

Alternatively, you can earn money by directly promoting a product. This can happen by finding a sponsorship deal, as many of the Instagram and YouTube stars have managed, or it can happen by promoting affiliate products.

Affiliate Marketing essentially amounts to selling a product for commissions. The seller (or product creator) will provide you with a unique link to their site that only you know and any purchases that come through your link will be credited to your account – and you earn a percentage for each sale.

In short, the success of the internet marketer hinges on their ability to draw eyes to a subject matter and to give opinions. If you can do that, then you can drive sales of both your own products and those of other creators and sellers.

As a busy professional, these skills can either allow you to grow your own business, or to start making lots of money on the side, in your evenings or weekends.

And over the following chapters we will teach you how to do both these things with minimum time and effort.



Spare Time Internet Marketing Chapter 3

Chapter 3: Start Earning Money Fast with This Simple Business Model: PLR Products

So far, you're either intrigued by all this theory or rolling your eyes because you've heard it all before. Either way though, it's just that - theory – it's time we started putting things into practice.

Just before we do though, I want you to consider one more thing: the way you think about earning money online as a business. A paradigm shift if you will.



Because this is where a lot of people who set out to make money online will go wrong.

Hopefully, you're less likely to fall into this trap if you're already successful in business, but it still bears mentioning.

Because a lot of people will approach online business with a plan to become the next Mark Zuckerberg or Steve Jobs. The web is new, it's exciting and it's 'high tech'. This is where entrepreneurs are made and huge businesses are born overnight.

This is your opportunity to create something truly new, something life changing and something that will make you rich while changing the world.

Except that's the very worst way to think as you are just getting into this.

For every Mark Zuckerberg, there are millions of people who never make it. The ones who do make it big, like Zuckerberg are rare, fluke occurrences and actually they do not represent any normality or the majority of the big successes on the web at all.

Most of those big successes look nothing like Mark Zuckerberg – they look like you. And they look like your colleagues at work.

We've already seen that the web works very similar to the rest of the economy. The money comes from people selling hair shampoo and holidays. And these aren't businesses that are changing lives. These are everyday, regular old businesses. They're also proven, simple and easy to replicate. They're lower risk. And as a business person, you probably already understand them.

So instead of trying to transform the way we communicate, how about you just take a business model that you know works and then replicate it? It might sound less inspiring or amazing. But it's also MUCH more likely to help you make lots of money online.

Because it has already done so, for countless other people.

There's nothing wrong with looking at a business model that works well and then simply replicating it precisely, knowing that it will do the same for us. It's quicker, smarter and more effective.

And in this next section, we're going to take that notion to its most extreme conclusion: by literally copying and pasting someone else's business. With their permission of course!

PLR Products: A Fastest Way to Start Making an Income Online

The business model in question simply revolves around selling PLR products. PLR stands for 'Private Label Rights' and it's a type of license that you can buy with a product that has certain rights allowing you to completely rebrand it as if you created it in the first place. You can rename it, change the images, change the content, combine 2 or 3 different products, pretty well whatever you like. Often, the more unique you can make it, the better it will likely be received by your market. However, you will need to come to a balance between the cost in time and money for the changes and how much you can sell it for, or how many you are sure you can sell.

Specifically, a PLR license gives you the right to a) resell and b) edit a product. These are normally digital products – remember we mentioned them in the last chapter – which means things like eBooks, Video Tutorials, or online courses. That means you can buy them just once, rebrand them, set them up on your website and then sell them as many times as you like to keep making profit.

You just buy resell rights products and sell them as they are, but as mentioned above, PLR products give you that and then go one step further by also giving you the right to edit the product, rename it or rebrand it and make it your own.

This is a very big deal in the world of Internet Marketing and it is very common practice, in fact it's becoming more popular. Thus, you can find plenty of private label rights products in almost any niche, that are just sitting there waiting for you to buy and make money from them.

Better yet, the creators expect you to do that and as such, they have made their products with that use in mind and they will often provide a ton of extra materials and freebies that you can use in order to do this even more successfully.

Most PLR products will also come with a lot of the marketing materials that you need to set them up, ready to sell them. That means you'll usually get the sales page – the page through which you promote and eventually sell the product – as well as lots of ready-made adverts and even emails that you can send out.

This massively reduces the work that you need to do and means that you can literally copy and paste the entire business.

It can be this simple: you find the PLR product that you think will sell well, that is related to your chosen niche and you believe will suit your audience. Then you purchase it and then you get that product, along with the rights to edit and sell it and with all the materials that you need to start making a profit.

From there, you can then edit the product as much or as little as you like, add your name as the author and perhaps to add your branding, logo, etc. to the cover. If you wish, then you can change the title and maybe some of the interior.

Then you change the 'Pay Now' button using PayPal so that the money will go to your own PayPal account and then you upload everything to your own hosting account.

Now you can start selling the product – with your name on it – and all without having done all the work required, if you had chosen to create your product from scratch.

The best part is that you can do a small amount of research first and choose a PLR product that you know is already selling well, thereby avoiding the scenario where you invest a huge amount of time, money and effort into a product only to discover that there's no audience out there for it.

Your only job is to make sure that people can find the product and this is where the internet marketing comes in. We'll discuss the countless different ways you can drive people to this product in future chapters but just to highlight one example, you could use PPC advertising.

PPC stands for 'Pay Per Click' and this is a form of advertising where you only pay for people who click on the adverts. If the advertising campaign isn't successful, then you don't pay.

So as long as you know how to sell and you make sure that your sales page is convincing people to buy (you can and you should make tweaks to the one you got free), then you should be able to convert a high percentage of your visitors into buyers.

And if you can do this, then you should make returns on the investment you made buying the PLR and your expenditure on the advertising.

This is a business that can take as little as a few hours to set up (depending on much changing the original PLR) and require a very small up-front investment. But, it can earn you a passive income quickly and on-going. You can be generating money while you sleep, while you are at work – and continue to do so indefinitely.



Chapter 4: Affiliate Marketing Another Fast Business Model You Can do in Your Spare Time

PLR products provide one fantastic way to start earning quick money through internet marketing without needing to know anything about business and without needing to be any kind of tech whizz. In fact, you don't even need to be a business whizz or even to commit very much time to get started.

This is the perfect business model for the busy business person that will allow you to employ just a modicum of basic sales knowledge in order to earn money *indefinitely* from a single product.

But that's only one example.



Another example is potentially even *easier* and that is what is known as 'Affiliate Marketing'.

What is Affiliate Marketing?

Affiliate Marketing is one of the most popular ways there is to make money online as an Internet Marketer. In fact, when you say 'internet marketing' to some people, they will actually assume that you are talking about affiliate marketing only.

Affiliate Marketing basically means that you are marketing products and getting paid a commission for each sale you make. The idea is that you promote a product that someone else created and is selling and by doing so, you can earn a profit.

Essentially, you are acting like a door to door salesman, except that via the internet, you have a door to the entire world...

Often, this will mean promoting a digital product like an eBook or an online course.

As we've already seen, the great thing about digital products is that they can be sold indefinitely and they come with zero 'CoGS' (Cost of Goods Sold). With no overheads, that means that sellers make 100% profit.

The exciting thing is that there are countless affiliate programs out there that will offer to give away high percentages of their earnings!

Most commonly the commission will be about 50%, but many are up to 100%, as the owners main aim is to build their email lists with 'buyers'.

This might strike you as being more than a bit strange. Why would someone who created a product be willing to give away more than they are earning from the product for themselves?

The answer is simple: As I mentioned above, one of the most common reasons is to build their lists with buyers, but they also may want to encourage as many affiliates as possible to get out there and help them promote their products. They are also probably already selling their product through their own channels, that make them 100% of the sales.

They are probably making as many sales of their eBook or course as they possibly can and they might well have run their potential marketing dry. As I said, all those sales are making them 100% profit.

Therefore, they actually have nothing to lose by trying to get additional sales on top of their own, even when it's for much lower percentages of profit.

By offering 50% to 100% of their income, they are going to entice the maximum number of marketers possible to help them promote their products and that in turn

means they'll have an army of professional sellers helping them to make even more turnover and revenue and even more people on their lists.

The more they offer, the more they make!

What this means for you, is that you can start selling someone else's eBook for their price and make a good percentage of each sale. And unlike the PLR products, there is no need for you to worry about buying anything up front, doing the rebranding work, or handling the support for the product.

This actually means that you can promote as many affiliate products as you like and scale your business almost endlessly.

How it Works

To get started, all you need to do is to find an affiliate network or often called Marketplaces. Some of the biggest ones include the likes of JVzoo (www.jvzoo.com), Commission Junction (www.cj.com) and ClickBank (www.clickbank.com).

These act as huge repositories of affiliate products that you can browse in order to find things you want to sell. When you find a product you like the looks of, all you then have to do, is do some basic research on the listing site and if it is selling well, apply for an 'affiliate link'.



An affiliate link is a link that directs visitors to the product owner's sales page or store where they can buy the product but normally via a redirect or tracking code that will store cookies on their computer.

Those cookies then identify them as having been referred by you and each time they buy something, the sale is tracked to you. After the agreed period, (each affiliate

site has different payment systems) your sales are tallied up and you can withdraw your commissions, or they are paid to your PayPal account, or whatever the particular system is.

Once again, a good affiliate product will normally provide you with all the materials you need to promote it – such as the sales page, the marketing emails, the banner adverts etc. The product creator wants you to succeed of course because the more you sell, the more money they will make!

You can then upload that sales page to your own site or domain and simply direct traffic there using PPC adverts, your blog posts, social media or other whatever means you use for traffic generation.

By doing this, you'll be able to generate income without even having to own the product yourself or ever deal with one of the customers! It's a completely 'hands-off' way to earn money online.

Other Great Online Business Models You Can Set Up Quickly

Maybe, you don't want to sell digital products, maybe you prefer to sell physical products?



No problem! You can actually become an affiliate for physical products through Amazon using their partner program. You'll get a much smaller commission (typically around 4-8%) but the good thing is that once you refer a customer to Amazon, you'll make commission on everything they buy during that session.

So, if you're promoting a book and someone clicks your link, buys the book and then also buys something like a flatscreen TV, you get commissions on both sales and this way you can make a lot of money, by just promoting a small or low-priced item! It

doesn't have to be books, it can be anything that Amazon sells (any of millions of products), as long as it suits your niche.

Or maybe you want to create your own online shop? One way to do this is by becoming a reseller. That might sound like a big undertaking but thanks to the web, it's a business model that busy professionals can easily manage in the evenings.

All you need to do is to find a wholesaler. A wholesaler is a manufacturer, factory or reseller that will sell you items in bulk at greatly discounted prices.

So, just as an example, you might be able to buy 100 pairs of jeans for \$1,000 dollars but then sell each item for \$20. This means you'll make 100% profit on each sale.

The great thing is that from here, you can then reinvest some of the profit you make into ordering an even larger batch of jeans, maybe at a lower cost each, next time.

You could pocket \$250 and then spend \$1,750 on your next lot of jeans – or you could buy something more expensive.

Storage will be fairly simple seeing as the products are small and you're buying low quantities and you can promote them on eBay, or other websites. Packaging is another expense to factor in but shouldn't amount to much. In just a couple hours of work each evening, you can bring in a very nice side income this way!

If you don't want to deal with physically owning the stock, or handling the packing and delivery? Another option is Dropshipping.

Dropshipping works by making arrangements with a company offering these services, you sell their products as if they are your own, as soon as you make a sale, the buyer pays you your retail selling price, then you place the order with your supplier, pay them their wholesale price and keep the difference as your profit. The dropshipper then delivers the product directly to your buyer, with the paperwork saying it's from you. Your buyer never even knows that your supplier is involved at all.

The supplier will handle the creation of the product, the cost of stocking as well as packaging and fulfilment, so you can earn money without having to worry at all about dealing with customers or actually delivering the items or storing them!

You can find both wholesalers and dropshippers at www.alibaba.com or at www.salehoo.com

Both these sites have extensive lists of suppliers that you can check out, as well as some great resources to help you get started.

Or you could go the complete opposite way and set up a business selling a service directly to customers or to other businesses. This is a very straightforward business model that's easy to set-up online and then to scale depending on whether you want more or fewer customers/clients.

For example, if you are a good writer, then all you need to do is to create a website that promotes your writing skills, post a few adverts in forums and other locations and then wait for the orders to roll in. To help you get customers in a service type business, you should have some good examples of your work and as soon as you can get testimonials from your customers. These should be added to your website.

Of course, this is not a 'passive' business model because you need to work for each hour to earn the money. You can't go to sleep and allow this kind of business to run itself!

But while that is true, you can set up and run this sort of business without having to invest a large amount of time or effort. Perhaps you just write a few thousand words a week in order to make a little side income in the evenings?

You'll quickly find recurring clients and then you won't even need to advertise!

Likewise, you can find work as a web designer, as a photographer, as a designer or (once you've finished reading the rest of this book) even as an Internet Marketer!

And then there's the option to run any other kind of service business online. How about offering people personal training online for example? Business consultation? Or solicitor?

If you're only looking to fill a few hours a week, then you won't need to do much marketing and as with any good business, you'll get repeat clients and word of mouth customers.

Just set aside a few hours in the week to handle the orders and you can once again enjoy the extra income and sense of satisfaction that comes from running your own business on the web!



Spare Time Internet Marketing Chapter 5

Chapter 5: How to Choose Your Niche Quickly

Hopefully, your thoughts are now starting to race through your mind as you start to understand how many possible methods are available to you to earn money online, even as you are still working full time. But there is a difference between setting up a business quickly and setting up a business that will also be successful quickly.

This is where your knowledge as a business person will come in handy.

Using your existing experience and understanding, you should be uniquely poised to be able to create an online business model that earns money quickly and hopefully you will stand a better chance than most people when it comes to quickly understanding the systems in place – and tweaking them to get better results.



Ultimately, if you're looking to make a profit quickly, then you need to consider two crucial factors more than any others: the type of product that you're going to sell and the niche/audience that you will be selling to.

The objective is to find the right product and then match it to the right audience. Or to put it another way, you should be thinking about the right product that will solve a specific problem for a specific person. It is important to work out exactly who your audience is and what issues they have, you can do this easier and more specifically, by thinking in terms of a specific person.

By getting this right up front, you can make life a whole lot easier for yourself, as you move forward.

Picking the Niche

The first thing you need to realize that the following applies, whether you are selling a digital product, a physical product or even a service, you still need to identify your niche and your audience. In this context 'Niche' is internet marketing jargon for your 'industry', your 'topic' and your audience are the people specifically who will buy your product or service, because they are interested in this niche.



By picking your niche, you are picking the subject matter that you're going to be dealing with and therefore the kind of customer that you are going to be selling to.

Because the internet is so big and widespread these days, whatever business you choose to be in, it is very important that you work specifically in one niche and relate your website, emails, all your marketing and your products, specifically at that niche. There are millions of people on the net, looking for stuff... you won't sell anything if you are showing them the wrong stuff!

The obvious choice here is to pick one of the most popular niches that most other internet marketers will also be promoting products to.

By far, the biggest internet marketing niches for selling products in, are:

- The Make Money Online niche
- The Dating/Relationships niche
- The Fitness niches

- The Health niches
- The Lifestyle niches

These are popular niches because they have a huge interest and appeal, globally. Only some people like cats and only some people are into rowing: but everyone wants to be healthier, everyone wants love or sex and everyone wants to earn money.

By choosing one of these major niches, you are giving yourself the biggest possible audience and therefore giving yourself the best possible chance of success.

Or are you?

We said you would be giving yourself the biggest possible audience this way, but you could also be giving yourself the highest level of competition?

These are the most popular niches as we have already established and as such, they are already filled with the most sellers, all selling alternative products that are just as good as yours (or maybe even better?). You could be giving yourself zero focus and no direct 'routes to market'.

Where would you even begin to promote a product on 'fitness' or on 'dating'? There are so many other sites already there, that you would be going up against and the audience may have been completely saturated with offers, products and deals. You will certainly be going up against marketers who are already established and successful. These people already have Authority in the niche and they already have a targeted audience following them.

Now let's reconsider rowing. Sell an eBook on rowing and now you have a much more targeted niche with specific, direct routes to market to.

Head to a forum or a social media group on the topic of rowing and what you'll find is that there are probably a few hundred or thousand people here and all of them are really passionate about that subject.

Better yet, they probably very rarely get people trying to sell them books on that subject because it's a much smaller niche. So, there is a demand there.

Chances are that they would love to know how to get better at their chosen sport/hobby and if your book can do that for them and they haven't read anything like it before, then promoting said book in this forum is very likely to lead to sales!

Then you can think about all the other routes to market that are available. How about a rowing website? A rowing magazine? Even a rowing club? What about a college that has an active rowing club?

All of these are possible places where you can promote your book and start making sales very quickly.

A popular alternative choice is to pick a specific industry that you know a lot about. It can be the stage lighting industry, the automotive industry, solar power industry or the food truck industry?

There are thousands of people in some of these industries that could benefit from more information and if you can create some good content and sell them something to help them, then you can stand to make a lot of money.

If they believe they can earn more money by buying your book or your video tutorials, they will hopefully see it as an investment and won't hesitate to part with their cash.

But... let's take a step back and think again, about those 'most popular' niches I listed above. They are the most popular and biggest niches for a reason! So, don't throw them away without a second thought. Many established marketers are making big dollars in these niches, so why can't you?

I'm guessing that you are reading this eBook because you want to make some money online, I would further guess that you are either are just starting out and need to learn everything, or you have been at it for a while but not earned a lot, so are looking to step this up and get the success you have been trying for.

Yes, I have been there too!

Do you think you are the only person in this boat?

No... of course you don't, there are thousands of people across the globe that want the same as you do and there are hundreds more, joining these ranks every single day.

Of course, many of these people know less than you do about some aspects of Making Money Online and YOU could be just the person to help some of these people get over the line. You could just concentrate on the parts you know best and find people who need some of your knowledge, then create your content to address their needs and offer it to them.

Once again, you are looking at solving a specific problem for a specific person. So, the way into the bigger niches, is to drill down into sub-niches or 'micro niches' within the overall niche. Find an audience, find out what their problems are, and create content, eBooks, video tutorials, podcasts, whatever you are good at, and offer your content to the people who need it.

One more thing that is very useful about the Make Money Online niche and that is, while you are new and learning, working with products and marketing specifically in that niche, is going to help you to learn more, and faster, about Internet Marketing, than if you were trying to learn about Internet Marketing while selling books about rowing.

When thinking about which niche to go into, always consider your existing knowledge, skillset, opportunities, contacts and resources. You can save a lot of time starting out with things that are within your reach, then you can learn and grow.

Most of us know people who have some kind of influence and most of us have certain resources already available to us; it makes sense to make the most of those

resources and make life easier for yourself, by finding 'your' fastest way to start making money from Internet Marketing.

For example, if you have a blog already and it's all about martial arts, then you can always write an eBook or buy an eBook on that subject. You already have the audience to sell to, so it's a no-brainer! The same goes for if you happen to be a martial arts instructor.

Make life as easy for yourself as possible!

Merging Niches

You might find it hard to pick a small niche with a smaller audience. On the other hand, perhaps it goes against your natural intuition to pick the biggest and most popular subjects? That's normal and to be expected.

One solution then might be to merge niches and to turn multiple subject matters into one subject matter. For example, you can combine something like martial arts and fitness easily by making your new book on 'fitness for martial artists'.

Or how about 'fitness for students'? In this way, you are homing in on a smaller subsection of a larger niche and that way appealing to a more specific market while still having that larger global appeal.

As I mentioned above, it is actually a very effective way to maximize your potential earning through something like a PLR product. Buy a generic eBook with rights on fitness and then simply alter the content to turn it into an eBook on fitness for students, for martial artists, for the elderly, for diabetics.

This way you can quickly start marketing it in multiple different areas and potentially maximize your earnings, by using some small repurposing of one product!

Choosing Products with Value Proposition

What's also very important is that you understand why it is that certain things sell and other things do not.



It's not enough to choose a product that is in the right niche, you also need to make sure it has that 'wow' factor that will help it to sell.

There's a fair bit you can learn about sales pages but one of the most

important things you need to understand before you start trying to profit is how to use the 'value proposition'. This simply refers to the way in which your product provides value to your audience.

A good product should in some way improve the lives of your audience and that will make it worth more than the sum of its parts. You should figure this out for each product and promote that benefit to your audience, rather than just the product itself and you will do a lot better!

If you're selling a fitness eBook then, don't focus on how many pages it has or how beautiful the images are. In fact, you shouldn't even focus on how good it is at helping people to lose weight and build muscle.

Instead, you focus on the emotional aspect: the value proposition. You tell the buyer how they will feel when they love their own body, when they feel confident to look in the mirror, when they are more effective at attracting members of the opposite sex and when they become ill less often.

That's the real inherent value.

Something like a fitness eBook can sell for much more than something like a gardening eBook for this reason – the value is inherently greater and has more of an 'emotional hook'. Look for products that you can really get people to want.



Chapter 6: How to Use Facebook Ads and Google AdSense for Quick Profit

Whatever the kind of product you are selling and whoever you are selling it to, you are now going to want to drive as many visitors to your 'sales page' as possible.

One way you can do this is by posting messages in forums and in social media groups as we've seen. Another way is by leveraging your existing contacts. These are two basic aspects of internet marketing. However, they both also have their limits.



After a short amount of time you will exhaust your contacts and you have to be very careful posting in forums and groups in case you get banned (tip: make sure you are also providing value and taking part in the community, that way people will be more forgiving if you also promote your own things a little).

If you want to make a bigger splash and get involved in internet marketing proper, then you might consider using social media marketing, or SEO. We'll talk about both of these things in future chapters but suffice to say that both aspects take a certain amount of time and knowledge.

As we are focussed on making quick money online using simple business models, we're really less interested in that.

But perhaps the most powerful 'fast' way to make money from any of these business models, is to promote your pages via Google AdSense or Facebook Ads...

An Introduction to Facebook Ads and How to do it Right

A high percentage of would be Internet Marketers try to start out with no budget at



all. Would you try to start up an offline bricks and mortar business without any finance at all? No... of course you wouldn't. So, you will not be surprised that some paid advertising is necessary to get people to your products or services.

In my opinion, free traffic (that is traffic that you don't pay money for) is the best traffic, as it can be more targeted and while getting that free traffic, you are also building your engagement and your authority with the people who will be your customers.

However, as you start out, and while you are working full time, you simply will not have the amount of hours it would take to generate enough free traffic.

Unfortunately, some paid traffic will be necessary!

Let's start with Facebook Ads. As mentioned, Facebook Ads are a form of PPC marketing meaning you only pay when someone clicks on one of your ads.

As you might have guessed, Facebook Ads will appear *on Facebook*, thereby giving you the opportunity to advertise to anyone and everyone who uses this social media platform.

You get to decide how much you are willing to pay for each ad click, by setting what is called the 'maximum bid'. Each time two ads are suitable for a single position, they will enter into an automated bidding war and if your maximum bid is highest, your ad will show.

The more you pay, the more often your ad will show. Although you can show ads a lot for a low price if you pick a smaller niche with less competition.

Another reason not to pick 'fitness' if you want to make money fast.

You can also set a daily budget, so that after a certain number of clicks at your set maximum bid each, your ad will stop showing that day. This makes it very easy to set yourself a specific budget and to avoid spending too much.

Be aware that it is easy to blow your money very quickly on Facebook ads, so be careful on setting up your ad and your audience.

What makes Facebook Ads so powerful though, is the fact that you can use them to target specific people based on the information that they give to Facebook – their age, their location and their gender, as well as their interests, their relationship status and even their income level.

Seeing as you're paying for each click, you need to make sure that people only click the ads if they're interested in potentially buying from you. Therefore, you want to make sure that only the right kind of person sees your advert. If the wrong people click your ad, you pay.

So, if you are selling an eBook on planning a wedding for instance, then you could choose to show ads only to women who are engaged. This way, there will be a much higher chance of them being interested in your book!

Now, if you keep the maximum bid relatively low, then you can rest knowing that you're not paying more than you want per visit, for people landing on your page – and that all those visits will be from engaged women.

Just as an example, if you sell an affiliate eBook for \$50 and keep \$35 of that, then you can afford to pay for 100-200 visitors at 20-25 cents per click, even if you only make one sale.

If your sales copy is good (which you might not have written) and the product is enticing and correctly priced, then you can very realistically expect to get a

conversion rate of anywhere between 1-5%. This means that you should cover all the money you spend on ads back and still have a decent profit. But, you need to do your sums before placing your ads and setting your spend limits.

In theory, this means that you can keep investing more and more money into more and more ads and thereby continue increasing your revenue. Or alternatively, you could invest in ads for other products and that way scale your whole business.

Getting back to our example, the best thing about engaged women as a target demographic, is that the market never runs out. New women are getting engaged all the time, so you'll never reach the point where every potential buyer has seen your advert.

Facebook Ads are also great because they provide a large amount of data to help you tweak and refine your adverts to the point where you're getting higher profits and better conversions!

An Introduction to Google AdWords

Google AdWords is essentially the same concept as Facebook ads, except that this time, you are now paying for ads to appear at the top of certain search results under the heading 'sponsored results'. Many websites and blogs also have Google ads displayed on them. The people who show these ads on their website get paid a percentage of the money Google earns from selling the ads, so you can actually earn a little by showing ads, if you have reasonable amount of traffic to your site.



Other than that, the system works on a very similar PPC basis. This has pros and cons. On the one hand, you can't as precisely target the type of person that is looking for your product. You can't choose only to show to engaged women, for example.

But what you can do is to show your product to people who are searching for 'how to plan a wedding'. This has the benefit of being targeted while also being well timed. Your audience is not only likely to want to learn about wedding planning but they are actively looking for information.

Google AdWords provides many more tools for refining and enhancing your campaign which we won't cover, in detail here. But one example is the option to use 'negative keywords' – terms that you want to exclude people from seeing your ads. For example, you can make sure that no one includes the term 'free' – as those people are unlikely to be willing to pay for your products.

Another tip – regardless of which type of PPC you use – is to consider acknowledging that your product is paid right in your advertising text. You can even include the price! By saying '\$30 eBook on wedding planning!' you will prevent people from clicking the ad unless they're willing at least in theory to pay that much for an eBook covering the information they are looking for. Suddenly, the likelihood of that person buying from you once they land on your sales page will go up hugely.

The percentage of people who click the ads and then actually buy from you should have gone up significantly and as such, you should be earning a lot more, compared to your advertising spend!



Spare Time Internet Marketing Chapter 7

Chapter 7: How to Quickly Profit from Your Blog Using the Best Methods

If selling other people's products, was not what you had in mind when you first heard about Internet Marketing. Perhaps you had aspirations of being a successful blogger?

Or maybe your plan was to use internet marketing to create a successful blog or



website for your existing brand?

Whatever you may have had in mind, in relation to blogging, it is certainly possible to earn an income from your blog.

Almost all Internet Marketers these days have a blog, and quite often, more than one, particularly when they work in more than one niche or sub-niches.

We briefly mentioned earlier in this book, that a blog makes money by building an audience and more specifically a **targeted** audience. Hopefully, you're now already seeing all the ways that you can make money from an audience once you have the right people following you.

If you have a successful blog, then you can quickly start to make lots of money from the readers of that blog by using any of the aforementioned business models: sell

them a PLR product, sell them affiliate products, use it in order to promote your service, or to build your mailing list so you can earn via Email Marketing.

The best thing about this though, is that running a blog will also allow you to develop a relationship with your audience and to help them get to know you.

If they are regularly reading your advice and ideas, then they should have first-hand experience of just how knowledgeable you are and how useful your advice can be for them. Thus, when you come to sell something to them, they will be very warm prospects, already.

Once you get to the stage, where you are thought as a leader in your niche, you'll even find that other marketers will want to promote their products through you, on your blog. This is where people will start to pay you to promote their products, or where you can start getting paid to display PPC advertising.

As I'm sure you've guessed, you need to use your blog content, to get your audience engaged, and hence build your Niche Authority, for this to happen.

If you run a business already, then you should consider making it your aim to get to this point. Once there, you will find that a lot more people get to learn about your business and will trust you enough to buy from you.

This is the basis of content marketing and content marketing is often considered to be one of the most powerful and important types of internet marketing.

Building a huge audience and building your authority, can take a lot of time, so it is usually not thought of as one of the fastest ways to start earning money online, especially if you only have a small amount of your time each week. If that is your case, then I would recommend that your Blog should be secondary rather than your primary source of income, at the start. For a decent income from your blog, you would need a lot of daily traffic and it will take a while to get to that point.

On the other hand, I do strongly recommend that whatever the business model you choose, a blog should be part of your overall plan. Even if it is a long-term income goal, it will be a good central home for your Internet Business, and one sure place for your audience to get to know you and engage with you. You can also use Social Media sites such as Facebook for this, but with a blog, YOU own it and you are not putting your audience in the hands of someone else.

Previously, I mentioned Google Ads and that people display these on their websites and blogs. While this is another way to earn from your blog, it is really just pocket change, until you have a huge amount of daily traffic to your blog, this can be another way to earn, but it couldn't be considered a fast way to get started. My advice would be to use your blog space for your own promotions initially and worry about other ads at a much later stage.

You might get 10 cents for each click or you might only get 1 cent or 0.1 cent in some cases.

And what's more, is that for every thousand people who land on your site, you can realistically expect to get at best 1-5 clicks. The point is that it will take you a very long time to reach the point where you can make a decent income from this kind of business model alone.

More important to consider, is that when you use this kind of business model, you are positioning yourself at the bottom of the pyramid. Google is paying you to show those ads because an advertiser is paying them more, that advertiser is only willing to pay Google more because they have a way to earn a better income from those visitors. Therefore, chances are that they're selling them a digital product for maybe a hundred dollars. And you're earning a few cents, send your traffic to them.

If they weren't earning more from those visitors, then they wouldn't be willing to pay you for them. And each time someone clicks on one of those ads, you are losing them as a customer and sending them away from your site. This is the opposite of good business!

Selling your own product or an affiliate product or a service is by far the superior way to earn and to keep people engaged with your sites and your content.

Building Trust by Offering Value

So, you already have a business and now you want to add a blog to your website? Or perhaps you're just looking to build your own site so that you can sell your products or services.



Unfortunately, here is where a 'business mind' can actually be a bad thing.

Because a lot of people think that in order to run a successful business blog to promote a product or service, they have to stay strictly 'on topic'. The same goes for social media; they think

they need to write posts about their business, about their product and about the industry.

I've encountered this, countless times. One client I worked with had an EPOS software (electronic point of sale) and I suggested they write posts about small businesses, about productivity and about technology. But they only wanted to write about how EPOS software could save businesses money.

Now here's the question you always need to ask: who is really going to read that? If all you're doing is blatantly promoting your own product or brand, then who is going to want to tune in every day to see what latest thing you're writing about?

Instead, you must ensure you are providing really good value to your readers. You need to give them some useful tips or entertaining information for free, so that people have a reason to keep coming back. Only by doing this can you create an interested audience that you will then be able to sell to.

So, the best way to be successful with a blog is to write about things that your audience will be interested in. Be consistent and be passionate and only plug your products and services when the time is right. This will help you to get shares of your posts to their social media profiles, to find people subscribing to your blog and have people opting in to your email lists.

One very successful way of doing this on your blog, is to write a blog post where the whole post is a short tutorial on something that is useful to your audience, but also directly related to a product you are selling and then in the last paragraph of this post, quickly explain how the product would help them further and include your link to the sales page for the product (or service, of course).

This also works well for affiliate promotions, not just your own products. Even better if the product is 'evergreen' as your blog post will be there for people to find and read for a long time.

Growth Hacks for Quickly Growing Your Audience

As I said above, this all takes time though. In most cases... Lots of time.

And this book is all about making money and being successful at internet marketing in the shortest possible amount of time. So, if you want to accelerate your progress and start growing your audience even faster, what do you need to do?

One answer is to use 'growth hacks'. These are simple techniques that you can use in order to grow and promote your website that don't involve gradually waiting for it to spread by word of mouth.



One of the very most powerful and popular examples is to use something called 'influencer marketing'. Putting it simply, influencer marketing means that you are

going to leverage the power of an existing influencer: someone who already has a lot of sway and a big audience in the same niche (or a closely related niche).

If you can find a YouTuber who has 500,000 views on several videos, then all you need to do is to message them and get them to mention your website or blog in their next video.

If you can get them to do this, then you can potentially generate hundreds of thousands of visits to your website that very day. This can transform the success of your business over night.

Of course, the hard part of influencer marketing is finding the influencers and then convincing them that they should promote you.

One way to get around this is to offer to pay them for their time. Another option is to find an influencer who is easy going and doesn't mind giving you a shout-out (some are just having fun and happy to help!). Or potentially you could offer to do something for them instead.

How about working on a project with them? If you have a skill that you can offer to them, that can somehow help to boost their success, then they'll be very likely to shout out about your site.

For example, if you know how to make apps, then get in touch and offer to build them their very own app. In all likelihood, they'll be excited and complimented and as such, they'll promote the app which you can split the revenue for 50/50.

If you struggle to get an influencer to listen, then one great strategy is simply to hire them for something. If you can find an influencer who offers any kind of consultation or who sells a product, then order that from them and they will then be obligated to respond to you, when you send them a request.

Yet another great option is to meet them in person. Once you've actually made contact in one of these ways, then you'll likely find that they're much more inclined to listen and to help you out. It's all about building genuine relationships and connections.

Many times, attending a live event about Internet Marketing, or related to your niche, opens many doors for you to get direct contact with some influencers. Unfortunately, a lot of these events are expensive and not close to home, so it can be difficult to pull this off, initially, but keep it in mind regardless!

Another good option for a growth hack, is just to find that perfect route to market and often if you can create the perfect blog post and promote it in the perfect location, then you'll find that you can get a huge influx of traffic from just a single link.

The key is to make your post interesting and unique enough that anyone in a certain SubReddit or forum will be sure to want to read it. If you can do this well, then you can generate thousands of clicks and several of those might be interested to subscribe to your feed or maybe even to order a product there and then!

Your Super-Fast Guide to SEO

This would not be a book on internet marketing though if we didn't at least touch on



SEO, even if briefly. SEO is 'search engine optimization', which for all extents and purposes really means 'Google optimization'.

The idea behind this is that you are making changes to your website and creating links to your website and in

this way, you are going to make your site more likely to show up in the search results when someone looks for something related to your topics, on Google or on any search engine.

Unfortunately, this is not a particularly quick tool when it comes to marketing your site. Good SEO usually takes a lot of hard work and a long time and there is never

any guarantee that it is going to be effective. You can put a huge effort in and still find that it doesn't work, or works a lot less than you were hoping for. Also, the search engines all have different algorithms (ways of selecting their ranking of sites) and the algorithms can change overnight, leaving everything you did no longer effective.

But if you create a systemized approach for your SEO, then you can find ways to speed up the process: for example, by publishing a new post at least once a week, even if you have to outsource this, and put some time into planning your titles and keywords within your posts, you at least have a start.

Essentially, Google works by looking for content that matches the search terms that people are looking for. When someone searches for a specific phrase, Google looks for the content in its index and then shows them the sites with the most relevant content.

In order to add new sites to that index, Google uses 'spiders' – programs that trawl the web by following links. Google also looks at each link as a testimonial – and the better the site that links to you, the more weight that testimony has.

Your aim then, is to fill your site with high quality content that Google will see as being relevant and it is to get the most important and biggest sites to link to you.

Once again, this often means working with influencers (the people that own these big sites).

One thing to be sure about is don't ever try to trick Google. Don't try to spam Google. Don't try to 'keyword stuff' (repeating the search phrase in your content over and over again) and don't pay people to share your links. Google is smart enough to catch you out and not only will it not work, but you will be penalized.

Instead, focus on making your site into the kind of high quality site that the key influencers will be happy to associate with.

Does your brand look as good as the top competition on the web? If not, then you need to work on that!

But what you do need to understand is that from Google's perspective, getting one of the 'right links' can completely change the game and is worth countless 'low quality' links. To get those right links, you need to understand who it is that Google trusts.

The answer? Google trusts sites that have high authority in that niche. This means sites that are ranked high in Google already, it can mean .gov and .edu domains. It means older sites that have been around for a long time and sites with highly recognized brands.

If your site gets a link from a site like that, then you will get a MUCH bigger boost in much less time. But what's more, is that if you get a link from a site that has a link like that, then you'll still get a very big boost. Consider this a little like 'degrees of separation'.

Another tip is to look for sites that Google features in its news section. If Google puts a site there, then that's a very good sign that it trusts the brand. Focus your time on building these links and delivering quality and your SEO can be twice as effective, in half the time.

My advice is to keep SEO in mind while you are building any webpage and posting every blog post, but other than this... don't get so caught up in it, that you let other things slide.



Spare Time Internet Marketing Chapter 8

Chapter 8: Conclusion and Productivity Tips to Help You Do More Work in Less Time

All of these tips and strategies will hopefully show you that you can be highly effective as an Internet Marketer in a fraction of the time that it would take to handle similar marketing offline. The web is a powerful equalizer and a great 'force multiplier' – it allows individuals to have all the impact in the market places, often equal to that of huge corporations.



But while these systems are quick and powerful, you also need to think about how you can optimize and streamline your approach to them. How can you become faster so that you can get more done in less time?

There are plenty of answers to this, but largely it will once again come down to leveraging the power of the internet and using the tools and resources that it presents you with.

For example, one thing that you should never underrate is the power of outsourcing to other service providers. If you can get someone else to complete a task for you, then that frees you up time to work on other more important things – don't be shy

to do that! In fact, as you grow your online business, you will find it essential, or your business will become stagnant and go nowhere fast.

Need to edit the cover of a PLR product? Write blog content? Build a list of potential influencers to contact?

Then consider hiring a freelancer through a site like UpWork (www.upwork.com) or consider using a virtual assistant who will do nearly any online job for just a few dollars per hour. If you can do this, then you can get a lot of your systems to work for you, and quickly.

Think about how long tasks take you to complete and then what else you could do in that amount of time, that would be more beneficial. If you can take this approach as soon as your budget, or your earning can allow you to, you will grow faster.

Most people who do this successfully end up giving up their day job, to do Internet Marketing full-time. For many, this is actually the reason to start, so keep that in mind as you do your planning for your business.

Heck, you can even go one step further and use 'service arbitrage'. This means you are going to offer your services as a writer or a web designer for \$30 per hour and then outsource the work to a white label service that will do it for \$20 an hour. You just pocket the \$10! Nothing wrong with that, is there?

You can also streamline your workflow by making rules that you follow yourself. This might mean keeping communication overhead to a minimum by not engaging in Skype calls or online meetings, or it might mean simply finding ways to be more disciplined in the way you approach work.

PLANNING is the key!

Setting yourself short 'blocks of time' to work in can help, as can using things like the Pomodoro technique.

Then there are tools like Asana (www.asana.com) that help with time management and things like IFTTT (www.ifttt.com) that can run your social media for you.

Leverage these tools as much as possible to take all the things you're doing every day and to get technology and other people to handle them for you.

This is how the busy business person should approach internet marketing – and you'll discover a lot more tips on this in the free resources that came with this eBook.

One final tip is... Once you have chosen your niche, and your business model, it is really important that you stick with it. Your goals may change as life changes, but... the number one reason for failing at Internet Marketing, is jumping from one thing to another, before the last one has had a chance to work!

Conclusion

At this point, you should now be ready to get out there and to start 'learning by doing'. If you take only one thing from this book, then it should be that internet marketing doesn't have to take a long time.



You can be highly effective in promoting your existing brand or a completely new one and you can even create completely self-automated businesses that will run and even scale themselves while you sleep.

It just takes a business mind and a fair but consistent percentage of your 'non-work' time each week and you can start getting the message out to the entire web. Once you learn how to do that, anything is possible.

Employ these techniques, dive in and good luck!