



STARTING YOUR INTERNET BUSINESS

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BUSINESS**

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Starting Your Internet Business

If you're like me and want a full time **internet business**, then like me, you'll find that it takes a little time and shouldn't be rushed.

But if your wise enough to take advice from others you'll have no need to commit the mistakes others have made along their journey to success.

And the most important thing I have learnt is to **AVOID CONFUSION**.



There are literally millions of voices out there shouting at you - suggesting this, to do that, use my product, sell that , don't sell this – so much so that your head reels from all of the noise - leaving you totally confused.

But there is an Answer

And that is, first and foremost, you need to develop an *organised planning program* – either on a clipboard, in a notebook or - as some authors do, using ‘sticky notes’ on a pin board.



Therefore, if we were starting from the very beginning the program may take this style.

- 1. Develop website/blog.***
- 2. Investigate suitable products to promote***
- 3. Learn how to promote these.***

Each of the items above would be a ‘sticky note’ and in reality each becomes a chapter heading from which your investigation flows..

And notice, there’s no confusion, no mind muddles – just things you need to do in an organised, chronological order to become successful.

The next step in an ***ordered*** approach would be to work on point #1

Develop Website/Blog.

A website is the foundation to your whole online presence and there are a number of things to consider – let’s do them in order.

1. **Need to create a webpage name** – called a URL (**URL** stands for **Uniform Resource Locator**, and is **used** to specify addresses on the World Wide Web.)

2. This needs to be given some thought

Do you want to use your name? (like my URL <http://willmcallister.com>) or do you want it to promote some particular product, service or sport – such as “Southern States Fishing.com”. ?

3. This may become a consideration if you wanted to set up multiple web Pages some of which you may consider selling later – and one with your name **may not be sellable**.

Need to register the URL. There are a number of companies that offer this service for a reasonable fee- as well as “hosting” your webpage. I would suggest either GoDaddy.com or Bluehost. Both can register your URL (if the name is available) and host your website.

For GoDaddy see here: GoDaddy.com

For Bluehost see here:

<https://www.bluehost.com/track/willmcallister/>

4. **Need to get a webpage.** There are a number of ways to do this. Most companies offer custom made built platforms like GoDaddy and some others.

5. However I would recommend that if you are looking to write a blog that you choose a *WordPress* Theme – and start with a free one to commence with.

There are two types of these – one from WordPress.org where you are totally in control (recommended) and the other is WordPress.com where they control much of your page.

If you are a beginner, start with a simple WordPress theme such as “Tiny Forge Theme” – it’s free and easy to use. Google it and download – your website host will help you in that regard.

There are WordPress “themes” that you can buy later and most are easily transferable to your existing blog.

Setting Up Your Webpage / Blog

Once you have done all the above (it looks like a lot but in reality it usually takes less than a couple of hours) you now have to spend a little time on setting up the webpage.

YouTube offers some help in doing this.

Check out this simple video and maybe look at others as well.



See: <https://youtu.be/3jogg0yltAE>

If you need some help let me know.

Investigating Sellable Products

On our Planning Program this is the next thing to do and there are a number of “products” out there.

1. First there are **Affiliate Programs**. You become an affiliate sales person to a company selling a product or service that you promote on your webpage/blog. Every time someone purchases the product through your blog you receive a commission – and it can amount to quite an amount of money.

Several companies offer this service and amongst these are Clickbank, Google Ads, Amazon.com and the Directory of Enzines. And If you click on these on my blog (willmcallister.com) and purchase a product I receive a commission and at no extra cost to you. But when you get your website running you likewise can duplicate the process. And not to forget Aweber, the Autoresponder program – (check out the Aweber video in the sidebar of my blog).

2. Besides these digital products, there are several companies offering tangible products, like health and fitness products – and more.
3. The opportunities are endless.

Next - Promote Your Site and Your Products

There are numerous ways you can do this and social media is a good start.

Here's a list of some.

1. Facebook (see my last blog),
2. Pinterest
3. Twitter
4. Ezines (online magazines)
5. Email
6. Notice boards, both literal and online.
7. Friends and family via “flyers”
8. Solo Ads

All of the above need another book or at least an extensive article to explain how to use them as an aid to promote your blog and products.

But the simplest way to research them is to Google each one and apply them one by one after you’ve mastered them.

I hope this booklet helps you get started on your online success and don’t forget to drop me a line if you need any help.

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