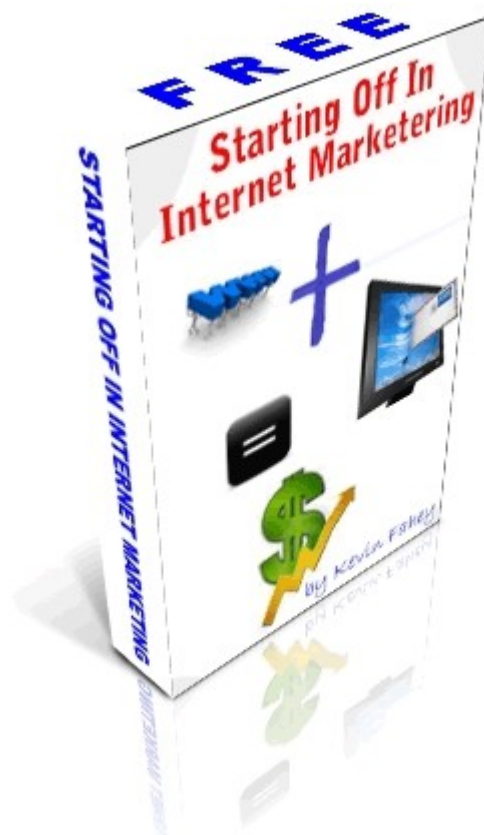


# Straight To The Point

## Starting Off In Internet Marketing



**by Kevin Fahey**

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First off, I would like to tell you a little about myself. I am originally from Ireland and I now live in Mallorca, Spain working as a Internet Marketer & web designer for the past 7 years.

If you would like to take a look at some of my work, please visit my site at [www.kevinfahey.net](http://www.kevinfahey.net) and feel free to view my portfolio.

You would think that after 7 years of designing and developing websites for local businesses in my area and abroad, making a decent income online as an Internet Marketer would be a breeze.

I kept hearing the fact that 95% of people who try to make a living online will fail. They pack up and eventually return to their dreadful 9 to 5 BROKE! I always considered myself to have a big, almost unfair advantage, taking into account my background as a web designer.

Quickly I was proven wrong.

I started working online full time as an Internet Marketer in November 2009. I was learning too slow and just ended up wasting endless hours and lots of cash. I designed site after site, hiring writers from places like Digital Point and Warrior Forum to help me produce endless pages of content for the type of site I was trying to create.

I was promoting and promoting while waiting for affiliate payments to arrive in my accounts and nothing seemed to work.

Christmas was getting closer and I was more broke and more confused than I could have ever imagined. I was left with no choice but to start selling sites. It was the best decision of my life. I sold 10 of my sites for a lot less than they cost me to put together, not to mention the time invested and wasted.

I was reading more and more ebooks, guides and tutorials, while listening to everyone tell me how easy it is once you know how. What kept frustrating me even more, on top of all that, was that not one ebook or any of the 50 webinars I attended, would show me exactly how it was done.

Many contacted me by phone, by email and by Skype, and they would ask me the usual questions... Are you in debt? Are you renting? Are you happy? Then they would tell me "I have the solutions, I can help you".

I was thinking to myself, this is great, these guys are really going to help me. Then the magic question arrives....How much are you willing to invest Mr. Fahey? My reply

being....What are my options? Well, Mr. Fahey we have 3 courses ranging from \$497 to \$1997....and of course we will teach you how to make an income of over \$50,000 within 3 years, etc, etc....

This might sound all well and good to some but there were no guarantees. That's a lot of money, so we are back to square one!

Many say that everyone needs a mentor. I was also told that a mentor will help you fulfill your financial dreams, but a good mentor costs a lot. Please understand that by reading this ebook, you are not going to become an internet millionaire this year and probably not even next year....sorry....just keeping it real.

If you are new to internet marketing and you are not making \$2,000 online each month, then I recommend you continue reading. You should take-in and act-on as much information as you feel comfortable with.

I am going to outline the basic programs you need to get started with. I will also try to explain why you need them and how they will help you.

Most of the programs I mention are free, others will cost a few dollars each month. I will also show you how to make them pay for themselves and make another stream of income from them as well.

Many experts say that by choosing many businesses and products you are dividing your time and none will progress to a decent full time income. I agree with this, but not completely. While your business and downline grows, you'll need other sources or streams to supplement your income.

Once the bulk of the effort has been put into each and all your businesses, You will begin to notice that they are now growing on autopilot.

What You Need No Matter What You've Heard



A website plus an autoresponder service

## Number 1. An Autoresponder Service

Regarding auto responders I recommend if into MLM and want to build a team go with [Trafficwave](#), if not for easy tracking and adswaps to help build your list size which to me honestly is more important I would recommend [Aweber](#).

Please remember the main reason you need an autoresponder service is to build a list of subscribers. Once you have a list, you can email them as often and as many times as you want for free.

No clicking for credits, no safelists, no text & ad exchanges. The service costs \$19.95 - \$39.95 a month and with a little bit of marketing, you can have all this for free. Once you refer a few members a month, your affiliate commission will grow and if planning to put some effort in and make it work earning \$2,000 + a month starting off I don't think your auto responder fee will cost you a thought.

## Number 2.... A Personal Website

Hundreds of hosts to choose from, where do you start and what is the difference. Personally, if you're planning to get involved in Internet marketing, I would like to suggest you get going with a [.ws domain](#).

[Global Domains International](#) offers these. I know many might have heard of GDI before, and you may be familiar with their failure rate and the number of drop outs. Some of you might have joined and left already yourselves.

Some of you might have joined other programs that say they can promise to help you build your downline 6 by 6, leaving you an income of \$9,330 each month. The truth is these programs don't work, or at least none that I have heard of.

GDI is not the fastest way to make an income online, but it is a stable business and you do need a website to market your products and build your list.

If you feel that GDI is not for you and the \$10 a month payment is too high for a Website, I suggest you use [NewGenHosting Services](#). I have been working with this company for the past 18 months and the support does not come much better for affordable hosting. You will be getting a great deal at \$9.99 per year for your domain name and hosting starting at \$1.99 per month.

### **Number 3.... An FTP client**

Once you have your website set up you are going to need a way to easily upload your files. [Coreftp](#) is a free service I have used for 7 years without any problems. There is also an add-on for Firefox that you can use along with many others.

### **Number 4....An HTML editor**

I personally use Dreamweaver. This is one of the more professional HTML editors but the cost is near \$400. If you would like a free HTML editor which is easy to work with, I would go with [Kompozer](#)

### **Number 5....Search Engine Submitter & High PR Backlinks**

The three most important search engines to submit your site to are [Google](#), Yahoo & [MSN](#). But there is no reason to leave it at that. Go to [Submit Express & FreeWebSubmission.com](#) and you can automatically submit your site to hundreds more. These will help in high page-rank backlinks.

I also highly recommend you go to [www.onewaytextlinks.com](http://www.onewaytextlinks.com) and submit your site to the top 20.

## **Number 6....Metatag Generator**

Meta tags, correctly formatted, are a vital part of high rankings on Google. You place your page title, your keywords and a description into an online form and a perfectly formatted meta is generated for you. Use this free service to generate professional metatags.

<http://www.free-webmaster-tools.com/Meta-Tag-Generator.htm>

## **Number 7....Classified Ads**

Craigslist & Backpage give the best response to free advertising by far . Once again, they are also great for a high PR backlink. There are also hundreds of other sites to place your advertising as well.

## **Number 8....A URL Cloaker**

Cloaking your URL and tracking your links are a vital step for success. This guarantees that YOUR commissions are paid to YOU and not stolen from another Internet Marketer. I highly recommend you use [www.bit.ly](http://www.bit.ly) for cloaking your URL links. You can open a free account with them. This will take you two minutes and you can easily share, track and protect your links quickly.

## **Number 9....List Building**

When I first started off in this business, I was happy to see 5 to 10 people added to my list every day, as ignorant as I was, these were terrible results. Then about 12 months later, without much effort or advertising, I was now adding about 100 to 300 people to the personal opt-in list every day using free methods.

While building my list, I am also receiving numerous Pay Pal payments every day from my one time offers (OTO), thank you offers, thank you ads and follow up emails.

What you need to do is find a PLR product that comes with resell rights. Many of these can be found on “JV Giveaway Events” and there are many new offers each and every month.

This may involve a little HTML. If HTML is not your thing, you should learn, it's not really that difficult. You must try and understand to learn exactly how it is done. Once you figure this out, you will be putting together web pages to grow your list and OTO's in minutes.

Download the reseller sites and set up a campaign in [Trafficwave](#) or [Aweber](#). You will be given an option to send the user to a different URL when they enter their name and email. If this is related to the offer, that will be all the better.

Here is an example of an offer I used to grow my list and make instant Pay Pal payments, as well as affiliate and recurring affiliate commissions.

Send users to a page to download 900 Free PLR Articles

Once they enter their name and email address, they are taken to a one time offer with an option to purchase 135,000 PLR Articles for \$10. At the end of that page, they are then given an option to either purchase the 135,000 PLR Pack or click to get their your download link for the 900 free articles.

If they choose to skip the offer, I would make them a second offer (another OTO) to receive 135,000 PLR articles for \$5. Near the end of this page, again they can either purchase the article pack or I would give instructions for the user to check his or her email for their confirmation link. At this point, they may still be looking for just the free articles, that's OK.

Once they click and confirm, they are taken to the download page for their 900 free PLR Articles. On the download page, I use a pop-up for an affiliate program which converts articles to videos with one click. The cost of this is \$50 per month and this affiliate program pays 50% recurring commission every month to you!

In general, you will not make a sale straight away and the bulk of the sales are made in the

follow up letters. Staying in touch and following up is critical.

Follow up examples for a simple campaign like this

**Follow up # 1**... Thank the user for confirming their email address, then provide the link to download the articles again, and the link for the 135,000 Articles for \$5 and the link to turn their articles in talking videos.

**Follow up # 2**... Send a letter reminding the user about the program which can turn their articles in talking videos.

**Follow up # 3**... Offer the subscriber a free report related to article marketing and blogging. Now would be a great time to try and get personal with them so he or she will get to know and trust you.

**Follow up # 4**... Send them another letter, this time explaining the benefits of the video article program and how it can benefit them.

**Follow up # 5**... Considering the fact that articles are the interest of this user, there is a high chance he or she would have an interest in article submitters and blogging techniques. You can search Clickbank for products with a gravity above 30, then send the user information about this product with your Clickbank ID.

Lets take a closer look at this:

Set-up time including follow up letters, setting up the OTO, finding the right product on Clickbank and becoming an affiliate for the video articles program.

30 minutes - 60 minutes.

Lets say over the space of a few days you send 1000 people to this page:

20% sign up for the 50 free articles

5% purchase the article pack for \$10

5% purchase 34,000 articles for \$6.

You now have 200 people on your personal opt-in list

5% purchased 135,000 at \$10 = \$100

5% purchased 135,000 at \$6 = \$50

1% sign up for the video article program = \$50 recurring monthly

1% purchase a product from Clickbank = \$50

Your little offer which took very little time or experience to set-up just made you \$200 instantly and \$50 a month in recurring commission.

You also have added 200 people to your personal opt-in list which you can email whenever you want and however often you want as well. Just keep tweaking the system....offering more products which will earn you more income.

## **JV Giveaway Events**

### ***How you will build your opt-in list fast!***

There are hundreds of ways to build an opt-in list, but here are the ways I found to be the best. You can do these while waiting for your site to be listed in Google and your rankings to increase.

Each month there are 15 or more giveaway events that I would join. Search Google for "JV Giveaway Events" or "PLR Giveaway Events" and include the month and year you are looking for in your search.

Each of these are 100% free to join. You will need to add a gift to give away. You simply upload an image of the gift you are giving away, then write a short description and add the URL for the user to download. It would take you maybe 1 hour to join 15 different giveaway events and add your gift, giving you an on-going stream of subscribers for that month.

Beginning on the next month, you will do the same again. Join, add your gift and watch a steady flow of subscribers come in.

If you would like to see the up to date info on the latest JV Giveaways please click [here](#) and sign up for free. You will be the first to know about these events by email, direct from me. Remember they are all 100% free to join, so there is no reason why you should not sign up.

## **Ad Swaps**

Ad swaps have also proved to be a great way to increase your list size. Quality is better than quantity so please remember this while trying to build your list with ad swaps. I see some marketers participating in ad swaps 2 – 3 times a day plus sending out their own personal or promotional email.

Do not go down this road. You will end up with a high number of unsubscribers and a unresponsive list. I would recommend 3 - 4 swaps a week, at most, and 1 - 2 personal emails each week. You can also include 2 - 3 promotional emails a week which are going to put cash in your pockets.

If I get an email from the same person 2 - 3 times a day, am I going to read each one? No, and neither should you! Your time is too valuable.

As your list grows, you can look for the larger swaps. Once you hit 1000 names on your list by choosing the right swap partners, you can be adding 50 -100 subs to your list every day from ad swaps alone.

## **Social Networking**

My experiences in social networking tell me that this is a great way to build your downline in MLM programs. This is an easy way to increase your list size but not the best way for direct selling.

Most of the time, I would avoid putting a OTO on the capture forms I use in Social Networks, and use thank you ads for other affiliate programs on the download page.

The reason for this is simple, I want friends not customers. I look for Team Players which will help me build my business.

Many Internet Marketers have had great success with Facebook, Twitter and Myspace. My greatest success in Social Networks would be with Swom, "The Social Network for Internet Marketers".

If you read my blog, [www.kevinfahey.net/blog/](http://www.kevinfahey.net/blog/) you will see many articles relating to Social Networks. These articles explain why I stay clear of Facebook and Myspace and concentrate more on [Swom](#) and Twitter.

I am recommending you to do the same. I joined Swom during pre-launch in February 2010, and in the first month I was receiving a 3 figure income. Swom offers you a way to advertise your business opportunities to 40,000 and always growing Internet Marketers from around the world. You will earn money from connecting with members and promoting your business.

You can join as a free member and upgrade at any time. The cost of upgrading is \$24.95 per month and the greatest thing about Swom is that you do not need to refer members for your income to grow, and keep growing!

Note....I did not join Swom to make money from the program. I joined so that I would have instant access to thousands of Internet Marketers from around the world and be able to talk with whenever I want. Everyone is there to earn, learn, make connections, promote their business and join other businesses that would interest them.

By using the techniques I've learned, I managed to put together a 10 minute video on how to make the most of the Swom Gold Membership. I will show you how to receive the maximum number of points and connections daily, this will lead you to a healthy and ongoing monthly income from Swom.

[Click here to join Swom for free](#)

Once you are a member, search for me..."Kevin Fahey", the first thing you will see is my profile. On this page, you will see the link to the video, this will quickly show you the secrets to success with Swom.

Twitter is also another way to market your business and grow your downline. If used incorrectly, like most marketers do, you will have little to no success with it. This program has proven to be a gold mine for some, not so much for others.

Your secrets to success with Twitter can be found by clicking on this link, here I have included a free copy of Twitter Blaster Pro, this includes training videos and Twitter templates to help you get started.

Social networking can prove to be a very powerful resource if used correctly. So make sure that you stick with the basics of Swom and Twitter and you will most likely be light years ahead of your competition.

## **A Signature That Sells!**

A signature that sells....This will promote you, your social networking accounts, your website, your blog and anything else you're involved in.

There are two programs in which I have not spent much time promoting lately, GDI and Swom, but they continue to grow daily anyway. The success of these two programs comes down to two things, reviews on my blog and my signature.

Here is what I would put at the end of most of my emails:

To Your Success,  
Kevin Fahey

Twitter » <http://www.twitter.com/kevinsantaponsa>

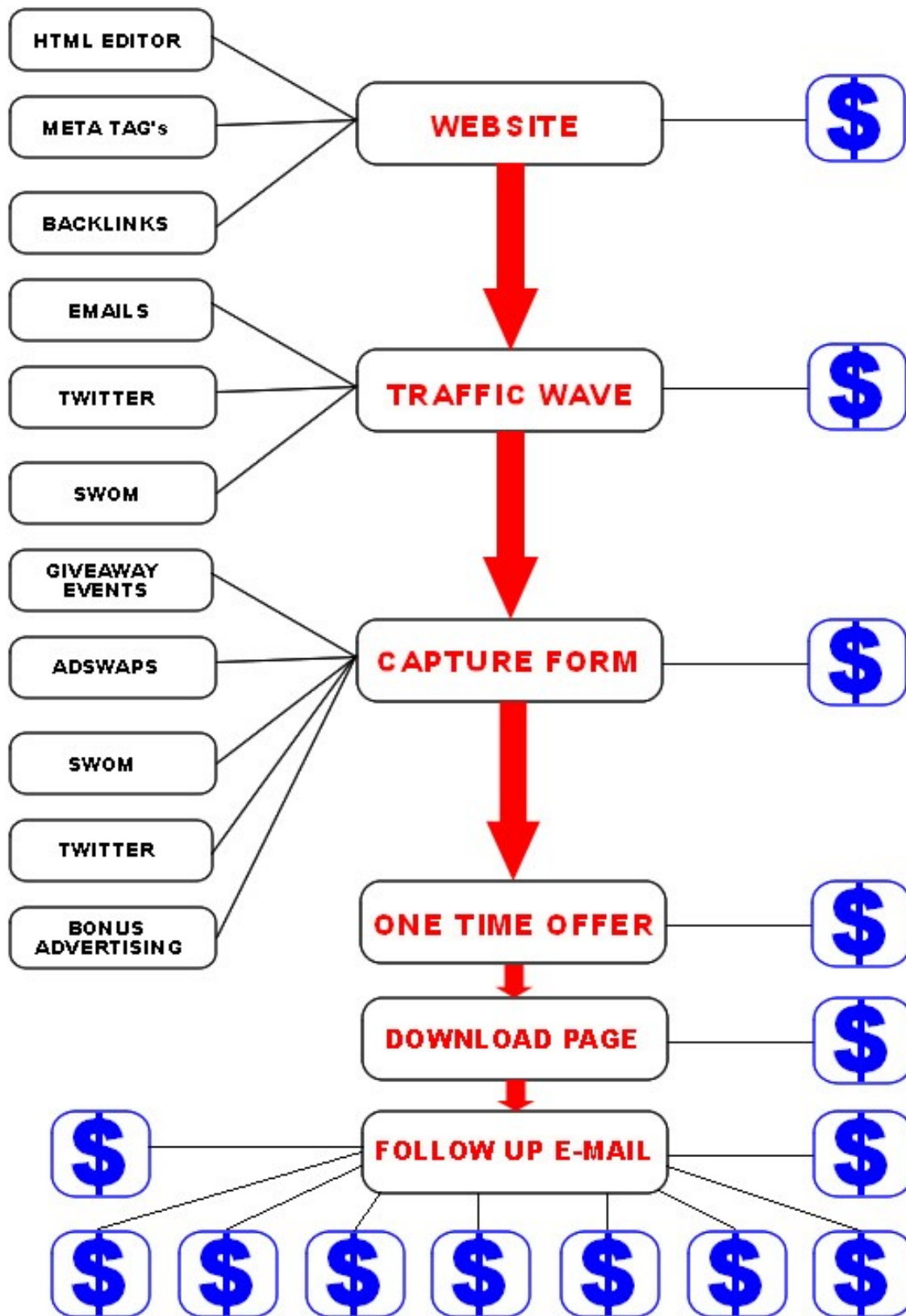
My Blog » <http://www.kevinfahey.net/blog/>

Web Design & SEO » <http://www.kevinfahey.net>

Connect with me on Swom » <http://www.swom.com/?36344>

So let's take a look at exactly what you need to begin your life as a successful Internet Marketer. If you do it in this order it will work out best for you.

Please open a notepad or word document and save your username and password for each program.



Gmail Account » Sign up here » [www.gmail.com](http://www.gmail.com)

PayPal Account » Sign up here » [www.paypal.com](http://www.paypal.com)

AlertPay Account » Sign up here » [www.alertpay.com](http://www.alertpay.com)

Twitter Account » Sign up here » [www.twitter.com](http://www.twitter.com)

FTP Client » Download here » [www.coreftp.com/download](http://www.coreftp.com/download)

Personal Website » Sign up here » [www.website.ws/kevinfahey](http://www.website.ws/kevinfahey)

Autoresponder Service » Sign up here » <http://bit.ly/cTM7A6>

Skype Account » Download here » [www.skype.com](http://www.skype.com)

HTML Editor » Download Here » [www.Kompozer.net](http://www.Kompozer.net)

Swom Account » Sign up here » <http://bit.ly/bestsocialnetwork>

Clickbank Account » Sign up here » <http://www.clickbank.com/>

**YOUR BONUS ADVERTISING IS AVAILABLE ON THE DOWNLOAD PAGE**

[CLICK HERE](#)

~Now you have all the info, you have all the programs, you are a member of AlertPay & PayPal, so that you can send and receive money easily.

~You know how to setup on an autoresponder with a one time offer.

~You can now generate meta tags and build backlinks to insure a high ranking on Google.

~You are a member of Twitter & Swom, to help you advertise and connect with other internet marketers.

~You have an account with Skype, so you can connect with more internet marketers and connect with me any time if you need help with anything. When you get to Skype search for me at...."kevinfahey535"

~There are also two groups in Skype which are pretty useful for ad swaps, connect with me and I will introduce you to these groups. Once you are a part of these groups, you can arrange swaps with all list sizes for free.

All of the above methods are responsible for adding 4,800 to my personal opt-in list in a period of 6 weeks, and thousands of dollars in instant commissions. I spent less than 20

minutes for each offer, this included setting up the pages with my PayPal buttons, arranging ad swaps within my groups on Skype, and then promoting them in Swom.

The real money was in the follow-up emails with commissions coming from the affiliate programs I joined. Most importantly though, concentrate on building your list fast, this gives you access to email all your subscribers whenever and however often you please.

Let's Begin.....

You've got your personal website and autoresponder accounts set up.

1. Purchase the pack above or join some of the current "JV Giveaway Events" currently being held. Download a PLR pack with a Reseller site.
2. Set-up a campaign in Trafficwave and add the autoresponder code for opt-ins. Include a subscription link for a one time offer and a download link for the download page when setting up your code.
3. Join some "JV Giveaway Events" and don't forget to add your free gift.
4. [Join Swom](#) and add connections and friends fast using the information from the video available on my profile. Advertise YOUR business opportunities in YOUR profile and once connections have been made offer your new connection your free gift.
5. Once you have reach 50+ subscribers you can start looking for ad swap partners.
6. Everything is now in place, you're learning more and more on how the system works, as your list size continues to multiply so does your income and your expertise level. You are now on your way to becoming a successful Internet Marketer.

Congratulations on reading this far, you have what it takes to succeed in IM.

Note: If you are still confused about how to make money online and think that the information above will be too complicated, then take a look at [Devon Browns WebCopyCat](#)

Devon has created a mastermind system where you do not need to understand, or even carry out 80% of the steps I have listed. He has provided professionally built capture pages and sales video pages for the highest converting products on Clickbank. You will also get access to a one click process that will include follow-up letters in all your campaigns. You may choose from 8 of the most profitable niches with a new niche added every month. You may read [my review](#) of WebCopyCat here or [test the system for \\$5 by clicking here.](#)



In the near future, I will be writing a similar ebook which will provide much more information followed by a video tutorial for each step guiding you all the way. I plan to sell this ebook and video for \$47, but in the mean time, if you need any help you can contact me on either:

Gtalk.....[santaponsamaps@gmail.com](mailto:santaponsamaps@gmail.com)

Skype.....kevinfahey535

To Your Success,

Kevin Fahey

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You may not sell this ebook or claim ownership of it in any way.

### ***Most Popular & Pofitable Blog Posts***

Need Help With Blogging..... [\*\*\*Check This =====>\*\*\*](#)

#### **1. Devon Brown WebCopyCat Review**

<http://kevinfahey.net/blog/2010/03/15/devon-browns-webcopycat-review/>

#### **2. Best Autoresponder For Internet Marketers Involved in MLM**

<http://kevinfahey.net/blog/2010/02/28/best-autoresponder-for-internet-marketers/>

#### **3. Blogging Espionage**

[http://kevinfahey.net/blog/2010/06/22/blogging\\_espionage\\_review/](http://kevinfahey.net/blog/2010/06/22/blogging_espionage_review/)

#### **4. The Autoresponder Code**

<http://kevinfahey.net/blog/2010/06/15/the-autoresponder-code/>

#### **5. Epic Traffic System Review**

<http://kevinfahey.net/blog/2010/05/20/launch-of-epic-traffic-system-epic-traffic-system-review/>

#### **6. Automatic Commission From Your Blog**

<http://kevinfahey.net/blog/2010/04/01/commissions-automator/>

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