Best Internet Marketing Business Models for Beginners

Actually, there's really not much difference between the best models for a beginner and for an expert. An expert does some fancier stuff, but their bottom line profit models are basically the same. Lead generation, which is traffic, converting that to a buyer, and then maximizing the value of that buyer over the long haul. That is the best business model. Period. And if you boil it all down to the essence, that's what you get.

Now these advanced guys they spend a lot more money on advertising because they know their metrics, so they can be a bit more aggressive, but it all boils down to the same stuff. So really it's entry-level is what I'm talking about: how to get a presence and a marketplace, and leverage that and your reputation and your customer list to really knock it out of the park. So let's just get right into it.

The first model is the model that I recommend the most because it takes the least amount of effort, takes the least amount of skill, and it takes the least amount of time to integrate in the marketplace. And what I have found is so important is speed to see what happens. So you put something out there, you get feedback. The quicker you can put something out there and the quicker you can get the feedback, the better you can make course corrections and adjustments. That's what's so great about this. The other thing is you can really understand it all immediately as soon as I give it to you. So let's get on with it.

The $7 Model

Find one simple, desperate problem. So find one aspect, and really I call this simple, and I should qualify this for you. So a desperate problem is people want to lose weight. There is no doubt about that. But that's not a simple one; that's a very complex desperate problem. A simple one would be to provide them with the best meal plans, quick meal plans to lose weight. So you're taking a small chunk of losing weight; you're approaching just one part of a bigger issue.

So that's the same thing with internet marketing. You can give them the overall how to make money online. That's a big, complex, desperate problem. A simple problem is how to build a squeeze page in 4 minutes or less that converts at 25 percent. That's simple and that leads us to the next thing. Come up with an instant solution. So you take a chunk of a large problem and then you provide just that simple, desperate problem that they have, one of the simple problems that they have, and you come up with a solution that has a deadline on it and a quick deadline at that.

So, for example, let me show you again one of the aspects of making money online is writing articles. Some people do that. So one of the problems they have with writing articles is they can't write them fast enough, so I created an instant solution to that. It's a simple problem. I want to write articles faster. Solution: Here's how you do it in 7 minutes. Boom.

Other people are like, "I want to instantly be able to get a ton of articles, so I don't have to spend any time researching," so I created another simple solution: How to turn one article into 8 quicker than ever, quicker than you could write two articles, basically is what it boiled down to. Boom.

How to instantly come up with headlines by using Digg.com, where I was telling them here's an instant solution. You don't have to think of headlines, just use Digg.com. Desperate problem that's very simple: How do I write a headline? Solution: Here's how, Digg.com. You'll be able to get them just like that.

And so what you want to do is find a desperate problem and to find the simple solution that's all step-by-step kind of based stuff that will give them the solution to their problem in a short amount of time. And you only have to write five pages, maybe ten if you're not a very good writer and you're not very clear and you can't get right to the point. Write like five pages which anybody can do who's dedicated; in one sitting anybody can write five pages. Put it out there. Sell it for $7.

Remember the trick here is to get instant feedback in the marketplace to see if you are even close to getting their demand. The other cool thing is it's very easy to write copy for a $7 item. So you don't need to be an expert copywriter, and you don't need to be very good at creating products. You can just sit down. It's really a long, long article is what you're writing. Sell it for 7 bucks.

Now get this, if it doesn't sell, no big deal. Go back to the drawing board. Either create another report, either mess around with the copy and try it again, or go to another niche. You're not that invested so you can make quick decisions, see what happens, and then move on. And know where to go next.

But if it does sell, then here's what you do next. You now have a proven winner, so if they'll buy at $7 – if you do the right things they'll probably buy at more expensive prices. So if it sells just simply go back, outline that five or ten page report into a mind map like I've done here, shoot it, record it in video, export it on audio, and now sell it for $17. Not only are they getting a report they're also getting a video. If that's too much for you, do this: Simply open up the .pdf, shoot a screen capture of you reading it word-for-word, and sell it for $17. It will have that perception of value of a video/audio report. You're just giving them more than what most people will give them, and it's very simple.

If it sells at $17 or even if it doesn't, if it's still selling at 7, though, not a big deal. You didn't waste that much time creating an audio/video series. You want to go back to that same niche and you want to isolate two other desperate problems.

So, for example, I isolated a problem with articles, like I was talking about, and I gave three solutions to you. Same thing is true with copywriting. So I would create products, one of them was how to get more copywriting clients. The other was how to write sales copy very quickly, and then the third one – and actually that's interesting because how to get more copywriting clients was in 7 days or less – instant solution. That talked about how to write near world-class copy in two hours or less or three hours or less, and that's another instant solution. And then I provided a swipe file that was able to give them an instant solution where it was just copywriting templates.

Those were simple desperate problems that I provided instant solutions for and then I built a list of buyers from that. Anybody can do this especially if you make it 7 bucks and it sells again, you make the second one 7 bucks and that sells so you turn that into $17 as well, or $27, whatever you think you could get out of it. You're going to get some buyers in from those things.

And then once you have the buyers it's time to maximize them. Poll them and simply ask them what they want. Now this isn't the best way to do it in the world. It's better to just have this intuition and feel for what they want but if anything just flat-out say, "Hey, I want to create the ultimate thing for _____." So what I want for you is what you would need for me to put in it for you to consider it the ultimate thing. You got your buyers; they'll tell you what they want, all of their information that they give you, all of their relevant answers, and create this massive package here.

This is when you're going to go all out. You're going to try to solve that complex desperate problem now. So you're going to have those three different things that you can build even better systems for for those products that you sold. Then you can add in all that other extra stuff, and then you go hog wild. In this case you make that big, thick, 90-page .pdf or 60-page .pdf or 100-page .pdf, whatever. You go out and interview four other experts on the subject; you shoot a ton of videos; you try to pack as much value as possible.

I call it a home study package because usually those are massive and they have that thud factor that you can sell it for a high price – 67, 297 or do a coaching program like I do. You don't necessarily have to do a home study package; you can do a coaching program and then what's cool is when you've got this big package you can splinter that off into other smaller products that you can use to sell for 7, 17, $27 or even 37 or $47, and then some of those you can modify and give those away as free reports. "Want to know _____? Sign up in this free report and we'll tell you how," and you didn't have to create anything more. You're just leveraging off of that massive home study package that you created once you had a list of proven buyers. That's the $7 model.

Interview an Expert

The problem that a lot of people have with information is they want to make money selling information goods but they don't have any expertise. They don't have any insider secrets or any shortcuts that they can sell to anybody else, and they don't have the proof that what they're selling actually works in the real world. So what's the solution to that?

Well the shortcut is to interview somebody who has the proof, has the results, has the expertise, but doesn't know marketing, and that's where you come in. So here's a simple solution: Find an obscure niche on Amazon, and I don't mean super obscure, like copywriting and internet marketing is obscure. ADHD is kind of an obscure niche because a lot of people aren't marketing information products to that; so on and so forth. You want to find niches that aren't super popular but yet have a lot of books written in them.

Why books? Because books contain information and so if a lot of people are writing books and a lot of people are buying books and there's a lot of reviews of those books on Amazon, it shows you that these people are very interested in information.

So then what you do is once you've isolated and found a niche in Amazon that does that do some marketplace research. Find out if it has an active forum and if it does, good. This is a niche that you should look at investing some time into.

Notice the five or ten most asked questions in that niche. So you might go to the forum and notice repeatedly people are asking certain questions over and over and over and over and over again. And you can actually sort it in some forums to see the one – the replies, the most replied for each thread created and then from that hand pick five or ten questions.

Now you can contact several experts with books on Amazon. You can really contact these experts, especially if some weird niches, like how to plan your wedding, stuff like that. These guys just love to talk about that stuff. They don't get paid a lot anyway and they're more interested in giving good information than making money. They're not entrepreneurial like you or I are for the most part, so you can usually get them for nothing.

The pitch here is we'll put a link back to your Amazon.com books. So we're going to get this in a lot of people's hands so they'll see it and they'll see you and you'll get a lot of exposure that way and they're like, "Yay, OK!" so you contact them and get three. You set up three interviews. These could be over the phone, which would be ideal< but if you're afraid send them the ten questions in a freaking e-mail and then they can just type up your book for you. You can give them all the same set of questions or if you know certain experts are really knowledgeable on two or three questions then you just give them those two or three questions, and when you're done you put them all together.

And package it into a product from three interviews. If you can do more, fine. But three seems to be a really good number to create a nice, valuable package. And then if it sells well, if people will buy it just for the recordings, go back and get the audio transcriptions and sell it for more as a package or use it as an upsell or another strategy that I didn't even put in here is you can create a video. Basically just make a slide show, so as the audio goes you just put three bullet points per minute and each minute the slide changes, so boom, boom, boom, boom, and now you got video to go with that, too.

If it works, good. Go deeper into the niche or just repeat the process in a new niche. You got two choices, I usually recommend deeper. Why? Because you have people buying this. You have customers, so you can go back to those customers. You can ask them, "Hey what other experts would you like for me to approach and get interviews on? What subjects about? So I can provide you guys with more valuable information," and now you got credibility because you've interviewed this guy, this guy, and this guy, and maybe they know somebody else who would like to get interviewed as well. All the other authors are pretty aware of who's writing in that niche. So you can say, "Hey, I interviewed John. John put his link out and he got all this exposure. Would you like the same exposure?" and they're thinking in their mind, "If John got it, I sure as hell want to get it, too." So it's a good enticement device to go deeper in that niche. If not, if you're just really good at contacting and setting up these interviews, try it with a new niche. Sweet.

The PLR Model

Here's how this one works: What you want to do is find, locate, and get the rights to several decent PLR products in a similar niche. Now I use decent because there's a lot of PLR's out there that suck, but there's some really good stuff being offered by people with low confidence or not very good marketing who will sell you PLR rights to very good products.

So what you want to do is you want to find a niche where you can put together 6 or 7, 5, 9, 10, whatever, a lot of different PLR products together that look just fantastic. It's really cool is if they each attacked separate problems within that niche and you can combine them creatively to make it look like the full solution for every problem in that niche. And that's what I'm talking about here. Creatively combine them to put the ultimate package together. So you don't want to sell these as like 6 books. You want to sell this as a package, with each of these books being a module in that package or a part of that system or whatever.

Now the real trick to making this work is to tweak this PLR stuff so uniquely that it looks different from any other PLR product out there. So really what you want to purchase is stuff that you can modify the content or change the content to or do whatever you want. If you can't modify that content in any way then it's

probably not something you want to use for your product itself, but it can be used very good for a bonus so that's something to consider. But tweak them if you can to make them look unique so they look like a complete package together.

And that way it looks something that they can't get from anybody else on the marketplace, and just make it a really good, no-brainer offer. If you put together 8 or 9 PLR's and make them look super attractive in a package form, then you can sell it very easily for 17, 27, or 37.

More importantly than making that money, although you'll make a little money at first, is getting a list of buyers, and then when you have a list of buyers, boom. Here's what you do. You can create your own products then to sell to them or you can sell complimentary affiliate products to them. So in this case it's like if you sold stuff about fishing for bass or whatever to bass fisherman, then you could also sell them something on the right type of lures. If you sold them one on how to catch bass, whatever, maybe it just had this one aspect you could sell them the other aspect. If somebody's in marketing which I'm doing here, one thing could be product creation, the other thing then you could sell them put together a PLR on all these different ways you can create products so you get the PLR rights to them, and then afterwards you can sell them on something like e-mail marketing because they have that list now or how to get traffic. They have the product and now they need to put traffic with it. That's a complementary offer.

The Overachiever Method

A lot of people can't make this work but some beginners who are go-getters can and this is how it works. You want to create the big package first, the $97 product where it's just all-encompassing. If you're a person who's very good at creating content, this is the strategy you want to use.

You create this massive product that contains a ton of stuff in it and then when you're done you already have the big, back end package, and then you splinter off several small, little packages in front of that and you can sell those on their own. So you make three, cheap front-end products that you can offer for a really good deal. They're like 7, 17 bucks, 27 bucks, whatever and then you upsell them to that back end product.

But before you do that, create a lead generation product also out of that massive back end product. This is something you give away for free. So make that really skimpy. It could be 3 or 4 pages. Give them a little bit or good information, but whet their appetite to get more. So they sign up for the lead generation product. Then they're upsold to one of your 3 front-end products, and then you sell them on the back end, the massive package that has everything.

And so that's the simple formula. Drive traffic to the squeeze page, sell front-end products. Those who buy, upsell them to the back end product. So once they're on your list you could sell them a couple front-end products before you sell them the massive back end products. Basically how it works is every time they buy the front-end product you upsell them on the massive package on the back end. And this is cool because you really only have to create one product and then spend a day just figuring out ways to chop it up and to create tiny, smaller front-end products out of that one lead generation giveaway product from it. Then you're good to go.

I'm showing you how to create a system first before you drive the traffic but here's some ways that you can drive the traffic and plug that into your model for the solution for traffic.

Banner ads. I don't know why people don't use these more afternoon. These are very effective especially outside of internet marketing. You can purchase ad space either on other people's websites that are high traffic or on forums. Then you can advertise those usually very cheaply and you can get a lot of clicks that way.

Ezine articles. This is very simple. You write an article. You wait a couple days to get approved. You're allowed to put a resource box at the end of that article and that resource box will say, "Did you really like what you read? Well here's 17 more special tips on bass fishing. Just click here to claim your free report." Whatever. Just make a little compelling comment action to get them back to your website. Some of them will sign up or you can send them right to a sales page. It'll say, "Here's a very inexpensive solution of solving that desperate problem of not being able to catch fish." Whatever it is, that's just an example. Drive them right to that $7 page if you're using the $7 model. Simple as that.

Forums can be used a number of ways. The simplest way is to post valuable responses to people who ask questions and then just find signature link forms. These are forms where you can place a signature link.

Now are these like revolutionary techniques and tactics? No they're really not. But if you're just starting out you just want to get a little bit of traffic and see what happens with that. And the other thing is forums you post on other people's blogs. So you find the top five bloggers in that niche who get the most traffic and then every time they make a blog post you post a response in that blog offering a little bit of information and figuring out a way to make a soft sell back to clicking on your website after you've given some good information.

Search engine traffic – what you can do here, and this is good for people with some ads, is you're going to hire some other people to write your articles for you. Then you're going to hire some other people still to get links back to your site. And then you strategically write those articles around certain key words that people are searching for related to your product, and then you get the back links

to help and boost your rankings in the search engines, and you drive them to a site with these articles. And then you use that site – it can be a blog, your blog or a website that has pitches for them to sign up for your list in strategically placed locations. Then you get them either on your list or you make them offers right there in the articles.

Solo ezine ads. These work really good outside of internet marketing. Basically what you do is you find somebody with a list and you say, "Hey, for 250 bucks can you run my advertisement in your next newsletter or can I do a solo mailing?" which is a little bit more expensive in some places, and they blast it out. You want to find obviously a list of people on that list that you're buying an ad from that would be interested in what you have to offer. You pay for it then you run the totals and see did I make money or did I lose money.

Google AdWords is again something for somebody with a budget. There's a little bit more of a learning curve there but if you're somebody who's got the money and you want to jump in that game, that'll give you the quickest traffic. It's good to spend 20 or 30 bucks even if you know you're going to lose it just to test the sales page. So you can test it with Google AdWords just to see if the sales page is good or you can try to get in the game and get dirty.

The other thing is you can **recruit affiliates**. Find people in that niche who are promoting other products similar to the product you just created and then try to entice them or recruit them to promote your product instead.

So that's it. Those are the models. It's not rocket science because it's not supposed to be. It's just about doing the fundamentals really well. So put this to use and profit from it.