

# Special Report on The Internet Success Cycle

By Richard Quek

Copyright 2006

**This Report is presented by:** Liz Tomey

**Web Site:** <http://www.http://www.TomeyMarketing.com>

## 1. Purpose of Report

This Special Report is prepared to provide information on the basics of Internet marketing. It is suitable for Internet newbie as well as those who are struggling to have a breakthrough in their Online business.

## 2. Distribution Right

This is a free report and can be freely distributed provided that the contents are not altered in any way.

## 3. Re-branding

This report comes with re-branding rights whereby readers can re-brand this report with their name and referral link. The re-branding software and instructions comes with this report.

## 4. Additional Information

For more information and to find out how to attend a Seminar from the comfort of your own home: [CLICK HERE](#)

# The Internet Success Cycle

## The Greatest Myth

One of the greatest myths on the Internet is that you need to get hold of some “Secrets” in order to succeed. It seems that most Internet marketers are looking for the magic potion that can suddenly make them succeed on the Internet. This is the reason why most Internet marketers lose their focus and easily *succumb to the latest craze*. They tend to buy all the latest ebooks and software that comes into the market...anything that promise them “*Instant Success*”.

The truth is that there are no secrets on the Internet! How can there be secrets when information is freely available on the Internet. These are not really secrets but merely the *creative ideas* of Internet marketers who are experienced and creative.

Internet marketing is not “Rocket Science”. It is similar to marketing offline. In fact everyone is involved with marketing. A house wife is trying to convince her husband and children to her way of thinking. When you see a great show, I am sure you will talk about the show to your friends and contacts. Hey, these are all marketing in its simplicity.

What we do on the Internet is to apply these marketing strategies to our Internet business. In an offline line situation, we see the prospects face to face. We shake their hands, smile at them and tap their shoulders. We can create trust, *credibility and rapport* easily when we are marketing offline. On the Internet our web site is our only contact with the prospects. As such we need to create trust and credibility on the Internet. Hey, I am from Malaysia and most people do not know who Richard Quek is. So why should they trust me to make a buying decision and take out their credit cards to make the purchase? Let me ask you a question? *Would you buy from someone you do not trust?* I do not think so. So trust and credibility is of utmost importance if you want to succeed on the Internet. It is not all the “Secrets”!

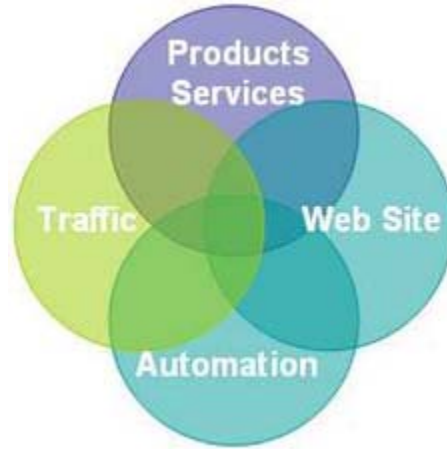
Everything in life goes back to the very basics. We tend to complicate things. We think that there must be some secrets that we need to discover that will cause us to 'Magically' Succeed.

Hey, think about a golf swing? It is a simple swing of the golf club just like throwing an object. What do most golfers do? Yes they complicate the whole process by thinking of too many strategies... the grip, the stance, the takeaway, the back swing, the up swing, the down swing and the follow through. Well what about the body turns and the posture? No wonder with all these strategies in their mind they can never deliver a good swing resulting in a bad shot.

Too much "Complexity" is the reason why success is always eluding us.

## What is the Internet Success Cycle?

I believe that the whole process of Internet marketing can be boiled down to just four phases. This is what I termed the “Internet Success Cycle”.



I believe that the whole Internet marketing process consists of these four phases:

### **1. Products or services.**

You need to have products or services to market.

### **2. Web Site**

You need to have an effective web site to show case your products or services.

### **3. Automation**

You need to automate your Internet marketing process.

### **4. Traffic**

You need to drive traffic to your web site.

Every other activity in Internet marketing can be classified under these four categories.

Let us now take a look at each one separately.

## Products and Services

Internet marketing is a business, just like any other business. As such you do need products or services to market. You can either *create your own product* or become an *Affiliate or Reseller* to promote other peoples' products or services in return for commissions.

I believe that it is best to create your own products. When you have your own product you control how much you earn and you will also *enhance your own credibility*. Hey, you are the creator!

These are the types of products that can be marketed on the Internet:

1. Physical products
2. Digital or Virtual products
3. Membership and services

In my opinion everything can be marketed on the Internet. This includes physical products. The only concern is the logistic issues. Can you imagine if I am marketing a big piece of furniture to the US? Firstly I have to take care of the shipping and delivery. I also need to have insurance coverage. What about the government regulations that I have to adhere to? To add to that, different countries may have different requirements!

Another example is say I am marketing cakes to the US. Can you imagine the process and procedure involved to get the cakes to the US? I believe that when the cakes finally make it to the US, it may not look like a cake. It may not likely taste like a cake...unless you use lots of preservatives and chemicals.

However, physical products can be marketed successfully if the logistic problems can be minimized. Amazon is successfully marketing physical books, CDs and other items.

To my opinion the best products to market are digital products such as ebooks and software. Why are they the best products to market?

1. This is the information age and *information marketing* is big business. Therefore ebooks are great products.
2. People are always looking for ways to solve their problems, be it in the legal profession, accounting profession or other sectors. Create *software solutions* to fill their needs and you will have a ready market.
3. Digital products are *easy to create* and *do not cost much*. In fact you do not even need to create them on your own. You can outsource the creation process to others. There are many free lancers that will be able to create these products for you for a fee. You can also

purchase ebooks and software with *Private Label Rights*. What it means is that you can change the title or description and put your name as the creator. There are many of these PLR packages being offered on the Internet.

4. There is *no delivery cost*. These digital products are delivered through downloads from the Internet.

5. For ebooks, there is *no printing cost* as compared to the paperback version.

Finally you can also start a *membership site* to provide services on the Internet. A membership site can provide information, services or even digital products for a monthly or fixed charge. A membership site is good because you can have *recurring income*.

## **Web Site**

So you have your products or services to market! Now you need to *showcase your products*. This can be done through a web site.

You can either learn to create your own web site or outsource it for others to do it for you. Actually creating a website is not difficult especially that today you can have access to plenty of *web site creating software*. You need not have HTML knowledge with these software.

Creating a web site is only the beginning. You need to create an *effective web site* that can sell. This process is called "*Copywriting*". You need to have an effective sales copy that can induce your prospects to *stay on your web site* and ultimately *make a buying decision*. You can learn to create your own sales copy, but my advice is to get the experts to do it for you. The copywriting is that important...it is the difference between selling zero product and thousands of products.

Here are some things that you need to consider to make your web site sells:

### *1. Attention grabbing headline.*

When a surfer lands on your web site, he or she will see the top of your page. Most surfers will not stay long on a page if the web site does not attract their attention. It is therefore important to have an attention grabbing headline to induce the surfers to read on.

Make use of attention grabbing words like... Amazing, Discover, Revealed, Announcing, Secrets, etc.

*2. Do not appear to be selling.*

Prospects do not like to be sold. So do not try to sell on the top part of the page. Provide benefits of your products and show them how to solve their problem.

*3. Provide Testimonials.*

You are trying to sell to people who do not know you. It is important to create credibility. Therefore put testimonials on your web site. Get testimonials from people of influence and from satisfied customers.

*4. Provide Bonuses.*

In order to induce the prospects to make a buying decision, it is good practice to provide them with some free bonuses when they purchase your product. These could be ebooks, software, reports, etc. Make sure that these bonuses are of value. Prospects will know if you are providing junk!

*5. Guarantee your product.*

Another good way to assist your prospects to make a buying decision is to provide a money back guarantee on your product. The period of the guarantee depend on you and could be between 30 days to a year. If you are using Clickbank it is set to 60 days.

The above are some of the things you need to consider to have an effective web site.

On last thing I would like to touch on is that most of the successful web sites on the Internet are “*Mini*” or “*One page*” web sites. These web sites consist of one long page that only promotes ONE single product. Why only one product? Well there is a psychological term called “*Cognitive Dissonance*”. What it means is that people in general do not like to make decisions. They fear that they might make the wrong decision, so people tend to refrain from making decisions. So can you imagine when a prospect lands on your web site and you are offering hundreds of products. Do you think it will help him to make a decision? Therefore with a “mini” web site offering only one product, it is easy to focus the attention of the prospects on that single product.

## **Automation**

The Internet allows you to automate many of the marketing process. There are software and scripts available to assist you in the automation process. Here are some of the things that you need to automate:

### *1. Online Payment System*

You need to be able to accept payments on your web site. There is a psychological term called “*Instant Gratification*”. People generally are impatient. They want it and they want it now! Therefore when your prospects make a buying decision you better fill their needs instantly.

These are some of the Online payment options that are available:

#### **PayPal**

<http://www.paypal.com>

#### **2Checkout**

<http://www.2checkout.com>

#### **Money Bookers**

<http://www.moneybookers.com>

#### **StormPay**

<http://www.stormpay.com>

With these online payment options, when a prospect makes a purchase, the payment goes to the third party providers. They will charge you a small financial charge and remit the balance to you on a periodic basis.

### *2. Follow Up*

Getting traffic to your web site may be costly. Statistics show that *71% of Internet sales are made after 7 contacts*. What it means is that most of your web site visitors are not going to make an immediate buying decision. You need to follow up with them. It is therefore crucial to have a system to capture the prospects details so that you will be able to follow up with them.

You can do this by having an autoresponder and putting a web form on your web site. So when a visitor lands on your web site you will have a form requesting them to provide their details. This will normally be the first name and email address. Well, do you think that the visitors will fill in their details? I don't think so! So you need to provide them a

“Bait” to induce them to fill the form. Offer them something for FREE in return for their details. These freebies must be of value. It could be ebooks, software or reports.

Here are a few autoresponder services that are popular.

Aweber

<http://www.aweber.com>

Get Response

<http://www.getresponse.com>

You can also purchase a script and install it on your own server. This is one of the best scripts available.

Autoresponse Plus

<http://www.autoresponseplus.com>

These are two of the most important automation process that you need to set up to have a successful Online business.

## **Traffic**

This is the final phase of the Internet Success Cycle. You have your product. You have an effective web site and you have automated most of your marketing process. Will you make sales? The answer is NO!

Your web site is one out of more than two billion web sites in cyber space. You need to *drive massive and targeted traffic* to your web site. Let me tell you my own experience when I created my first web site many years ago.

I learnt to create my web site through an Online program about 10 years ago. After completing my web site I was excited. I thought that I am now going to make it big on the Internet and the money will start rolling in. However my excitement was short lived. One of my close friends asked me this provoking question. Who is going to visit your web site? I was taken by surprised and I told him that I can print my web site address on my name card and pass them around. Boy... I sure can drive massive traffic that way!

So the bottom line is that people will not accidentally land on your web site (unless they misspelled the url). You need to drive them to your web site.

There are many ways to drive traffic to your web site. These are some of the popular ones:

1. Search Engines
2. Google Adwords
3. Pay per click search engines
4. Viral marketing
5. Ezine Ads
6. Traffic Exchanges

### ***Search Engines***

There are thousands of search engines on the Internet. The popular ones are:

1. Google
2. Yahoo
3. MSN
4. Lycos

Getting good rankings on the search engines is not easy. The search engines use robots (spiders) to crawl to web sites to collect information for ranking purposes. They use mathematical formula called “Algorithms” to determine the rankings. The problem is that different search engines have different algorithms. To make matters worst, they do change these algorithms from time to time.

My advice is to just focus on the few top search engines

### ***Google Adwords***

This traffic generating platform is managed by GOOGLE. It is similar to a pay-per-click search engines where advertisers bid for clicks and are charged based on per click.

This is one great way to get targeted traffic to your web site. You can have your web site listed within a few hours. It will only cost your \$5.00 to set up an account and you can also limit your daily spending.

To open an account, go here:  
<https://adwords.google.com/select/>

### ***Pay per click search engines***

These are search engines that are based on pay per click. Advertiser bid on their ads and are charged based on per click. Here are a few pay per click search engines:

Overture  
<http://www.overture.com>

Kanoodle  
<http://www.kanoodle.com>

Search 123  
<http://www.search123.com>

7Search  
<http://www.7search.com>

Miva  
<http://www.miva.com>

### ***Viral marketing***

The term “viral marketing” comes from the word, “*Virus*”. As you know virus spread very fast. So if you want your message to spread fast like the effect of a virus you should use viral marketing strategies.

There are many form of viral marketing. A good example is giving away free ebook or reports that allow others to re-brand and pass around freely. This report is a great example. You can re-brand with your name, web site address and referral link and distribute freely. It is effective and most of all it will generate free traffic to your web site.

### ***Ezine Ads***

Ezines are newsletters that are delivered via the Internet. There are millions of ezines on different topics. Most ezines will accept advertisements to be placed on their ezines for a fee.

You can target your ads to ezines that are related to your products. For example if you are marketing motivational products, you can advertise on Ezines that are related to motivation and self improvement.

There are various types of Ezine ads such as Solo Ads, Top Ezine Ads, Middle Ezine Ads and Bottom Ezine Ads.

The cost of these ads will depend on the number of members and the type of ads.

### ***Traffic Exchanges***

This is a very popular way of generating free traffic to your web site. You need to join these Traffic exchange companies in order to expose your ads. Your ads will be shown within the traffic exchange network. You need to accumulate credits by viewing the web sites of other members within the traffic exchange.

Most of these traffic exchanges are free to join but with option to upgrade. Here are a few you could check out:

Traffic Swarm

<http://www.trafficswarm.com>

No More Hits

<http://www.nomorehits.com>

Top Surfers

<http://www.topsurfers.com>

I will not be able to go though in more details in this short report. There are many resources available on the Internet on traffic generating strategies. I have authored a book on this. It is called EXPOSED - 101 Proven Strategies To Get More Visitors To Your Web Site In One Day...Than Most Web Sites Get In A Year!

<http://www.exposedtraffic.com>

It is selling on the web site for \$47.00. Don't purchase it there. You can get it as a free bonus. To get more information: [CLICK HERE](#)

## Conclusion

We have come to the end of this Special Report. I hope that you find it useful. Please feel free to pass this report to others.

If you want to find out more on how I can assist you – [CLICK HERE](#)

I hope that you are beginning to see that the whole Internet marketing process is made up of the 4 components of the Internet Success Cycle. My advice to you is that you should treat your Internet marketing business like a “business”. *Stay FOCUS and be persistent.* Do not succumb to the latest craze. Hey, there is always something new every few weeks.

Thanks for reading this report. My wish is to see you succeed, so that your success will be an inspiration to others.

Best wishes and God Bless.

A handwritten signature in dark ink, consisting of a series of loops and a long horizontal stroke that ends in a small hook.

*Richard Quek*