



Day 3

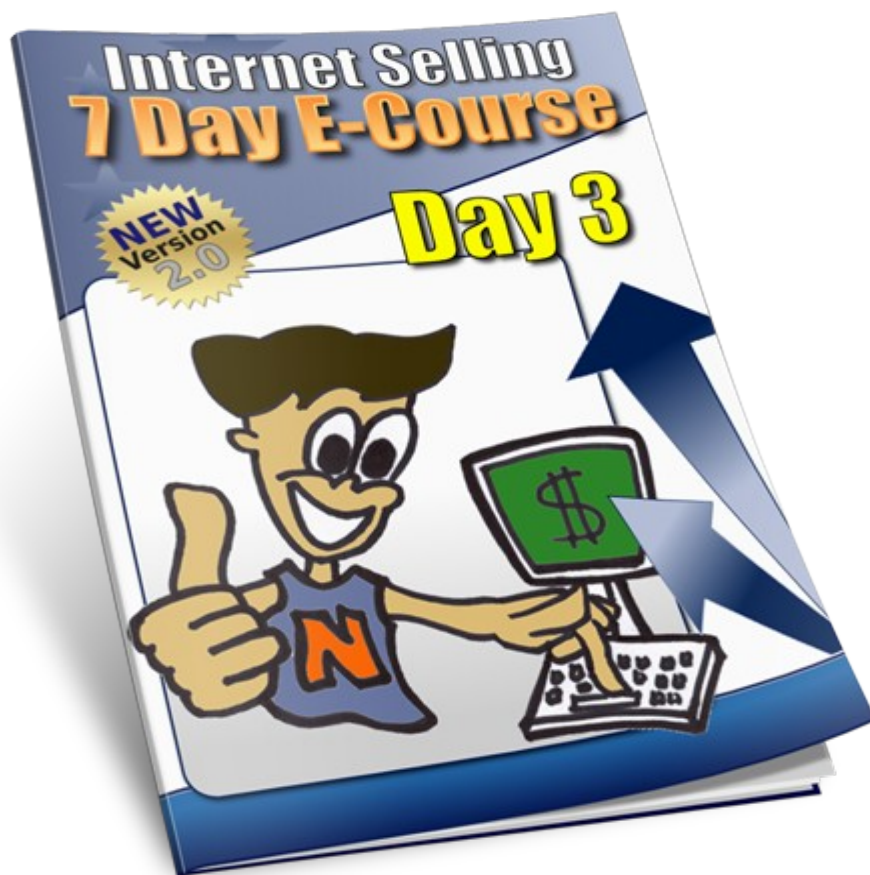


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Published by:

higherLEVEL
● ● ● STRATEGIES

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Palm Bay, FL 32908
Tel: 866.205.3389

www.InternetSellingForNewbies.com

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4 Fundamentals (Continued from day 2)

Fundamental #4 Duplication

This is probably the most important fundamental of the four... "Duplication." If you want what one man has, do what that one man does. Contrary to what you may believe, one of the biggest reasons that Newbies fail on-line is not lack of direction. It's actually "too much direction" or should I say too many directions (plural.) The average newbie opportunity seeker subscribes to multiple marketer's lists and begins acquiring every product that appears to promise instant riches. The problem is that different marketers have different marketing angles and strategies which pull the newbie into an exponential overstretched frenzy of information overload. This in turn causes multiple info products to accumulate on their hard drive until the tasks at hand become insurmountable and they just throw in the towel. The key to avoiding this is to go on a "Low Information Diet" by choosing a mentor that you like and relate to. Do some research and once you've decided on who you will follow, then duplicate their success step by step. Once you begin to see positive results, just duplicate YOURSELF to increase your results. This is a sure fire way to avoid the snags and pitfalls of newbie marketing.

What I'm getting at is you shouldn't try and reinvent the wheel. Instead, follow the path that other successful marketer's have already paved, particularly in the beginning. Duplication is very important for the long term survival of your business. You should not only be able to duplicate what someone else has done, but you should be able to duplicate what you've done without compounding your daily tasks.

The easiest way to mess up the duplication process is to create products and websites that are not scalable. You should be able to handle one thousand orders with just about the same ease and flexibility as it takes to handle one order. If not, you're just trading your time for money and you've created another job for yourself.

If you create a website, for example, that sells a \$50 product but that product is a physical product that you have to make yourself and manually ship to the customer, you may be able to handle a couple of orders a week, but what happens when the business grows to the point when you can't handle the orders? You might say, "well, that's easy I'll just hire someone." Unfortunately, that is a critical growing stage of any business and the moment you hire staff the profitability goes away and you've just added a huge stress to your business called "risk."





Above all else even if that one business is scalable, how many times over can you duplicate it? Can you have two or three websites offering similar products when each of them demand your personal time and the time of your staff? There's a finite number of hours in the day and any business that depends on exchanging time for money will eventually result in a finite amount of money. By creating websites and products that bring money in on autopilot, your business becomes easier to scale up. This is how you can develop multiple income streams. If the income on one fluctuates, it can be compensated by another stream. Hence, duplication is extremely important and is made up of two parts. First, seek to duplicate a successful marketer and a successful process. Second, once you've done that, duplicate yourself over and over again.

8 Critical Business Components

So that's all fine and dandy but "How Exactly Do I EXECUTE The Four Fundamentals?" Well... you make it happen with the following 8 components. Keep in mind that you don't have to be an expert in these components to make money on-line BUT most successful internet marketers are. At the very least, you should familiarize yourself and have a thorough understanding of each of them.

As the saying goes... "There are many ways to skin a cat" (figuratively speaking of course) and if you were to take the same patient to nine doctors, you'd probably get nine different treatment plans. The same holds true for internet marketer's. You see there are thousands upon thousands of ways to make money online. There are all sorts of angles, tools, business models and i'm not going to profess to know them all, but the good thing is that I don't have to. As a matter of fact, I'm only good at a few and the same will hold true for you. As you're building your business, you'll come across other marketer's and other methods, each positioned to make you think that it's the "end all be all" and you'll be tempted to shift gears. I will caution you to exercise will power and stay your course. If you hold fast to the basic fundamentals above and you implement the following components, you will be able to build a strong and steady long term business. Not just a transient flash in the pan.



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Component #1 Web Hosting

Web Hosting companies provide you with "Internet real estate". This is basically your own little chunk of space on the web commonly referred to as your web space. When you create a website it must be "hosted" on your web-space. There are hundreds of hosting companies out there to choose from and here are some things to be weary of. First of all, be sure that your hosting company gives you FTP access to your site. FTP (File Transfer Protocol) is the method by which sites and information is uploaded to your web-space. Avoid companies that force you to use only their "on-line website builder" to create your sites as these are usually very limited services and you'll regret it later. I use [D9hosting](#) because it gives me full control through my "c-panel" and has tons of tutorial videos on just about everything.

If you're a bargain shopper and you're looking to build your business on a budget, there will be many tools that you can find for free and there will be many discounts on products that you'll be able to find, but mark my words, web hosting is not an area of your business where you want to pinch pennies. Web hosting is one of the two most important things in your business. All of your websites and affiliate landing pages will be online and visible to your customers based on the quality of service that your hosting company can provide. It's important that you go with a good company that understands what you're trying to do with your websites and that can service your needs as an internet marketer. I've heard many many horror stories of bad things that have happened to good people because they tried to save money and chose a crappy hosting company. Don't let this happen to you. Trust me when I say you can go with any company you want, but steer clear of Godaddy.

Component #2 Domain Name

Your domain name is an address that points to your web-space. For instance.. Omar-Martin.com is one of my domains. If you type www.OmarMartin.com into any web browser on the planet, your computer will navigate to my website. One can have many domain names hosted on their web-space. At the time of this article I currently have 68 different domain names. I create a new domain for each website project I'm working on. Domain names can be purchased from thousands of sites like [D9hosting](#) or NameCheap.com Once you buy the domain from the registrar you will have to point it to your web-space by entering your DNS settings. It sounds a lot harder than it actually is. Your web hosting company and your domain registrar will have tutorials on how to do this.





Component #3 Web Editing Software

Now you need to create your web site with some web editing software. This is basically...

To Be Continued...

Yours in success,



Omar Martin



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The **FREE** Cd-Rom

(you only pay for shipping)



I truly want to help you succeed, that's why I've prepared a series of 11 videos on a Cd-Rom. If you are willing to cover the shipping cost I'll be happy to give you the Cd-Rom for free. The Internet Selling For Newbies Cd-Rom contains 8 classroom videos and 4 screen capture videos that will teach you the fundamentals to build an Internet selling business of your own STEP BY STEP. The Cd-Rom also includes a text study guide for easy reference of important information. No fluff here, just solid information that you need to learn.



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- **Traffic Leverage Logistics**
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- **Website Creation & HTML**
- **Making It All Work FOR you**

This Cd-Rom delivers the key information where most Internet success seekers typically "drop the ball". We've carefully structured this information in a way that will truly empower you to build a long, self sustaining and profitable Internet selling business.

Just from the expert reviews we've already gotten, we're confident that people would pay over \$100 for the information on this Cd-Rom alone. But after careful consideration, we've decided to make it available to you for free. Why? Simply because we want help you succeed and build a long lasting relationship with you that may foster future businesses and joint venture partnerships. Get yours **[HERE](#)** (only available while supplies last)





Newbie Resources

WEBSITE CREATION TOOLS:

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[CLICK HERE](#) FOR NVU WEB EDITING SOFTWARE
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DOMAIN & HOSTING SERVICES:

[CLICK HERE](#) FOR D9 HOSTING SERVICE

AUTORESPONDER SERVICES:

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