# IM TOOLKIT

## A Step-By-Step Guide to Internet Marketing Success

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**www.yourimtoolkit.com**

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# The $15,000.00 lesson I learned the HARD way...

**This document will take about 2-3 hours to get through. I suggest you go over it several times because there is a lot of information here. To get the most out of this document follow these steps:**

**Step 1- Click here to listen to the Introduction audio**

You should really listen to the audio first. If it doesn't play you need to get Adobe Flash Player here

**Step 2**- Actually *think* about what's being said to you...and absorb it because these are the most important lessons I learned in my Internet Marketing career...

**Step 3** - Make sure you read the whole document.

**Step 4-** Make sure your speakers are on!

**Watch for the links to audios and videos in this document**

## Analysis of the *flow* of an online sale....

Imagine that I'm reading an email ad in my Inbox. The ad is compelling so I click on the link in the ad which brings me to a page that asks for my information.

I want to find out more so I submit my information, and I'm sent to a sales page. I buy or I don't buy, depending on various factors like price, quality of product, my needs etc...

### What happened here?

1-The email ad was obviously placed in the right place at the right time because it reached a target audience (me). The ad

was compelling enough that I clicked on a link and saw something *else* that was compelling; a "squeeze page"

2-The squeeze page is something all *real* internet marketers use to generate a list. As you should know, the "money is in your list". You need to capture the information of people who read your ad so you can follow up with them in the future.

3-After submitting my info (opting in), I get forwarded to an affiliate link or a sales/order page.

If it's an affiliate site I'll be asked to submit my information *again* to be put into the company's autoresponders series of follow up messages. Most affiliate sites have professional-looking front pages that cost thousands of dollars to create and next to nothing to duplicate.

For the most part these pages are good-looking and compelling enough to get people to submit information again, but the percentages go down here because once people get to this page, they might say, "Oh, this ad was for the XYZ program" and not go any further in the process.

This is why you need the squeeze page, to have this person's information for future follow up…

If it's a sales or order page.  Is the page compelling enough for you to take the final step in the process and buy something? If so, that person did their job well and deserves to reap the benefits of their professionalism.

*NOTE: Evaluate the product being sold.  Is it selling you a shortcut idea like a Blog-blaster, RSS feeder, "send ads to millions of desktops" etc...? If you don't have all the basic fundamental tools and systems in place, shortcuts won't get you anywhere.*

What if I bought a list-building product but didn't have the squeeze page-autoresponder tandem in place to make the

product work? Makes no sense, does it?

One of my mentors said to me that he could have his computer stolen, all his merchant accounts shut down and be completely wiped out, yet he'd be able to be right back to where he is now in a matter of months, with a 50,000 member list, and making thousands of dollars a month...

I can do this, too because of what I learned from experienced marketers who make full time incomes on the Internet.

*We can do this because we know the fundamentals of online marketing that I'm revealing to you right now...You can, too if you're willing to take the steps necessary to succeed*

Your infrastructure has to be in place before you do anything else online, and that's how successful marketers make sales...

You can have all these tools and still not make sales because of HOW you're using them, but that's another book. But this is how it works, generally speaking. There are other ways to make sales such as direct sales which is an AD going directly to a sales page, but that's another book, too.

## *END* Analysis of the flow of an online sale....

## To have a "snowball's chance" in you-know-what of making *any* money online you need an IM TOOLKIT

### OK, so now what, where do we go from here?

Well, now you know some of the tools used to create a professional online sale. You can see why you need these tools because you've seen them in action...

<u>Folks, this is what successful people do online.</u> Everyone else is going about it the wrong way, and BELIEVE ME, I know the easy way gets you nowhere fast!

### *How can you follow up with your prospects if you don't capture their information?*

*You can't* unless your company/affiliate program has its own autoresponders working for you. I use to depend on the company's autoresponders to follow up with my hard-earned prospects, waited for the company's call center to close my prospects, and hoped things would work out for me.

That's no good either because this is your business and you need to have those prospects in YOUR list, not someone else's list. If those people aren't interested in what you showed them, they may be interested in something else in the future.

But if I decided to quit that program, how am I going to talk to those prospects/downlines anymore?

I can't follow up with them since they were lost to me once I stopped working that program to go join another one (we've ALL done this)

Now I have to start generating a new list of prospects for the next program I just joined... Basically starting all over again...

I finally wised up and became a professional who treated this whole "making money online" thing as a business, not a hobby.

Which is why it pays me like a business! I earn a full-time income from home and you can, too.

### *I didn't start making any real money online until I did the following things:*

- Got a domain Name
- Created squeeze pages
- Got an auto responder
- Made sales and order pages
- Built websites
- Had my own products
- And stopped selling products out of the company store (my way of referring to affiliate programs). Don't get me wrong, you can make money with affiliate programs, but your chances of succeeding in them are much greater if you have a *list*.

**How do I get a list?**   Solo ads or other advertising ALWAYS using links to squeeze pages, and your list is started....Now make money with your list via follow-up.  *Listen to the audio* , then watch the video (8 minutes)about squeeze pages, the differences between certain types of squeeze pages, and trigger words to use in your squeeze pages. Click here to watch the video.

**Do I have to be organized?**  Yes, you will need to be organized or your business will run YOU and you won't be running your business.  Click here to watch the video (5 1/2 minutes) on how to organize your Inbox, and how to get some "value" out of all the emails you get.

**How do I follow up with the list?** Autoresponders and email sequence...  *Listen to the audio*

**How do I make money with my list AND autoresponder?**  Follow up using a series of email messages you created. 8-12 messages are sufficient, then follow up with email broadcasts. Always provide them something of value such as useful information or products that can help them. You can make money with your list if they trust you enough to buy a product you recommend. *Click here to listen to the audio*

***What do I say in my email broadcasts?*** If you have all these things in place you're smarter than 90% of the people trying to make money online. Continue to educate yourself and share your knowledge by recommending products to your list that will benefit them.

Don't despair if you have a list of 1000 people that you recommended an incredible product to and they don't all respond with open wallets. Not everyone is reading your emails and only a small percentage that read your emails will go look at your recommendation. An even smaller percentage will buy the recommended product.

Provide them with things that you have actually used and found to be valuable to you and them. They should benefit from your knowledge (and so should you) Do not constantly sell to them!!!

Click here to watch this video which explains relationship marketing (how to follow up with your list) It will take about 1 minute to load.

***If I make a squeeze page where do I put it?*** Your squeeze page can be hosted by companies that create squeeze pages *and* host it for you. I do NOT recommend this practice since it's a continuation of taking the easy way out.

Think about it...What if you pay someone to create a squeeze page and host it for you, but you go join yet *another* program? Are you going to pay someone *more money again* for the next program you need a squeeze page for?

For the same monthly fee you can have your own website. Get a website instead for which you will need web hosting and a domain name.

## Are you getting confused and overwhelmed?  Good, you're listening...

Just take it one step at a time and realize what a time-saver

and money-saver this document is going to be for you in your Internet Marketing career.

I basically flushed $15,000.00 down the toilet trying to figure all these things out for myself.  Being the stubborn-headed person that I am, the only way for me to learn something and believe in it is to actually go through all the steps myself.

**Now let's get to the meat-and-potatoes of this.**

**We know which TYPE of tools to use, but which ones to use, *exactly*?**

# Your IM Toolkit - The bare-bones, basic, and *absolutely necessary* tools you need to succeed in online marketing

1- Domain Name
2- Good Ads
3- Squeeze Page
4- Website
5- Website copy
6- Autoresponder
7- Traffic generation

**Domain Name-** You need a domain name for several reasons, the first of which is to make your ads look better.  People reading your ad will more likely click on a domain name than a long ugly affiliate link.  The second reason is that you want to establish your online presence somehow and you need a domain name in order to have a website.

Video that shows you EXACTLY how to get a domain name  NOTE: This video mentions that I am from an affiliate program, please disregard that since the purpose of this document is simply to teach you what you need to do to become

successful in Internet Marketing

[Video that shows you how to forward a domain name to a URL](#) NOTE: This video mentions that I am from an affiliate program, please disregard that since the purpose of this document is simply to teach you what you need to do to become successful in Internet Marketing.

**_Good ads_**- copy the ones you like and reword them to your liking or just write your own. EASY... There are free tutorials on how to write good ads ("Google" Jeff Casmer, he has some good stuff, also do a search on Google for Email Promos Exposed).

The most important part of the ad is the headline. It's going to be where people make the decision on whether or not they're going to open the ad to read more...

Google 3-minute headline creator to get a free tool that creates headlines for you. I didn't put the link here because all you have to do, really, is think of what grabs your attention and use it as a headline.  Always be as original as you can...remember that!! Being original and _good_ will make you stand out from the rest of the crowd, and that's good in the IM filed where 80% of people fail)

[Click here to listen to the audio](#)

**_Squeeze pages-_** this part is a little technical and most people will skip it.   If you're going to use the free tool to make squeeze pages, just scroll down to the Autoresponder section. [Click here to listen to the audio](#)

Easy to do also...You can find free squeeze page generators online or do your own with minimal computer skills. You can copy most squeeze pages in about 40 seconds by clicking on View----Source, and copying the HTML code into a text file. Save the text file as ALL FILE TYPES, and name the file whatever you want, and add .HTML after the name. Now you have just created a webpage, click on it to view it, and also post it on your website to see how it looks.

Lets say you're going to go "old school" and create a squeeze page from scratch...

Here is what you do... Write the squeeze page copy into a Microsoft Word or Rich Text Format document and then save it as an HTML file. Congratulations, you just created your first HTML web page!!!

*NOTE: The tricky part about this is putting the code for the lead capture "box" into the squeeze page.*

The 2 autoresponders I use make this very easy to do and give you the HTML code for your squeeze page. This part gets a little tricky but can be done. Again, this is the old-school way of doing it.

NOTE: You can use a squeeze page generating software tool to do this a lot easier, but I still do some things the hard way. Skip this section if you'd rather use a FREE tool that automatically creates squeeze pages for you. Just scroll down until you get to the autoresponders section

## 2 ways to copy a squeeze page that you saw and liked...

1- Click on View at the top of your Internet browser, and select VIEW, SOURCE. This shows you a bunch of HTML code, (don't worry about it). After you do View---Source, select--file---Save, and save the file. Open up the text file and do some digging around.... You will see the HTML code for the lead capture box some where in there.

Change it around so it reflects your information and test it out. Next to File Edit you'll see View. Click on View, then Source and do the following: Select File, Save As, all file types, and name the file by putting the .html file extension after the name.

What you just did here was make a copy of a squeeze page you liked.

Go back to where you saved the file and open it up and it should look the same minus any images that may have been on the page. Open up the file in a HTML editor and copy and paste your lead capture box info over it and you have pretty much the same squeeze page.

2- Get an HTML editor called Coffee Cup or NVUE…it's free to try out. They're WYSIWYG (What You See Is What You Get) HTML editors.   With this type of HTML editor you write your ad and it automatically creates the HTML code for you. Copy a squeeze page that you want to copy and make your changes to it.

With an HTML editor all you have to do on a squeeze page you see is go to Edit, Select all, and copy all of that into your HTML editor. Change the words on the page around a little and save the file, then copy your lead capture box you created over the one that is already there.

One trick I use because I always had a little difficulty doing this is I would grab the HTML code that my autoresponder created for me and paste it into a blank text file, then save it as an HTML file. I would then bring that HTML page up, with just the lead capture code displayed (not the code, but the real box) and copy that lead capture box into the squeeze page I copy and modified in the HTML editor.

Remember, using the WYSIWYG editor makes it extremely easy to do this. I'm just showing you the hard and easy ways to do this. Now you're ready to test it out.

**2 ways to test out the new squeeze page you created.**

- Opt in to it and see if it redirects you to where you want it to go (your affiliate link or sales page)
-  See if your Google toolbar or other browser toolbar Auto fills it for you properly. This is important...you

want to make it as easy as possible for people to submit their information to your squeeze page. If it wasn't for the Auto fill feature of the Google toolbar, I would have probably opted in to 90% *less* squeeze pages in my life (maybe that would have been a good thing...) [Click here to listen to the audio on Squeeze pages](#)

***Autoresponders-*** This is where you capture your leads and the place from which you will send follow up messages. It is also the place where you create the lead capture box needed for your squeeze pages. ( I have a video for this...) As I mentioned earlier, create a series of 8-12 follow up messages, and provide some value in each email. Talk about the benefits of your program a little but always offer something of value. At first the "value" with be in providing more information about the product they opted in to take a look at, and when the series of messages runs out talk to your list via email broadcasts. [Click here to listen to the audio](#)

To learn how to set up your Autoresponder, create a list, create follow up messages, send broadcast messages to your list and create a squeeze page, watch this [video](#)

**Websites-** I mentioned earlier that you need to put your squeeze page up on a website.  So get a website and web-hosting...and use something called FTP to transfer the files to your website.  Building a website is easy, transferring just 1 squeeze page that you created is even easier.

**Website copy-** Does your front page sell or do people click off after 15 seconds?   Watch this [video](#) which analyzes good websites and bad websites, and WHY...

Sales page or front page of website. Having a sales page that converts is super-important because it's the last stop on the road of an online sale.  Trigger words, action words, words that prompt the reader to go just 1 line more, those are the

words that sell.

However, there are other ways to sell, especially on website pages and that is to tell a story that grabs the attention of the reader.  [Click here to see a website designed to SELL](#)

Notice that it's telling a story while appealing to our emotions and making an emotional connection with us. Good sales pages make an emotional appeal and create an emotional connection between the reader and writer.  [Click here to listen to the audio on Website copy](#)

[Click here to see an example of a branding site](#)  Notice there is a picture AND audio there, 2 key elements in a branding site.

***Does your website have audio on it?*** When you listened to the introduction audio, did it make you feel like it was more of a personal touch and that you kind-of know the person who is doing the talking?

*Audio for your website and emails*- Audio Acrobat is the recommended source for generating audio content for your website and emails to your list. You can use audio to introduce yourself to people on the front page of your website, or use it as an effective way to "talk" to your list.

Audio acrobat is REAL easy to use and they have some very nice tools in the back office. You can see how long people are listening to your audios for, and at what point they stopped listening. They would stop the audio either because they're sick of listening to you or so overwhelmed with a desire to buy they clicked off to purchase your recommended product.

Hopefully, its the latter, but that piece of information could really make your audio presentations more effective. Audio Acrobat will also host all the recordings for you so you don't have a lot of people playing audios off your web host's bandwidth. This is important because you don't want your site's webpage's to load slowly when someone is trying to

look at it for the first time. You're using Audio Acrobat's bandwidth when you listen to the audios on this course/document. Click here to get Audio Acrobat

Audio recording for websites is necessary for certain kinds of websites. Audio is necessary for testimonials because anyone can write a testimonial and post it on their website but an audio recording is more "real".  If you have a branding site you need audio to introduce yourself to the world.

It's what I use and it's what you've been listening to...Having audio on ALL types of websites is never a bad idea, but if the front page of your website (or the website itself) is strictly a sales page you may want to do some testing first.

***Uploading files to your site:***  Most web-hosting companies offer you site-building software w/ the membership, and they also offer a File Manager tool which allows you to transfer files up on to the website.  I prefer to use an FTP utility to do this, it's just the way I've always done it.

There are free FTP software programs out there you can use to do this. Again, web-hosting companies have file transfer utilities of their own you can use, so just use the tools they give you or use the free FTP program I use called Core FTP Lite. Click here to listen to the audio on Websites

## TRAFFIC IS THE LIFEBLOOD OF YOUR ONLINE BUSINESS

The first thing you need to realize is that you can make a lot of money with just a few hundred visitors to your site every day.

The second thing to remember is H.I.T.S., which stands for How Idiots Track Sales.

Traffic is important, but only 1 kind of traffic is desired: Targeted Traffic

# Ways to get Traffic.

**Free,**
PayPerClick,
**Blogs,**
Auto-social book marking,
**Buying it (don't do this!)**
Video,
**Press Releases and Articles**

# How to Get Free traffic, 2 methods

**Method 1**- Put a signature file in your personal emails with link to your urls.  Let's say you have a yahoo email address.  Use the option to configure your signature.  On my signature, it says.

Thanks,

Dan
http://firsthandreviews.com
http://totalmarketingsystem.com

Some people put in a whole bunch of links and their email signatures look SPAM-ish.  I recommend 3 links maximum, and no descriptions about what the links are.  Whenever someone reads your email, there's a chance you'll be getting some clicks just from your signature file, and that's on autopilot, And it's Free

**Method 2**- Another method that seems to work is giving testimonials for a sales page.  You've probably have seen some of those long sales letters with all those testimonials on the page, and if you look closely, you'll see some of the testimonials include links to a website.

So imagine if there are thousands of sales page views with your link on it every day….

Having your testimonials on all of those pages will generate you some traffic.  If the program is popular that sales page could be displayed TENS of thousands of times a day.

Just remember, don't "whore" yourself out to every program's sales page just to get traffic!  That will back fire on you so do a little research on the program or product before you decide to give a testimonial.  These are 2 free traffic generation methods I recommend, and there are others like posting ads on Craigslist and posting free classified ads.

# PayPerClick (PPC)-- This is a good way to go bankrupt but it's also a good way to get highly targeted visitors.  PPC is when an advertiser pays a certain price point for each time someone clicks on their ad directing that person to their site.

Listen to this audio:  [PPC Audio](#)


# Blogging-
Here's a fire-for-effect method for generating traffic and improving your site's page rank.  Set up a blog at a place like blogger.com.

It's in Google territory so you'll get indexed rather quickly JUST SO LONG AS YOU ARE PROVIDING UNIQUE AND ORIGINAL CONTENT.  Blogs such as these are on high PR sites, therefore any link coming from a high PR blog like blogger.com will help drive traffic to the link specified in the linking directory.

But what if you had 5 blogs like this linking back to your site, and they were all on high Page Rank (PR) sites?  That would definitely drive some traffic to your site, and they're free, too!

Listen to the audio on blogs and auto social book marking:

[Blogs and Social Book marking](#)

**P.S.** Write articles that link back to your blog(s) for good "deep" linking

# Buying traffic-I'm going to keep this short.  Buying traffic is a mistake we've all made, so don't repeat it again.  Even if all the promised traffic was delivered, they're all only page views anyway and you won't get many optins and hardly any sales.  Use the methods above and below this section to generate your own traffic.

# Videos- Here how video is supposed to get your traffic.  You submit your video to any of the free 30 video search engines and you put your url in the Author section or you use a PowerPoint slide at the front of the video showing your url.  The video itself can also mention the url and display it somewhere within the video, too.

This can be tricky stuff.  Listen to the audio on generating traffic using videos.

[Video Traffic Generation](#)

# Writing for traffic (and sales)- Articles will help get you sales
and Press Releases can  deliver traffic and  get your site indexed.

Please listen to this audio  which explains both methods of traffic generation
[Press Releases and Articles](#)

# *So there you have it...*

I told you why you need to have domain names, good ads, good squeeze pages, and autoresponders, where to get good hosting for your website, how to upload files to your website, how to write good website copy, and what to consider when you want to generate traffic to your site.

If you want making money online to become a reality, these are just the _BASICS_ of what you need to do.

There is more to do beyond this, but I have suggestion for you.... Ask yourself if you're ready to do these things. If you think you can take the easy way out and make tons of money, IT DOESN'T WORK  THAT WAY!

This business requires work and dedication, so get out NOW while you can if you're not willing to take the basic and necessary steps to succeed online. Buying this document will either make you realize what you need to do to "take it up a notch" or make you quit in despair. I really hope this inspires you to progress further along in your Internet Marketing career.  I believe that anyone can be successful, you just have to persevere, and continue to learn each day.

 Once you get an infrastructure like this in place, you're ready to take the next step and become a student of this industry and learn what works by testing your ads with a minimum ad budget. You _will_ start making money soon and on a regular basis with the right tools and infrastructure so get them now...

I know there is a lot of stuff to do here, so the best thing for you to do is save this document and do one task at a time. Download all the free tools first, then move on to the other things on the list.  Before you know it, you'll have all the essentials to make money online.

**Without the tools you need to succeed, you are wasting your time.**

## It should take you about an hour to get your IM TOOLKIT together.  So let's get started...

**Free Stuff-**to create your squeeze pages, sales pages, transfer files, and edit HTML.

Squeeze page generator tool

Sales page generator tool

Free HTML editor

Free FTP utility to transfer files to your website


**Domain name-** *10 minutes* to buy one, but a lot longer to think of a good domain name that isn't too long. Click here to Get a domain name

**Web-hosting-** *20 minutes* to get web-hosting so you have a place to put your squeeze page.  Go here to get Web hosting with GREAT support

 **Autoresponders-** *10 minutes* to get a tool that helps create squeeze pages, helps grow your list, and follows up with them automatically. The 2 best autoresponders in the industry have 24-7 phone support and a Live Chat feature that's pretty cool. Get either Aweber or Get Response

## What I am telling you is the absolute, irrefutable truth...

I *had* to learn all these things in order to succeed. You don't have to spend a lot of wasted time like I did because you are being told in many ways (written, audio, and video) what you

need to do.  Don't argue, remove your mental blocks, ditch the knee-jerk reactions...and do it...just do it

Ask anyone who makes money on a REGULAR basis on the Internet and I guarantee you they'll tell you what I said is true, and that maybe I understated it a little bit because there's a lot more that is considered necessary, but I'm trying not to overwhelm you, the reader.

You will not succeed at ALL (or for long) unless you take the necessary steps to ensure your success! This is 85% of the battle here, the next level gets more complicated and I could write 65 page e-books on each and every topic. Taking these *minimal* steps will bring you a lot closer to where you want to be in the shortest amount of time. Follow ALL the steps to give yourself a chance at succeeding online.

If you're going to join an affiliate program, choose a program and compensation plan that really benefits you. Is the time spent worth the income received? Make sure that it is... Choosing the right program or product is important. [How to the pick the right program](#)

Once your infrastructure in place and you've chosen a good thing to promote, start testing your ads' effectiveness on a *small* ad budget and tweak what you do. After some testing you'll see what you're doing right (duplicate that!) and always try and make things work even better.

- *Always test and track your marketing efforts*.
- *Always work at your business, even if its 1 little thing every day.*
- *And constantly analyze and educate yourself on the industry.*

# YOUR CALLS TO ACTION (again)

1- Click here to get a domain name

2- Get Web hosting with GREAT support

3- Autoresponder. Use Aweber or Get Response

4- Click here to get Audio for your site

**FREE tools...**

Squeeze page generator tool

Sales page generator tool

Free HTML editor (Free to try)

Free FTP utility to transfer files to your website


There are way too many people out there that have been hypnotized by all the ads saying how much money can be made and how its SOOOOO easy to do. It's *not* easy, but adhering to the principles set forth in this document will make things a lot easier for you.

Thank you for reading this.

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