

INTERNET MARKETING

ROADMAP FOR BEGINNERS



AN OVERVIEW OF
INTERNET MARKETING
IN EVERY DAY LANGUAGE

CHARLENE BURKE

Copyright © 2018 by Charlene Burke
All rights reserved.

This book or any portion thereof
may not be reproduced or used in any manner whatsoever
without the express written permission of the publisher
except for the use of brief quotations in a book review.
Self-Published in the United States of America
Searchbyburke.com

DISCLAIMER

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

The purpose of this eBook is to educate.

The author and the publisher do not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this eBook.

About the Author



Charlene Burke is an Information Professional with a background in marketing and engineering. She is also a writer, trainer, Mastermind Group Expert and Accountability Manager for coaches and trainers. She is a small business owner living in the Midwest USA who loves to learn and share her knowledge. She founded Search by Burke to provide businesses and people

- with opportunities to connect, collaborate, and grow through mastermind groups
- with information about their customers and the marketplace
- assistance with understanding the data about their customers
- training on how to get in front of their target market with social media

In the early '80s, Charlene learned and practiced mindfulness and cognitive behavior therapy to change her thinking, rid herself of extreme stress, and heal her body through meditation and eating food as medicine. She has volunteered her time and shared her experience with women who have been living on the streets and want to re-enter society, teaching them Life skills and essential stress management/thought management skills based on mindfulness. Today, many women attribute their ability to get jobs, get custody of their children, and their many successes in careers and business ownership to Charlene's willingness to teach them these skills.

In 2008, Charlene began training people on how to use the internet – social media, websites, blogging, and more – to make money, connect with like-minded people, and add meaning to their lives. She has done this with in-person workshops, through webinars, as an instructor at the University of Louisville, and through virtual workshops. Now she offers membership sites, Get It Done Groups, and group training to those interested in making money online.

Charlene is passionate about making sure people have the right information and make use of it to grow personally and professionally.

Charlene's words of wisdom:

"I believe that Knowledge is Power. Everyone can and should improve themselves by growing their heart, their mind, and their business. Regardless of what stage in life they're in. Whether it's to develop a better mindset, improve their relationship with a higher power/creator or to increase profits, moving forward is key."

If you would like to learn more from Charlene Burke please visit:

Company Website: [Search by Burke](#)

Facebook Group: [The GROW Alliance](#)

Chapter 1: Introduction

Internet Marketing 101

Welcome to “Internet Marketing Roadmap For The Beginner”. In this book, I will take you by the hand and lead you step-by-step to show you the basics behind marketing online.

So what makes me qualified to teach you this? Well, simply because I was a beginner at one point in time and since then have been making a living online.

What This Book Will Teach You...

This book is written in every day language and terms. I will not confuse you with a bunch of acronyms that, whether you know what they mean or not, really don't mean a lot at this point and aren't necessary. Acronyms like HTTPS, FTP, HTML, SEO, SERP. I've written this in a way that is simple enough for ANYONE to understand because I think it's important that you understand ... so you can succeed. Indeed, it's true, you don't have to be a techie or have a masters degree to understand the principles in this book.

Although the target audience for this book is the total beginner, experienced marketers will still be able to pick up a thing or two. I'm a believer in Always Be Learning.

Remember, pride and presumption turn off our minds the same way a closed parachute is useless – both work only when they are OPEN!

You will learn all about popular Internet marketing business models, the correct mindset, the right way to plan your work and many more tips and tricks on how to get started the RIGHT way!

What This Book Is NOT About...

This book is NOT a magic pill. There are plenty of “get rich” schemes, though none actually work (hence the reason they’re call *schemes*!) There is NO get rich quick button to push. If your idea of a business model is to earn money without providing value to others, then you are reading the wrong eBook and can move on now.

The best education... is **REALIZATION**. There is no seminar, eBook, audio interview or video tutorial that will make you a whiz at internet marketing. Developing the skills of an Internet marketer is just like riding a bicycle – you don’t learn to ride a bike by reading the instruction manual! It’s very personal, which means

1. Not everyone will learn at the same rate
2. Not everyone will understand what they’re reading
3. Not everyone will implement in the same way!

There are many internet marketing models that you can choose from. Each and every one of them can bring you lots of money; some might even make you a fortune.

This ebook does NOT presume to give you the secret formula for every business model because it’s just not possible. Trust me when I say...*I would if I could*...but I can’t.

There are just too many ways to make money online. What I am going to do for you is present the popular business models in every day language and terms and lead you on a path of self-realization so that you are very clear what you want to do and how to develop your own skills online.

Start Investing In Your Education TODAY!

There is no such thing as a free lunch in this world. There is no one in this world who is willing to share their 'rice bowl' (a Chinese term for source of income) with you so if you want to get something done, you must do it by yourself and invest in your education.

So let's get started immediately!

Chapter 2: Getting Started

Developing A Winner's Mindset

Did you know that more than 90% of people who attempt to start an Internet business fail to make a stable income online, much less break even?

The statistics are scary – the same way most offline, brick & mortar business startups fail within their first two years of operation (and those that DO survive, struggle to make a profit due to competition and rising costs!)

However, most of the failures can be traced to one problem – a wrong mindset!

Now, I know you are probably thinking, “Yeah, yeah... attitude is everything, be positive, blah blah blah... (not one of those motivational pep talks AGAIN!)”

If you think you have ‘arrived’, then you probably have a long way to go. So you must always have a teachable attitude!

However, having the correct mindset isn't just about having the right attitude ALONE... you must also have the proper vehicle that will get you to where you want to go.

Allow me to give you this simple illustration.

Having the positive attitude is very important, no doubt... but without the right vehicle for success, you are no different than a person driving a car with the WRONG ROAD MAP!

You can be really determined ... but you are just wasting gas and driving in circles!

You can be really positive ... to the point that driving around in circles doesn't even bother you at all! (After all, you are so positive, you probably wouldn't even care if you are wasting gas!)

You can even get really fired up (like what they do to you in motivational seminars telling you to PURSUE YOUR DREAM) but it will only get you to the wrong place faster!

Make no mistake about this. A lot of people out there are totally fired up about making money online and starting their first Internet business. But if you don't have an understanding about how to generate traffic, how to build or develop a relationship with your target audience, how to pitch the right offer and doing things properly, it will be pretty much impossible for you to succeed. Because, you're relying on determination alone. Wrong approach.

In the next few chapters of this book I will go into more detail, but suffice it to say that for now, you must develop the proper mindset which is

Good Attitude + Right Vehicle = Guaranteed Success!

How Many Hours Should I Spend Online?

People ask this question a lot. Most of them ask this out of fear because they find the idea of spending hours in front of the computer petrifying...

The question is NOT, "How many hours should I spend...?" but rather,
"How should I effectively spend my time online?"

To set the record straight, **the key to building a successful online business is directly related to your level of passion.**

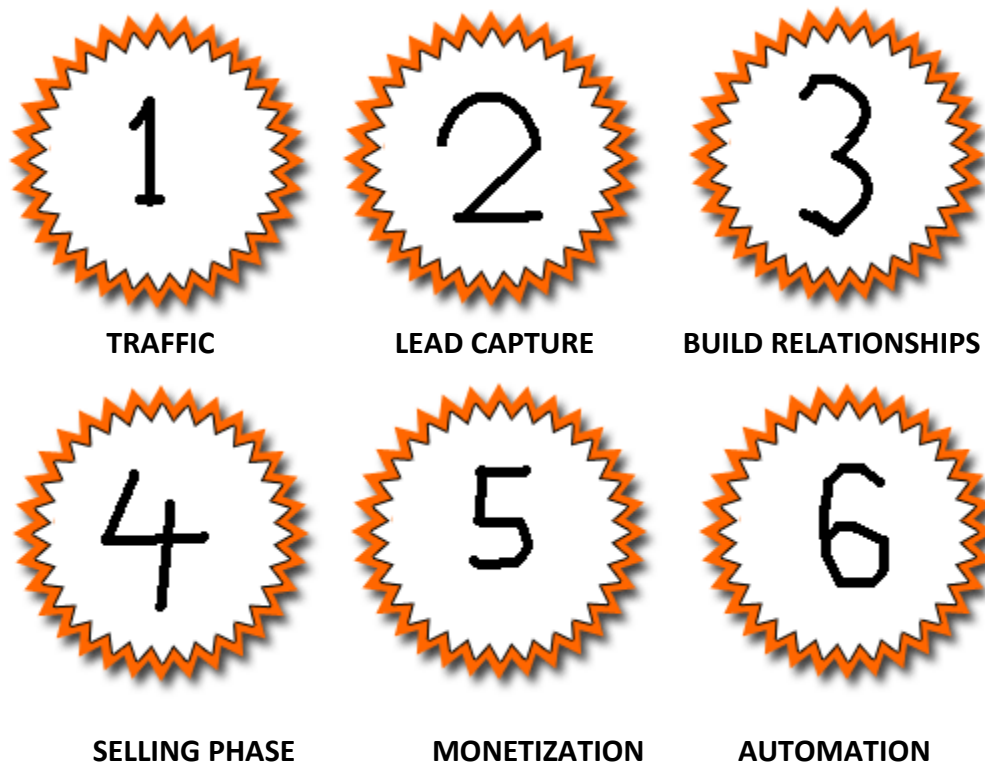
A person who is truly passionate about spending his time online will no doubt achieve success much easier compared to a person who grudgingly drags himself in front of the computer and does the bare minimum.

There are many business models on the Internet that will work well for your passion. You can blog about your favorite hobbies all day and people will be able to see your passion.

But, if you really want a rough number, it really depends on your aptitude. If you love to surf the Internet and you are fairly competent with computers, you can get by with 3-4 hours a day (assuming you use your time productively).

If you are not technically savvy, you might have to work twice as hard (but with the right attitude, you can outsource most of the tasks and be the 'brain' rather than the 'hands').

Chapter 3: The 6 Phases Of A Marketing Funnel



Building a business online is actually quite similar to building a business offline. The sales process is similar, it's the tactics that can be summarized in 6 simple steps:

1. Drive Traffic (Get your customers to your website)
2. Lead Capture (Get the casual window shopper onto your email list)
3. Build A Relationship (Gain your lead's trust)
4. Selling Phase (Pitch the right offer to your target audience when all the variables are right)
5. Monetization (Make money from the people who visit your site)
6. Automation phase (Repeat the entire process over and over again, all steps automated and making money for you while you sleep)

Traffic

Traffic is the most important part of the entire funnel. You can have the best looking shop, the most beautiful products, even top-notch customer support, but if you don't have a sign that leads customers to your doorstep, you will be out of business very quickly. The same is true for brick & mortar businesses and online businesses.

However, not all traffic is the same. There's untargeted traffic, and targeted traffic. Someone could offer to send 1,000 people to your site for \$100. So? Who are they? Are they interested in your product or service? If they're random email addresses then the traffic will be untargeted and a waste of your time and money to send them to your site.

So how does one find targeted traffic? You must determine these 3 things:

- (1) They are willing to spend money to buy stuff**
- (2) They like what you are selling**
- (3) They may or may not buy from you depending on the situation**

These are very obvious truths, but before you say, "I've heard that and know that!" think again! Freebie seekers are NOT your idea of targeted traffic. After all, we start an Internet marketing business to MAKE MONEY by selling products, otherwise we would be known as an Internet marketing giveaway store.

Secondly, when they are willing to spend money, you have to sell them stuff that they WANT to buy – don't sell a steak to a vegetarian.

Lastly, some will buy, some won't buy ... SO WHAT? Even when all the variables are right, some people just won't buy from you, today ... that's just the way people are!

Some buy when the timing is right. Some prefer to buy right after they get their paycheck. It doesn't matter. What's important is that these people stay in your pipeline as a potential customer. You just don't know who might turn out to be a solid buyer one day.

Lead Capture

Lead capture involves setting up two very important tools:

- **Your landing page/squeeze page/opt-in page**
- **A product to giveaway**

Now, to be realistic, this is just part of the picture. Actually, writing a good squeeze page requires an attention-grabbing headline, conveys the benefits of the freebie, and so on and so forth. But basically it covers the two important aspects – you are giving away a FREE report in exchange for the visitors' name and email address.

That is the purpose of a squeeze page – you direct targeted traffic to your squeeze page, and you capture their contact information.

Build a Relationship

You've got their name and email – what next?

Advertising experts have claimed that a person seldom commits to a product unless they see the same product over and over again for at least SEVEN times! And this holds true for online and offline business.

Does that mean you build a relationship by telling them to buy your product seven times? Of course NOT ... but actually yes ... if you do it in a subtle way.

The key to building a strong relationship with cold prospects is to provide value to

them through your autoresponder series (more on this in a later chapter). Value could be small or big – even good advice will warm up your cold prospects.

Because once you have their attention and they start listening to you, you can pitch them some of your offers/products/services and encounter less resistance.

The Selling Phase

It's time to get to the bottom-line of Internet marketing. We all want to make money and the best way to do so is to sell stuff (or sell other people's stuff – whether as an affiliate or a partner).

This is when a properly crafted sales letter makes all the difference!

Don't worry if you're not a trained copywriter. When it comes to affiliate marketing, all the marketing materials are done for you! All you need to do is pick a GOOD product that is known to have GOOD conversions and all you need to do is send all your targeted traffic there!

But most important of all, you have targeted traffic, you've built a solid relationship with them and you've also identified their needs – what they want to buy. Once you've met all those points – get ready to make some sales!

The Monetization Phase

Building an Online business is all about making money. After all, what's the point of starting a business if it's not to make money?

There are 4 main ways you can make money online:

- (1) Sell Your Own Product** – You could charge for membership access, sell ebooks, audio interviews or video tutorials.

- (2) You Can Promote An Affiliate Program** – All of the above in the first point except that you are not the one in charge of conversion and product creation. You get paid commissions for each successful sale.
- (3) You Can Sell Advertising Space** – Instead of selling products, you can sell the space on your websites, blogs or membership sites and sell links, pay-per-click advertising, pay-per-impressions advertising or a monthly fee.
- (4) You Can Sell a Service** – you can sell your services online as a voice-over artist, virtual assistant, copywriter, ghostwriter, pay-per-post blogger or even a graphics designer. You don't even need a sales letter for selling your services. Sometimes, you don't even NEED to be the one doing the service because you can act as a middleman.

The Automation Phase

I won't go into much detail here because of the technicalities involved, but basically it makes sense to optimize and streamline all your processes so that it becomes as automated as possible. You either automate through hiring people to do the menial tasks for you or you setup enough traffic sources through your reputation or content sites to drive enough traffic while your websites do all the work.

Chapter 4: The Path of The Marketer

Here are the two main paths you can choose while you are online. They are generally regarded as two schools of making money online:

- **Internet marketing**
- **Niche marketing**

The Way of The Internet Marketer

Internet marketing is targeted at those who want to focus on these industries:

- **Business opportunity** niches (creating businesses targeted towards people looking for new ways to earn extra income)
- **Making money online via teaching others** how to make money online (coaching or marketing to other marketers)
- **Network marketing opportunities** (or other opportunities involving multi-level compensation plans or recruiting other recruiters)
- **Reseller niches** (focusing on marketing E-products to OTHER resellers such as resell rights, private label rights, private label graphics and many others).
- **Any other money making niches** whose target market focuses on others who want to make more money.

The last industry is usually more competitive and aggressive. However, the target market is usually more willing to buy, usually have more cash flow and have a fixed running cost that they will spend on to keep their businesses going.

The Way of The Niche Marketer

On the other side of the coin, we have niche marketing. This term is coined because the marketers who focus on a niche are targeting end users that mostly exclude the niches mentioned in Internet marketing.

In other words, niche marketing is everything else that Internet marketing (or business opportunity niches) is NOT.

They focus more on the end user in non-Internet marketing niches.

Here are examples of niche markets:

- How to take care of your pets
- Healthy living or weight loss
- Self-improvement and motivation (although it may intertwine with make money niches sometimes)
- How to buy cars or other entertainment
- Hair growth or beauty
- Music or movies
- Any other niches in everyone's daily life that people are willing to search for information for.

These are just a few examples, but I think you get the idea who niche marketers target. Basically, they focus on the end user and not opportunity seekers and resellers. These niches have a market of their own and it usually has much less competition compared to the make money online niches.

Monetization techniques for this niche usually involve Google AdSense (if you are using the publishing model) or affiliate marketing. You can even create your own product if you want to. Especially if you're an expert in a niche, for example, if you are good at playing designer board games, you can design guides that teach people how to excel at board game.

Chapter 5: Popular Business Models

This is not an exhaustive list but it should give you a general idea about the best business models on the Internet.

Your Own Product

While you can start off promoting other people's products as an affiliate, eventually when you get better with marketing you will want to have your own product.

It gives you more flexibility, control and higher profit margin because after transaction fees you keep the rest of the sale.

And you get to step into the shoes of a vendor recruiting affiliates to promote YOUR product – and you leverage their efforts.

High Ticket Programs

Moving up the ladder, you can offer higher-end training programs such as consulting, coaching and even Done-For-You services to a select few clients. The great thing about High Ticket is that you don't need to sell so many in order to hit your monthly income goals. It's easier to reach your income goals in chunks of \$5,000 payments than say, \$37 offers.

E-Commerce

If you don't like the idea of selling digital products, that's okay – you can run your own E-Commerce store selling tangible products. While it has its drawbacks, the great thing about physical products is that they are consumables... and that means you get to earn repeat business from loyal customers over and over!

Advertising

If none of the above appeals to you, you can take advantage of your traffic network and sell advertising to other product owners and mailing list owners who are looking to reach more audience who have yet to hear of them.

When you look at the likes of Google and Facebook, their main income comes from advertising... and who's to say you can't do this yourself on a smaller, personal scale.

* * * * *

So there you have it – this is a roadmap for beginners to help you get clear on what you can do to make money using the internet. It's just the beginning, because once you've decided the direction you want to go ... well, that's when the work begins.

There will always be something new to learn.

There will always be someone ahead of you.

There will always be someone behind you.

There's no reason you need to be on your own because...

There is a program out there that will guide you.

RESOURCES

Training for You

[DAB Coaching](#) – A monthly series of every possible piece of internet marketing training, offered by Dennis Becker and Barb Ling who each have 20+ years in the business. Includes the best of both and the best of what they have in their library of experts. I will warn you now – it can be overwhelming if you're brand new. It's awesome if you're been around a while.

I could train you, but honestly, you'll be better served by being a member of DAB Coaching. I am available for 1:1 guidance, though! Sign up for DAB Coaching then contact me for monthly productivity and guidance for about the same price as their coaching, just email me at info@imforme.com

When you know the model you want to move with, email me and tell me. I have resources I'm happy to share.

To your success!



Charlene Burke

IM For ME

(internet marketing for real people like me and you!)