

I WANT To Be An Online Marketer!

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**I WANT To Be An Online Marketer!**

**By Anna-Marie Stewart Venton**

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Where do I start if I want to be an online marketer? Tough question, huh?

There are lots of ways to begin your way on the bumpy journey. Just make sure you are aware that it WILL be a bumpy ride.

First things first: do a lot of research. Find out what kind of thing appeals to you most. It could be affiliate programs, mml's or maybe you like the idea of selling other peoples products for a commission etc.

There are a ton of options, and 1000 times more hype. This is why it's so important to do as much research as you can before starting out. Sure, you can go the long way round, which is how a lot of us start out, but that's even more of a bumpy ride...hehehe

Ok, so lets say you've decided on where you want to start. You don't have a product of your own, so you decide to sell other peoples information products, just as an example. Don't make the mistake that so many people do, by trying to sell something you haven't personally tested.

Put it this way: Who would YOU prefer to buy from? Someone who knows absolutely nothing about the product they're selling? Or someone who has had firsthand experience with the product they're selling? You know it's person number 2, right?

So test the product first. Learn everything there is to know about it. If people can trust you to give an honest opinion, they'll be back for more. Great way of getting contacts AND repeat customers.

Now you need a website. Sure, get a free site in the beginning. People might not take you real serious, but at least you get to test and play around with your site until you're ready to pay for one. Owning your own domain name adds credibility to your site, and there are plenty cheap hosts out there, so do that

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as soon as you feel ready.

Make a real fast-loading splash page from which to sell the product. You don't have long to catch a potential customer's interest, so make it fast and interesting.

Don't fill the page with a ton of waffle. Give the most important information. What can the person get from using the product? Why is the product exactly what the person needs? What is the price etc. Give people a way to pay immediately, in case they REALLY like what they see, there and then.

If you have a LOT of information, give them a link to a "more info" page, maybe with pics and payment options. Get a small popup where people can sign up for your contact list for notices on future products. Give them a freebie in exchange for their name and email address.

Oh look, you've suddenly built yourself a contact list! No "leads" to buy from uncertain sources, no

"harvesting" email addresses, no bugging friends and family. You did it! Now you need to keep in touch with your contacts.

Why not send them a mail asking for a little more info. Maybe a poll on what type of things they're most interested in? If you know what your contacts are looking for, then you have something to work with. You can find whatever they need, test it out, and when you're happy with it, say "Hey, I found something I think you may like!"

Narrow your focus. Don't try to be "everything" to "everyone", you'll just end up spreading yourself out way too thin. Find what works for you, what excites you, and work from there. Yes, I said "excites". We all need a bit of excitement in life, right? So why not work with something you're excited about? If and when it stops working for you, drop it and move on.

Remember, you can do this with all kinds of programs, not just information products. It all depends on what appeals to you most. Just give it a reasonable amount of time, and stick with it. If it DOESN'T work, then hey, you'll have learnt some things on the way, and you'll be more ready to carry on to the next thing. Don't give up, be determined and disciplined, and you will find the way.

Anna-Marie Stewart Venton

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Dedicated

to helping marketers succeed, and have a bit of fun at the same time. She also hosts weekly "Get To Know Each Other" chats for all online marketers. Download your free Money Chatter Viral Marketing Tool here:

## **How to Choose an Internet Marketing Company**

**By Lester Boey**

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targeted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targeted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

--- How to choose an Internet Marketer ---

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company  
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