



Internet Wealth Guide

"Your Guide To Getting Started with Internet Marketing"

A Wealthy Affiliate Production



Wealthy Affiliate



“Internet Wealth Guide”

Ultimate Wealth Guide – Wealthy Affiliate Style

Thanks for downloading the Ultimate Wealth Guide – “Wealthy Affiliate Style”.

Before we get into the “goods” of the Ultimate Wealth Guide, we think it is important that you understand who we are and the reason we really care about your success.

Our names are Kyle & Carson (also known as the Wealthy Affiliates) and we have been Internet marketing full time since 2002. We started out online just like you...with no experience in online marketing, just a desire to succeed online.

About Kyle (Owner)	About Carson (Owner)
 <p>Internet Marketing Experience: 6 Yrs Age: 26 Strengths: Research, Marketing, Web Programming, PPC, SEO, Idea Development Mission Statement: I want to make a difference in people's lives one-by-one and use my knowledge to help teach people how to build thriving businesses online.</p>	 <p>Internet Marketing Experience: 6 Yrs Age: 26 Strengths: Marketing, Web Design, Programming, PPC, SEO, Business Development Mission Statement: My goal is to create the most valuable Internet Marketing community available, and change the way that people learn about online business.</p>

We were broke, had very limited resources, and no prior knowledge of Internet marketing. Although we were going to school for Computer Science, we did not know how to create a website because we were still in the first semester. Everything we learned on our path to success was through hard work, trial and error, and a lot of failures.

Within the first 6 months of marketing online, we were both independently making over \$10,000 every month. It seemed surreal, but we had barely scratched the surface of the opportunity that existed online. We figured if we could make \$10,000/mth so quickly, we could definitely build our success into something much larger...and we did.

We did not own our own products, we had no prior marketing knowledge, we did not have any special skills, and we did not have any mentors....but we were able to continue building our online empire! How come? Because we created our own formulas on how to achieve success and worked very hard to continue building our businesses!



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In September, 2005 we created Wealthy Affiliate to help others achieve the same success we have experienced. We figured that since we know how to achieve success online, it would be very easy to help others achieve the same success...and they would not have to go through all the “trial and error” that we had to.

It worked! In a few short years we have helped create many highly successful Internet marketers at Wealthy Affiliate, some making over \$1 Million dollars every year (yes, you read that right...\$1,000,000)!!!

Wealthy Affiliate has quickly become the top Internet Marketing community online (www.WealthyAffiliate.com). Why? Well, first of all we want to see people succeed. Secondly, we stay current and innovate the community by adding new tools, resources and services... Services that people would typically spend \$1000 on elsewhere.

Our motto is: **“Our Success is Your Success”**

...and we have stayed true to that to this day. If our members do not succeed, we will not succeed. Seeing others succeed brings a smile to our faces...and we tend to smile quite often as WA members do experience great success.

Before you go any further, we recommend that you visit our website and check out what we offer our members at Wealthy Affiliate. You likely signed up for this book on our homepage, but if you didn't, check out Wealthy Affiliate.

www.WealthyAffiliate.com

Without further adieu, let's get started into the goods.



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Introduction to Making Money Online (The Opportunity)

Before we get into actual marketing techniques, you need to understand what Internet marketing is, and how vast the opportunity really is. We want to help put things into perspective for you as there are so many outside sources telling you that you can't do this and that making money online is a scam.

Well, we are hopefully going to end this thought for you and show you the real opportunity that exists.

Internet marketing, also known as online marketing, can be a very lucrative career choice or source of secondary income. Whatever level of success you want to reach online is achievable. For some an extra \$100/day would be more than enough, where others strive for \$1000's/day.

There are literally 100,000's of individuals online making money through Internet marketing...and there is room for many more.

People claim that there is no room left for new people, when in fact it is the exact opposite. Companies out there are begging for people like you and us to promote their products and services online in exchange for a commission (usually between 5-75%).

These companies include just about anyone you can think of (eBay, Best Buy, Walmart, even Google!). There are 10,000's of different programs that you can promote within pretty much ANY industry. So regardless of what you want to promote, there is opportunity to make money with it.

As an Internet marketer, you will be promoting products and services online through the Internet. These products do not have to be your own, and there are different companies waiting for your business. These companies have something that is called an affiliate program.



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An affiliate program is essentially a system that allows people like you and us to post a special link on our site and promote their products and services on the web. The special link has a code in it so they know where the sales come from. It is all automated and very easy to set-up.

These affiliate programs can bring independent individuals like you some very healthy profits. There are affiliates making well over \$1,000,000/year just by promoting other companies’ products. This sort of success can be achieved...we know!

We are going to discuss several money making techniques within this book that you can utilize to earn a profit online. There are many people earning \$1000’s/day online...and we want you to be one of them!





The Top 5 Internet Marketing Misunderstandings

Misunderstanding #1: Traffic equals sales

The funny thing is that most marketers’ first instinct is to aim for as much traffic as they can get. This is the wrong approach. Traffic does not equal sales...it simply means people are coming to your page. The quality and relevance of your website traffic is always the most important thing.

As an example, we will take the keyword “dog”. Say you are promoting a product that is a guide to making healthy dog food. Do you think that the word dog is that relevant? Well...it has the word “dog” in it, but nothing else is relevant. The person doing the search could be looking for a dog pound for all you know, and you will just be wasting your time on money on the traffic.

Keep your keywords highly relevant to the products you are promoting and the audience you are promoting to!

Misunderstanding #2: You need money to make money

This is a fallacy. You do not need to invest a lot of money to make money. The Internet is the only place where you can start a business for under \$30 and become highly successful within your first year at it (the \$30 comes from the membership fee at [Wealthy Affiliate](https://www.wealthyaffiliate.com)).

At Wealthy Affiliate we will walk you through free marketing techniques and paid marketing techniques and you can choose accordingly.

What a lot of people do is generate seed money using “free” techniques and then reinvest that money back into their business with paid techniques. This is a great way to expand quickly.



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Misunderstanding #3: Online spending is not growing

During the 2007 holiday season over \$29.5 BILLION DOLLARS were spent online...and that is just the holiday season. Here are the stats for 2007 online spending:

Money Spent Online: \$123,100,000,000

Yearly Growth: 21%

Although this number is astronomical, it is STILL GROWING. Imagine if you could have just a small chunk of this pie, you would be very successful. While this is the case with Internet marketing...it gives you the opportunity to grab your share of this revenue.

The amount of people gaining access to broadband Internet is only increase and the growth of online spending is only going to continue going forward. Don't listen to the naysayers!

Misunderstanding #4: If you are not from the US, you cannot succeed.

Regardless of where you are located in the world, there are great opportunities online. Since the Internet is 'global', you can work from anywhere that has an Internet connection.

You can also target any country in the world. Search engines have advanced and you can now target the exact audiences that you want. If you are from India, you can still target the search crowd in the USA, the same as if you are in the USA and you want to target people in India.

You can be from anywhere in the world and still be a huge success online!

Note: You do not need access to Clickbank to succeed online. There are many other (much larger) alternatives that you can take advantage of.

Misunderstanding #5: Money grows on trees

Money does not grow on trees! Money is not even made from trees. In fact, it is a custom blend of 25% cotton and 75% linen. In saying this, the easiest way to start a successful business is through the Internet. If you work at it, it will appear as though you have your own money tree!



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A Website... Is it Important?

Do you need a website to make money online? Not necessarily. However, you have much more power and freedom as an Internet marketer if you do have a website.

A website opens your doors to opportunities that are not available if you do not have a website. It allows you to collect information from your visitors, sell your own products/ services, create review and testimonial landing pages, and essentially allows you to create an informational front where you can convey *any* message that you like.

A website also allows you to brand if you own a company.

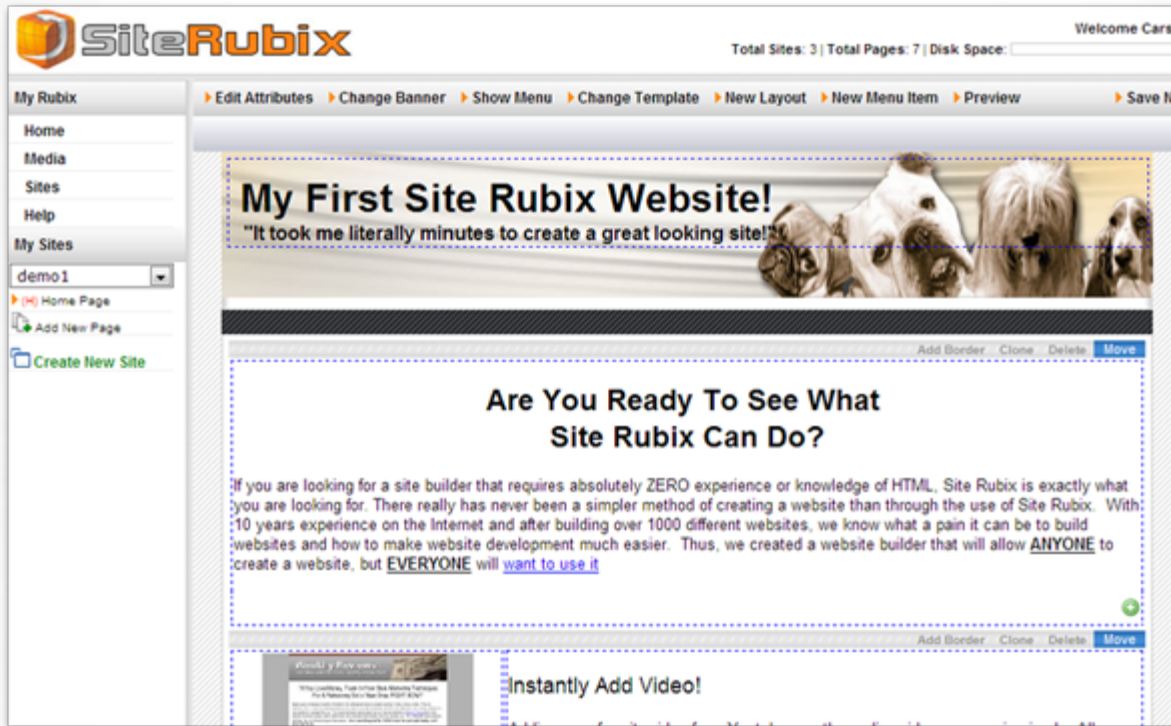
In this section we are going to discuss the benefits of a website, how to create a website, and the most important aspects of a website that contribute to conversions online.



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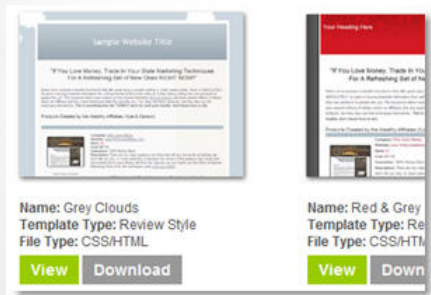
Quick and Powerful Web Development

If you are trying to become successful online without your own website, you may climb an uphill battle. You are at the demise of the merchant and are forced to rely on someone else’s sales copy in order to convert.



Having your own website will give you the flexibility you need to become a “power” affiliate. Because of this, we spent over \$100,000 and 1000’s of man hours developing a site builder that ANYONE can use (and yes, it is included within the membership at WA).

Site Rubix has gone through several updates since its launch and we are continuing to build new tools and features that make it even easier for users to build pages. It really does allow any level of marketer to create quality, high converting, and search engine friendly web pages.



If you already have your own hosting and domain and don’t want to use our builder (maybe you really love Dreamweaver or Frontpage...which is fine), we have downloadable templates that you can download at Wealthy Affiliate. These are tested pages and they convert!



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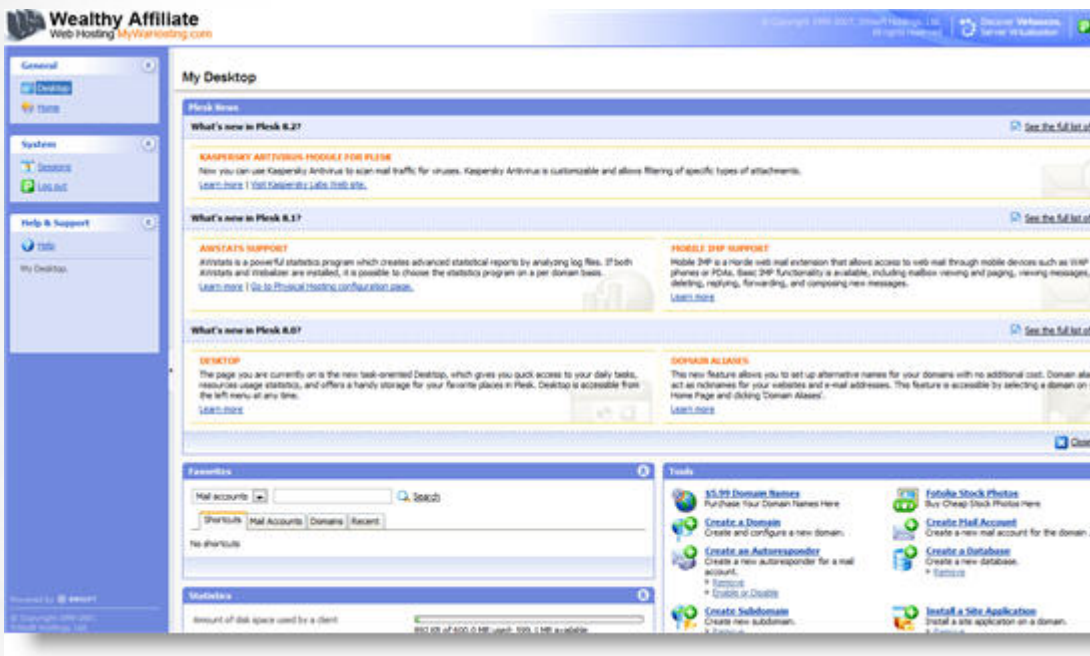
Free Web Hosting... Are You Kidding?

As you may know, you need website hosting in order to have your web page online. This typically costs anywhere from \$7-\$30+ per month.

At Wealthy Affiliate, we offer FREE and POWERFUL web hosting. We have laid out the money to buy the best web server possible so that you do not have to worry about web hosting expenses. We allow our members to put up to 3 domains onto their hosting...and up to 5000 pages!!!!

To put things into perspective...you can become a millionaire marketer with well under 100 pages, so realistically the hosting we offer for free will be adequate for absolutely any marketer.

Here is a screenshot of the hosting we offer:



Sometimes people get themselves too deep into the costs associated with Internet marketing (the hosting, the website builder, the tools, the support, the forums, etc). That is why we aim to build everything into Wealthy Affiliate, removing any surprise costs. You get EVERYTHING you need to succeed...with no hidden costs at WA. This should come as a big relief to you!



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Are You a Keyword Tool Junkie?

Keywords are a very important aspect of marketing, but one problem many marketers face is paralysis by analysis (is this you?). People spend too much time worrying about how much traffic a keyword receives, how much competition there is, and the competitors that are advertising under these keywords.

This causes people to never get anything done!

We do offer elaborate keyword tools at Wealthy Affiliate (which is as good as any PAID tool out there), but to be honest with you, the best keyword tool available is 100% free.

Before we tell you what this tool is, here are a couple screenshots of the tools that we offer at WA.

Keyword Research Tool

Keyword Research

make money] Your search may take up to 1 minute to complete as speed varies by keyword search volume.

Keyword	Google Competition	Google Search Volume	Add All	Keyword To Keep
make money	★★★★★	★★★★☆	Dig	
how to make money	★★★★★	★★★★☆	Dig	
make money online	★★★★★	★★★★☆	Dig	
make money fast	★★★★★	★★★★☆	Dig	
make money from home	★★★★★	★★★★☆	Dig	
ways to make money	★★★★★	★★★★☆	Dig	
make money at home	★★★★★	★★★★☆	Dig	
make money on the internet	★★★★★	★★★★☆	Dig	
how to make money fast	★★★★★	★★★★☆	Dig	



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The Rest of Our Keyword Tools (6 in total)



The BEST keyword tool is Google’s External Keyword Tool. Not only does this tool have the most current data (data that no other tool can access), it will give you the widest range of keywords and the most elaborate keyword ideas.

<https://adwords.google.com/select/KeywordToolExternal>

Here a couple of tips for using this keyword tool (or any keyword tool for that matter).

1. Start your research with a broad keyword. If you have a site that sells golf shoes, you will want to type in “golf shoes”...and then expand your research based on the results.
2. Do multiple searches. One search will not be adequate. Dig down into different keywords and research the more targeted, longer tailed search terms. Ex. Footjoy golf shoes.
3. Record your results. Writing your results on paper may become time consuming, so create a file in word or notepad so your can keep track of your research.



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How to Spy on Your Competition (and do it effectively)

You have probably heard the talks about spying on your competition, how to do it, and the expensive tools that are available to help you find out exactly what keywords your competition is promoting under.

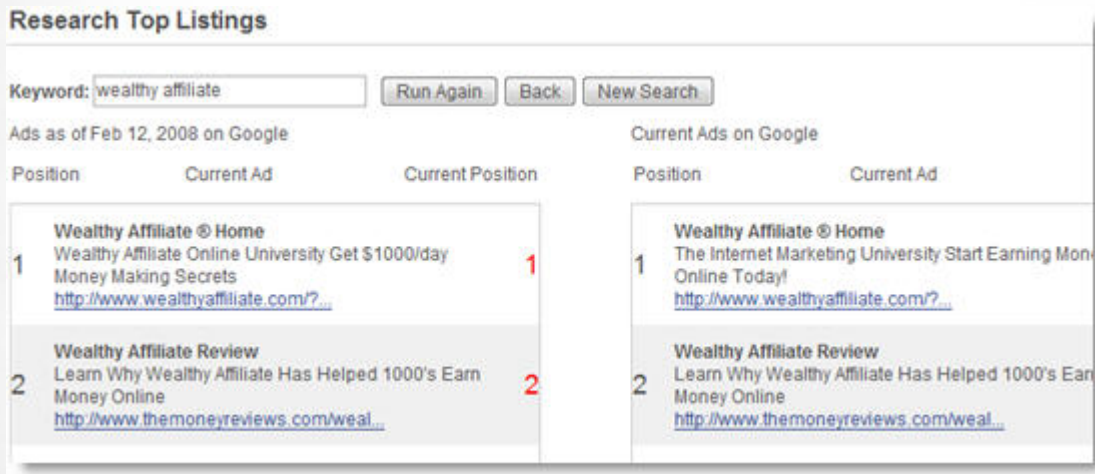
The theory behind spying on your competition is that, if someone remains promoting a keyword for any length of time in Google Adwords, they are likely making money with it (otherwise why would they continue promoting it).

This theory is true in many cases and we created a tool at Wealthy Affiliate to automate this process. All you have to do is type the keyword into the tool and “watch” it. Then you can come back a day, week, or month later and see which of the original ads still remain.

If none of the original ads are there after two weeks, the red flags should be set off. This means that the advertisers are not making money with the keyword and you don’t want to “chance it”. If most of the ads are still there, then you may want to add it to your campaign.

You can also do this with pen and paper, but you may get ‘hand cramps’ as there is a lot of info to take down. This is just one of the many tools that you can take advantage of at WA and one of the techniques that you can use anytime to analyze whether or not a keyword is a potential winner.

Below is a screenshot of the tool.





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Becoming Part of the Top 20% (Building Your Kingdom)

You have probably heard of the 80/20 rule...and it can definitely be applied to Internet marketing. 80% of the people out there make up only 20% of the online earnings (which is still a large sum of money), while the top 20% of Internet marketers make 80% of all the money that is being earned out there.

So I guess you are wondering, how do you become part of the top 20%? There are actually 3 things that we recommend that people focus on to not only build their kingdom, but to experience any success online:

(1) **Focus on your customer first, then your product.** Often times people market what they “think” the consumer wants, rather than full understanding what they “really” want. Consumer relevance is what converts, not the product.

(2) **Do not try to do everything at once.** What other business would you try to become rich in one week? It just doesn't happen. It will take work and you need to understand what you are doing before you "do".

This is not a rush business and definitely not a race. There will always be money to be made out there, and the more logical you are and the more comprehension you have for what you are doing, the better off you will be. Just like any education, you learn the fundamentals before you apply. Same goes for Internet marketing.

(3) **Focus on ONE industry and ONE technique.** Don't jump into 10 industries at once trying too many marketing techniques. Understand one industry using one technique and then branch off. Once you understand the formula to success you can then diversify into any industry...and campaigns are likely transferable from one technique to another (Ex. article marketing -> Pay-per-click).



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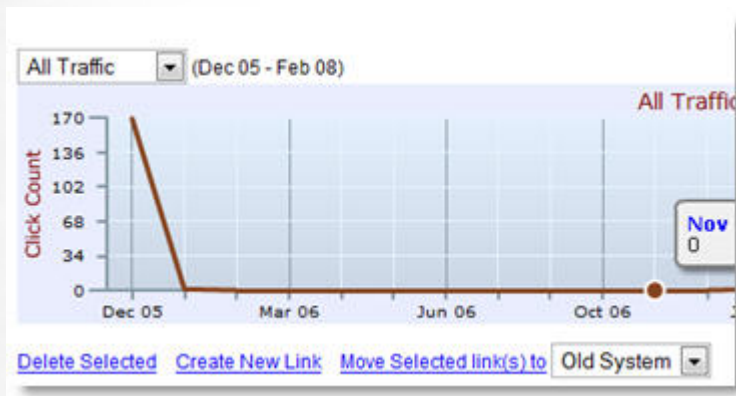
Is Someone Stealing Your Sales?

The stealing of sales is among one of the top concerns for Internet marketers. Competitors overwriting links, ad software stealing affiliate sales, and buyers replacing your codes with their affiliate ID's.

We all want to know, are affiliates losing a lot of money because their affiliate links are being hijacked?

The answer is yes...and no. People do lose affiliate commissions, but it is often times something that can be avoided easily by “cloaking” your affiliate links. This is essentially just masking your links with another URL.

We have a link cloaking tool within Wealthy Affiliate that allows you not only to cloak your links, but you can also get detailed stats on your daily clicks to the links.



This tool also has extra built in functionality. It allows you to track the EXACT keywords that are converting into merchant page conversions. A merchant page conversion is when someone visits your site and clicks on one of your affiliate links to the merchant page.

This is important data to have because it allows you to analyze the effectiveness of your landing pages and also the effectiveness of your keywords in getting visitors to click the links on your page.

Without a merchant page click-through, no transaction will take place (and you will not make any money). This is VERY IMPORTANT!



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The Power of Many

As many of you know there is a big difference between working on something alone and having the opportunity to query people if you need help.

As with anything new, it is very good to have a mentor or someone to help you if you ever get stuck. When we started marketing online, we did not have this luxury, but in hindsight we wish we did.

This is where forums become an excellent medium for helping people succeed. At Wealthy Affiliate we have one of the highest regarded Internet marketing forums...anywhere. The reason for this is because there are many highly successful Internet marketers at WA that are willing to help. We are not “rich snobs”, we are the most helpful and positive community online!

Interacting with others that have the same interests can accelerate your path to success greatly. We have seen people “hide” in the backgrounds for a year with no success, and then finally come out asking for help and succeed within the first couple of weeks.

Here are just a couple recent Success posts within the forum at Wealthy Affiliate:

 First 100\$ Day/Profit !! by Gyrink on Tue Feb 19, 2008 2:37 pm
 My first sales from my OWN product!! by joniki on Wed Feb 20, 2008 1:31 am
 First \$400+ Day!!! Past 3 month at WA by canuck on Fri Feb 08, 2008 6:15 am
 First \$350 with WA by mattspears on Sun Feb 17, 2008 6:06 am
 First \$752.51 day, without any ad spend! by areebb on Sun Feb 10, 2008 1:02 am
 First sales with my very first campaign by lowfruits on Mon Feb 18, 2008 1:33 am
 Thank You WA! Made my first sale! by mushamid on Wed Feb 13, 2008 8:49 pm

With well over 100,000 posts at Wealthy Affiliate, the forum is more valuable than the price of the membership itself!

Over 115,061 posts and growing every day! If the Wealthy Affiliate forum was a book, it would not only be the biggest in the world...it would be the most comprehensive and helpful resource available to Internet marketers.

Remember, when you interact, you learn. Learning and constantly improving your current knowledge set will lead to much quicker success...online or offline!



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A Day Job Online?

Obviously, Internet marketing is what we teach at Wealthy Affiliate...and this includes leveraging the Internet to make money (in any way that you like).

However, some people would like to perform work for someone (like a day job) to generate some seed cash. Because of this, we created WA Jobs. This allows fellow members to not only post jobs, but you can bid on jobs. It is a benefit to both parties. Someone is able to outsource their work, while the other person is able to earn some quick cash. It really is a win/win!

The screenshot shows the 'Search WA Jobs' interface. At the top, there are three dropdown menus for 'Status' (set to 'OPEN'), 'Job Type' (set to '--All--'), and 'Order By' (set to 'End Date'). To the right of the 'Order By' menu is a 'Desc' button. Below the filters, it says '135 results found.' and shows navigation arrows. The main content is a table with the following data:

Name	Bids	Job Type
Affiliates wanted	0	Advertising
Jet Spinners Only	0	Writing, Editing
Graphic/computer design	0	Web Design, Graphics
Need Sales Team	1	Advertising
the Adwords Hook-Up	0	Advertising
Have your Adwords Campaign put together by a Pro...	0	Advertising
Article for Digg it, Stumble it and Del.icio.us	0	Article Submission

There are also many other opportunities like this online if you are looking for work. Obviously, you will be much more successful if you work for yourself, but this is a good way to earn some seed cash to drive your business.

Here are a couple of other resources that you may want to look into that allow you to do this:

<http://www.scriptlance.com>

<http://www.rentacoder.com>

<http://www.elance.com>



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Evolution of Internet Marketing (...and Making Money Online)

When we started out, Pay-Per-Click was still relatively new and Yahoo was the top search engine online. Boy how things have changed over just a couple of years!

Every year there is a new evolution of Internet marketing. There are new marketing techniques, new mediums to market on, new opportunities, new affiliate programs, and new technologies to make things easier.

Right now, video and social networking is the craze...however a couple of years from now there will likely be new technologies to take their place.

The main thing is that you keep updated with the technology and the new marketing techniques that you can use. We keep all of our members in the loop at Wealthy Affiliate and add new resources weekly to keep ahead of the curve...but if you are going to do this on your own, make sure you keep yourself in the “loop”.

Wealthy Affiliate as an “entity” transforms every year, grows every year, and becomes an even more powerful resource every year.

The screenshot shows the Wealthy Affiliate dashboard for a user named Carson. The dashboard is divided into several sections:

- Header:** Includes the WA logo, the text "The Wealthy Affiliate University", and a welcome message for Carson. It also shows member statistics: "Member Since: August 31, 2005" and "Forum Posts: 2,344".
- Navigation Bar:** Contains icons for various tools and services: Wealth Counter (2,619,063.00), Forum, Site Rubix, Hosting, Spaces, Jobs, My-Linker, KW Tool, and Affiliates.
- Left Sidebar:** A vertical menu with categories like "7 New Messages", "Dashboard", "Learning Center", "My WA", "8 Week Action Plan", "Research Center", "Marketing Materials", "Website Center", "Affiliate Program", "About Kyle & Carson", and "Help".
- Main Content Area:**
 - Carson's Dashboard:** Features announcements such as "Introducing the \$1000 Challenge!" and "My-Linker Upgrade!".
 - New Faces at WA!** A gallery of member profile pictures.
 - New Resources:** A list of articles like "Squidoo Optimization" and "Email Marketing - Delivering Quality Content".
 - Hot Trends:** A table showing search trends for Google and Yahoo.

Rank	Google	Yahoo
1	leif garrett	kennedy lincoln similarities
2	allena ward	spy satellites
3	greek word for city	2008 mitsubishi evo
4	ebonyjet.com	indiana basketball violations
5	angry white men	mary-louise parker
 - Hot Clickbank Products:** A list of trending products on Clickbank with their respective pay rates and changes.
 - Forum Activity:** A list of recent forum posts and replies.
 - WA Jobs Activity:** A list of job postings and bids within the Wealthy Affiliate community.



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What Action Should You Take Now?

There is one big difference between taking action now and taking action a week from now. You are wasting time!

Many people dwell on decisions that they have made in the past and “wish” they would have done things differently. Living a life like this can be very frustrating.

Have you ever thought of an idea online to see the invention released years later? Did you get paid a cent for your idea? No, the person who took action reaped the benefits of the invention...even though they probably didn't think of it first.

Take ACTION.

We have even created a course at WA on taking action...we tell you when to take action, how to take action, and walk you through the steps of taking action!

8 Week Action Plan - Introduction

Course Length:	8 Weeks
Frequency:	1 New "Plan" available Each Week
Experience Required:	None (For All Levels)

And if your actions don't get you anywhere, guess what? We are there to help you with our personal support and you have 1000's of other people at Wealthy Affiliate that you can communicate freely with!



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A Note from Kyle & Carson

If there is a single thing that you take from this guide, let it be that it is possible for you (yes, YOU) to become successful online. We know because we have worked with everyone from construction workers to nurses to lawyers to farmers and helped all walks of life succeed online. Young or old, big or small! YOU fit the criteria to become a Wealthy Affiliate.

www.WealthyAffiliate.com

If you want to earn more money, we can help you get there. We have never said that it will happen overnight, but if you work at it, IT WILL HAPPEN.

You spend your days putting in your time and energy to benefit someone else. Why not do something to improve your own situation...something that you will not only love doing, but will allow you the freedom to work when you want...and from where you want.

We are willing to invest time and energy into helping you, so why would you not want to invest in yourself?

<http://www.WealthyAffiliate.com>

To Your Profits,

Kyle & Carson

The Wealthy Affiliates

www.wealthyaffiliate.com

PS. One thing that we want you to be aware of before joining Wealthy Affiliate is that there are no additional costs, no up-selling, and no special tools that you have to buy. We include everything you need within Wealthy Affiliate!