30 DAYS TO WEB PROFITS

PAUL BROWNING

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About the Author

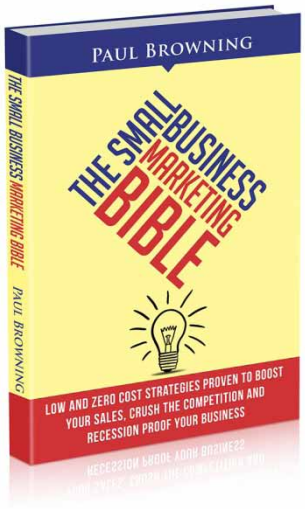
Hey, that's me! My favourite subject (I'm English so English spellings sorry)!

I'm a real person. Not some guru living in a beach house in Malibu. I do live by the beach, however, in Perth, Australia and yes, I got here by selling stuff online.

I once worked as a police officer in the UK. I patrolled the streets as a uniformed officer and the job involved catching bad guys, fighting with many of them (we don't have guns in the UK as police officers). I've been in hundreds of fights and met some of the most violent and horrible people you can imagine. I left after 12 years. I'd had enough.

After a two-year career in IT, I discovered what the word 'redundancy' meant. I realised that I needed to be my own boss if I was to control my own destiny. What followed was about four years of terror, as every day I was working about 12-14 hours just to stop going bust.

I finally worked out what I was doing by attending a couple of marketing courses, reading hundreds of business books, getting some advice from successful people and taking massive action. The best two books I read were *The E-Myth* by Michael Gerber and *Getting Everything You Can Out of All You've Got* by Jay Abraham.



Everything I've learned about marketing a small business, I put into a book called *The Small Business Marketing Bible,* which is one of my Kindle books:

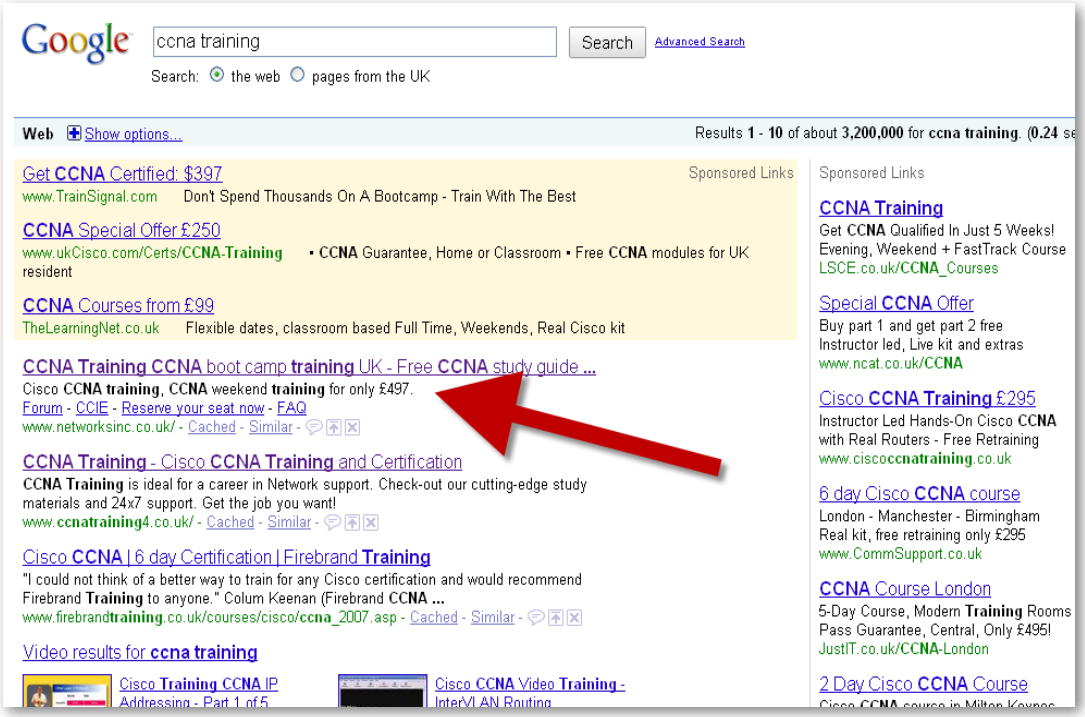
I mention this for a few reasons:

- So you'll know I know what I'm talking about
- So you can see how you can turn knowledge into products
- Because I think Kindle books are the future
- Anyone can write and release a Kindle book

Whilst building my first business, which sold weekend IT training courses, I took an interest in SEO or how to rank high in the search engines. At the time, websites could only really be created by programmers who had you by the balls. I found an e-book about SEO and then checked out my site. I realised, to my horror, that my

web programmer was doing pretty much everything wrong. This meant I wasn't ranked on the search engines and wasn't making nearly as much money as I could.

I was angry, but it taught me that my success was my own responsibility and that I needed to understand how marketing on and offline worked myself if I wanted to be a success. I paid a programmer to teach me some HTML and created my own website for the business. I quickly ranked at #1 on Google and from 2003 to the present day, my company still ranks at #1 in the UK for its search terms. I've sold the company since.



As I learned more about internet marketing, I bought a lot of courses sold on the web. I studied from books, DVD sets, streaming movies, e-books and so on. Then it occurred to me that I could create some of my own products and sell them. This was the start of my career as an internet marketer. I think at the time, the only things you could easily create were downloadable books. Video technology hadn't really taken off; there were no freelancing sites to hire experts to help you and no easy CD duplication, storage and distribution services available.

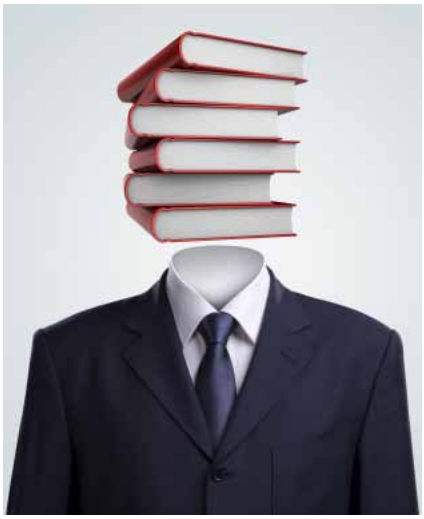
My first product was a book on mind reading. I bought it on eBay for $7 including resale rights and put it on a one-page sales website. These types of sites no longer work really because Google hates them and people are a bit more sceptical, but it made over $8,000 in sales over the next three years. It wasn't a fortune, but bear in mind:

- It only cost me $7
- I only had to build the site once
- It came with no support, so none of my time

I then wrote a short book (about 100 pages including lots of diagrams) on how to solve a certain IT problem called subnetting. I hosted on the domain **www.subnetting-secrets.com** and over the past few years, it has made maybe $45,000.

I've since turned it into a membership site, got it hosted on a learning site called **www.Udemy.com** and have packaged it as yet another Kindle book. We will cover various formats as we follow the lessons.

What else?



Through what I've learned on the web and seen others do successfully, I now do the following:

- Run membership sites (continuity income)
- Create printed and Kindle books
- License my products through other sites
- Launch training websites

I post updates about what I do and how I do it on the below page:
www.paulbrowning.com/profits

The idea behind the manual is to get your web income off to a great start.
There are so many ideas waiting to be developed, products waiting to be discovered and people needing your help out there. It's a big world and I want you to be a part of the growing internet revolution. There is no reason you can't be generating an online income in the next 30 days.

It seems that every day I hear stories of people quitting their jobs and living on the profits of their blogging website or Kindle book sales. College kids are quitting half way through their degrees because they are millionaires and parents who were in debt and stuck in the rat race find themselves wealthy and free due to their website sales.

The great thing about marketing on the web is you can start for a few bucks; worst case scenario is you don't sell anything, but you can't really go bust. You can learn stuff as you go along and build it all in your spare time from a coffee shop. Can you think of any other way to make money which can beat that?

I can't teach you everything I've learned since I started online in 2002 because that would take many weeks, but I think I can get you off to a good start. There are so many ways to make a living online that I can't cover them all, but to name a few:

- Blogging
- Webinars
- E-books in pdf
- Creating Kindle books
- Home study kits
- Streaming video sites
- Review sites
- Membership sites
- Coaching online via Skype
- eBay store

I've done most of the above and then finally settled on the stuff which I both enjoy AND gives me the best return on my time and money. I tend to hire a lot of freelancers to proofread my books, create videos and so on. This method may not work for you, but I like it and I need to do it in order to run my membership site, because I can't be an expert on everything.

Why People Fail Online

I know so many people who want to make a living online but they don't seem able to do it. Here are the main reasons I see people not succeeding:

- They become overwhelmed with information
- They fall for the guru tricks and lose a lot of money
- They are scared to fail and so never start
- They don't know where to start
- They are waiting until they have a 'big' idea

In the world of business, fate favours the brave so follow along with the book here, do the exercises, create a product and make a few bucks. I started off with my first sale of $7 and now make a fantastic monthly income.

If I can do it then you can, too. So let's get on with creating a product. Every day we'll cover some aspect of product creation. Follow along with me and create a product. It might not be something you end up selling, but then again you may. You might come up with something that has the potential to turn into a big seller for you, like my first Cisco e-book did.

Get This Course in Video

This course is also free in video format on Udemy.com **www.udemy.com/30dayprofits**

Day 1
Ideas into Products

So this is where everyone seems to fall down. Ideas, ideas, ideas.

➜ The way to make money online is to:
SOLVE PEOPLE'S PROBLEMS.

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➜ The way to make money online is to:
SOLVE PEOPLE'S PROBLEMS.

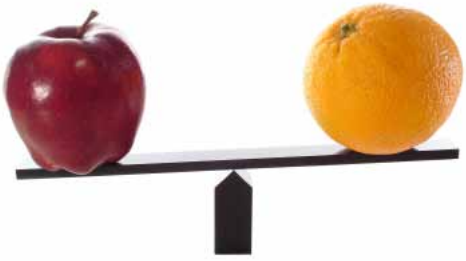
Yes, I said it three times. If you can solve people's problems, they will love you. They will also give you their money. Not only that, but they will BE GLAD TO PAY YOU! I know; how cool is that?

Here are a few people I've given money to recently for solving my problems:

- Visa consultant helped me get my Australia application accepted—$3,500
- Proof reader helped fix my terrible grammar for my book—$1,500
- Adobe expert created my intro movie for my site—$120
- Boxing trainer helped me keep fighting fit—$4,500 per year
- Business coach helped me franchise and sell my company—$2,000 per month

I was glad to pay them all. Here's why:

- Visa rejection meant my lifelong Australia dream would be dashed
- Learning perfect grammar would take me years
- Learning Adobe After Effects would take me 3-6 months
- Getting fat means my health suffers
- I really wanted rid of my last company; it was killing me



I was in pain and these people helped me and I paid them for their time and expertise. So my question is: what problems can you solve for people? We need to look at outcomes for them rather than focus on the product more than we have to.

Create three lists looking at problems you have overcome, challenges met or achievements. Each of these achievements will be experienced by other people somewhere in the world. I've put down a few examples from my own life, but fill in some of your own:

Achievements	Challenges Overcome	Skills
Passed Karate black belt	Survived a divorce	Creating Kindle books
Lost 20 pounds of fat	Got out of debt	Using Wordpress

So today's job is to fill out your list. Wrack your brains and put EVERYTHING down. Not just stuff you feel is valuable or interesting. Keep growing your list.

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Day 2
Sorting and Ranking

Contrary to what many liars on the web will tell you, making a living online does take time and effort. Sometimes it can take a bit of money as well, but it is usually only a few dollars here and there.

If you want to start hiring graphic designers and getting books proof read and editing, then of course the cost goes up.

There are ways to make a quick buck online, but in order to sell something you will usually need:

- A product to sell
- A way to take credit cards
- People to sell to (a list)
- A website to sell it from

Yes I know; bloggers don't always have a product, affiliates don't sell their own stuff and if you have an e-mail list, you don't need a website to sell from BUT I'm talking about the easiest way to start making money online. The exceptions are such because they are less common.

The product will be easy enough because we will cover this as we go along. Taking payment can be done via Paypal or Google Checkout, etc., and is also easy. The website is also easy enough with the help of Wordpress, which is free, and a website design which is often free or just a few bucks.

I know some people will say 'yeah, it is easy for you because you do it for a living' and this is true, but only to an extent. We all start out knowing nothing; we can't even wipe our own ass, but we learn from others and by reading books on stuff. When I started, there were almost none of the tools which are available to start an online business today, so there are really no excuses.

You will need to learn how to tweak your site to make it do what you want, but there are endless free lessons on how to do this on YouTube or with the user's guide you usually get with your website template. People to sell your product to are a bit more of a challenge. For this, you will need one or some of these:

- To create a list of people (collected via your website)
- Buy a list of e-mail addresses (illegal in most countries)
- Use Pay-per-Click marketing (costs money and you can waste a lot if not done right)
- Appeal to people with lists to be your affiliates (joint ventures)

Again, more problems. Internet marketers guard their lists very jealously. Why would they market your stuff when they have their own to sell? If you are new to the world of internet marketing, then they won't take a risk with you. One bad experience and they will have lost the trust of their own customers.

Pay-per-Click can get you immediate leads and sales, but you need to plan this type of marketing very carefully. If you get it wrong, you can lose money or be banned for infringing rules you didn't even know existed (yes, I'm talking about Google AdWords).

You can build your own list and I'm going to cover the best way I know to do this. It is free, safe and actually fun.

Hey, I'm off track again.

Grab your list from yesterday and rank it. Rank it in order of what you feel most passionate about and what you love to do the most. I've chased the money before but quickly ran out of steam or started to hate what I was doing. Now I work on how to help people pass their IT exams or how to make a living online (like I do) and I love what I do.

Rank your list and choose your top three favourite things you LOVE to do. If it can be around helping people to have, be or do something then all the better. From this list, you can determine what you are going to be spending most of your time developing products around. If you choose more than one speciality, then you will find it hard to focus your time and efforts and water everything down.

Day 3
Solving Problems

You must position your product (yes, the one you will be creating) as solving a problem. Take my *60 Days to Cisco CCNA Exam* website. It's aimed at a niche with is a group within a group. It isn't just aimed at IT people but only those IT people who want to pass the junior Cisco engineer exam.

Here are the problems it solves:

- Students are confused by too much information
- Students get lost as to what to study and when
- Students get confused by the jargon in IT manuals
- Students lose track and skip study days

With this in mind, I created a product to solve these issues. The actual product was on my list of achievements in the first exercise you did (you did do it didn't you?). I'd passed the exam and some other Cisco exams. Once you have created something which will solve people's problems, you have won half the battle.

If I'd tried to create yet another run-of-the-mill IT book, it would have failed miserably. My website sells maybe $4,000 per month of membership sign ups and the Kindle book sells around $2,000. That sort of money (bearing in mind they take no effort once created) will interest almost anybody.

The only remaining challenges once you have got something which will solve problems are:

- Creating the product
- Creating leads—some of which converts to sales

If you want to get some leads, you need to have a compelling message to put in front of your target market. This will be your USP.

Day 4
Creating Your USP

Your Unique Sales Proposition is your answer to the question 'Why Should I Buy From You?'

It isn't about saying you are the expert but you could be, of course. It is about articulating what's in it for people who buy your product. It's about why they should buy from you instead of the other people selling solutions to the same problem.

You may think that you have to come up with something original in order to win sales, but not so. If you have something new, then ipso facto it is untested, and who wants to be the one who is tested on?

Look at the biggest selling products available on the web and on TV:

- Lose weight
- Build muscle with equipment, potions and DVDs
- Get a six pack
- Make money online
- Look younger with pills, creams and potions
- Get rid of zits (spots/acne)
- Get out of debt

This stuff has been selling for years, still is and always will. Some of the biggest names to emerge in web marketing in recent years weren't even web marketers. They are personal trainers, geeky programmers, teenage inventors and previously unheard of authors.

They all took what they knew, addressed people's problems and put the solution into a product they advertised on the web. Many just put a book onto Amazon Kindle or uploaded a few videos onto Udemy.com.

You have to love the web!

Start to write down a few ideas of what you can say about your solution. I will fill in what I did with my *60 Days to CCNA* product idea.

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Why are you uniquely placed to come up with this idea?

> I struggled to pass the exam myself. I studied for many weeks and then failed. I eventually passed and got a job in IT. I started teaching Cisco myself and started up a website showing others how to pass.

What challenges did you overcome which led to creating this product?

> Couldn't work out what the books were trying to teach me. It was all very confusing and the books were stuffed full of jargon. There was no study plan I could follow, so I kept getting confused and demotivated.

What frustrations did you experience while trying to find the solution yourself (which led to you creating the product)?

> There was nothing out there. It finally occurred to me that if I broke down all the stuff you need to learn into daily study tasks with loads of revision time, exams, hands-on exercises and memory joggers, everything would eventually sink in. And it did!

Day 5
Headlining

Everything is in the headline. With the right headline you can:

- GHeH
- Get your niche to self-identify (say to themselves 'hey, that's me')
- Get your niche to take action (read, click, e-mail you)
- Get your niche to read more of your message
- Create interest or controversy

I don't have the space to give you a course in online copywriting here. I've spent years learning and perfecting this skill. I suggest you write out a major benefit of using your product and follow with a major flaw you have identified.

The flaw can be from your own experience or from what you have heard others complain about often. Your headline can be used on your website, any business materials and for pay-per-click advertising if you choose to take that route.

Here is how I used the two part headline for my IT courses and a few other examples I made up for various industries:

- How to Pass Your Cisco Exams—Without Wasting $2,000 on Useless Study Materials
- How to Earn Your Degree—Without Having to Quit Your Job
- How to Shed 20 Pounds of Fat—Without Dieting
- Learn to Create Stunning Websites—Without Having to Write a Single Line of Code

There are so many other varieties of headlines you can use and I recommend you learn copywriting, but the above is one of the most effective, easiest to do, and will get you great results.

You will use your headline to attract subscribers to your newsletter or to click on your Facebook advert. You could also use it to get likes on your Facebook page.

Day 6
Which Product?

There are so many options and of course, you can repurpose content very easily. Here is what I did with my Cisco training manual along with rough income per product type:

- Sold it as an e-book—no longer offer this format
- Created a printed study guide—$1,000 per month
- Created a DVD and study guide pack—$400,000 so far
- Created a slimmed down cram version in pdf—Give this away
- Turned it all into a membership site—$734,000
- Created a Kindle book—$20,000 so far
- Broke it all down into a 60 day training program (Kindle & membership site) $5,000 month
- Created exam questions and sold as downloadable quizzes—$5,000
- Read book out and sold as a downloadable audio book—$10,000
- Took two sections of the Cisco book and created a mini book (Kindle & membership site)

This all stemmed from a single set of notes I put together to teach an IT course. I hope you are beginning to see the possibilities.

The easiest to create, fastest and most economical product is an e-book, which you can create in any word processor and then 'save as' a pdf. You can sell a pdf for a few dollars up to around $97. It could be hard to charge more for a simple e-book without adding extra value such as videos, audio downloads, etc.

Just remember that e-books are often used as giveaways in order to get people to join your e-mail newsletter (just like I do with this book). It needs to be reasonably well presented AND give good information, even if you are giving it away for free. It is usually people's first taste of what you have to offer.

With the current version of Microsoft Word, you can 'save as' a pdf file or you can use a program which converts most files into a pdf: **www.pdf995.com**

Just make sure it is all proof read before you do this. If you really want to make an impact with your book then you can have it set up and laid out by a graphics expert via Elance.com, but more on this in a bit.

You can write short books giving your niche:

- Tips and advice
- Case studies
- Interviews with experts
- Buying guides
- How to get the best out of something
- How to make their lives easier with your advice

Google the name of your subject and hunt around the web to get some ideas. Your niche is a sub-set of people who your product will appeal to. It can be tempting to try to target everyone, but this is a recipe for failure. It will be almost impossible to appeal to people with a watered down product and marketing message.

Audio books or guides are a great product and can stem from your original e-book idea. You can often create an audio book or download in the form of a telephone interview. You can even get somebody to ask you the questions you prepared for them. You can record Skype calls to turn into audio products using:

www.hotrecorder.com
www.easyvoiprecorder.org
http://voipcallrecording.com

Make sure you do a test call before you start to make sure the recording is working correctly.

Downloadable videos are a superb product. They always have a highly perceived value. You can easily capture what is happening on your screen with products such as Camtasia, which is easy to learn to use. You can record yourself doing a commentary on a PowerPoint presentation or guide viewers on how to use a particular software package.

www.techsmith.com
www.telestream.net/screen-flow (Screenflow for MAC)

Home study kits were all the rage, but their popularity is fading somewhat. People want instant access to their product immediately. If you factor in the costs of production, storage, shipping and returns, they represent a fair bit of work and headaches for you.

Protected websites are another option. A person buys a product from you and they get access to a secured part of your website. You can easily create password protected folders or use free or low-cost membership software to protect the content for you.

Don't worry about how this all works yet. There are so many options and software solutions out there that it's just a case of choosing the one which works well for your requirements and following their set-up instructions.

Day 7
Getting Ideas

I rarely have an original idea. I'm not an inventor.

What I can do well is to simplify confusing things into easy-to-follow steps (because I need idiot steps myself to follow things).

Take my *60 Day Cisco CCNA* training website: **www.in60days.net**

It contains everything you need to pass your Cisco CCNA exam. You can get all of the information on my site in any decent CCNA study manual, as well as for free on various websites.

But remember we discussed problems people have and solutions you can offer. People suffer from information overload. When I started out studying for my CCNA exam in 2001, there were two books to choose from and one website offering teaching.

Today, 29th August 2012 there are more than 50 books out there and many hundreds of websites offering to teach you what you need to know.

So how the heck did I manage to pull off a successful website in the midst of all this?

Simple really.

I took all of the information you need to know and broke it down into a daily study task. I got the idea from a brilliant training book called *Fighting Fit—The Complete SAS Fitness Guide* by Adrian Weale. I bought it years ago and it has a beginner, intermediate and advanced fitness program. Each one tells you what you need to do every day. No need to think, no need to plan or hash out when to do CV, weights or a run. You just do what he tells you do each day. How much easier can it get?

Today I want you to surf the web and look at how various people are coming up with product ideas which solve problems. In particular, take note of the ones which you would have thought would be flogging a dead horse but have done really well, such as this course on Microsoft Excel hosted on Udemy.com:

Over $1.8 million in sales teaching Excel! You may have thought there were already so many sites, books and guides out there (many of them free) that nobody would be interested.

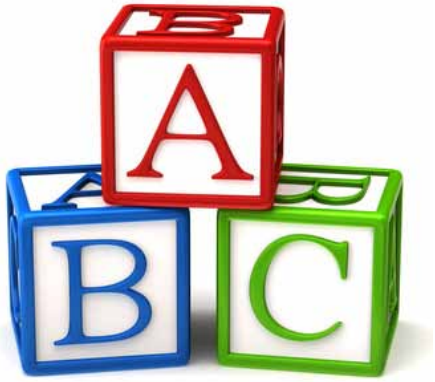
The truth is though, if you get the right product in front of the right niche and give them a great offer, they will usually say 'YES PLEASE' and buy from you. How many people have the time to surf around the web doing a features and price comparison? I know there are price comparison sites out there, but these are for flights or electrical products and not web products.

Please peruse the below websites and do the above exercise:

www.udemy.com
www.appsumo.com
www.khanacademy.com

Also check out any Google Adwords and Facebook ads and see what they are selling. Just bear in mind that they might not be making any money from the advert they are paying for.

Day 8
Action Stations



Today I want you to create an e-book.

I've chosen this because:

- It's quick and easy to do
- You can sell it or give it away
- You can repurpose it later into other stuff

Just to put your mind at ease. You probably won't be selling this e-book. I just want you to create a few pages about your favourite topic from earlier. There are a few ways to write, so choose which works best for you:

1. Draft everything out in bullet format (in notepad or excel) and then flesh out each bullet point.
2. Create the headings and perhaps sub-headings for each chapter and then expand upon that.
3. Just write.

I tend to follow format 3 and then go back over it time and time again until I have the finished book, but bear in mind that I use this formula for large books. Yours will be much shorter and if in the form of a guide book or tips booklet, then it may need to be more focussed and the writing tighter.

Here's an example for you. Say it is for creating a beautiful lawn.

Write out an intro about how you learned how to create the great lawns. Your story of how it went wrong for you, how you listened to all the 'experts' but it didn't work. Then turn it around to how you worked out your own way of doing it.

Write out all the wrong ways to do it and explain why. Do it in a list format with a few notes for each point.

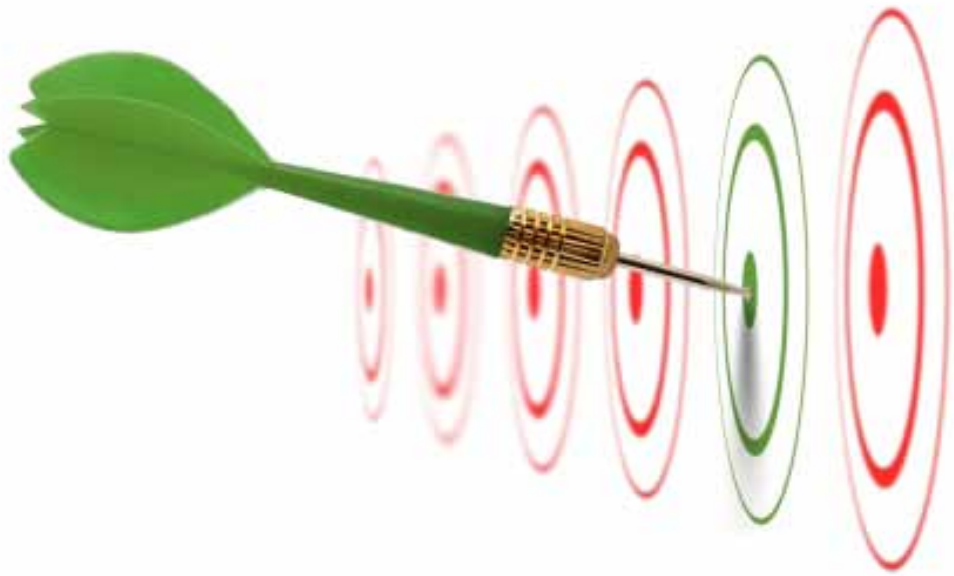
Write out all the right ways and why they are right.

Offer a list of where to get the materials people need, how to best use them and when.

You need to find your own voice. Don't try to sound too official because you want them to relate to you. This is how I sell so many books every month. I'm the non-geeky guy who can explain all the Cisco stuff to you in an easy-to-understand way.

It is hard to say how many pages you should create. For a free tips booklet, you may only need around 10-20. If you are selling this e-book then maybe 50 or so pages could be required. Remember that you can include plenty of diagrams, case studies and other examples as well as screen shots or photographs if applicable. The e-books I sell for profit range from 100 to 500 pages but they are IT books, so I can't really get away with short books. About thirty percent of the book is taken up with diagrams explaining the theory.

Don't put yourself under any pressure here. This is just an exercise for fun and to get you taking some action. If you want to get some inspiration, then join a few online newsletters offering free e-books. Feel free to unsubscribe as soon as you have the e-book.



Day 9
Looking Professional

Everything is marketing.

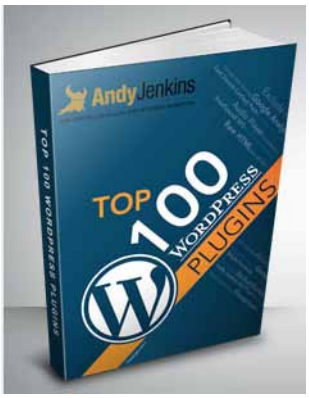
I want you to think about your brand for a moment. Marketing yourself on the internet is a cut throat business (I'm afraid). People will see what you are doing and copy it, steal your ideas, try to steal your customers, offer the same thing but undercut you or try to disparage your reputation by posing as a customer and posting negative reviews.

I tell you this not to scare you but to prepare you. BUT, if you have a solid reputation for producing good quality stuff and being honest, then you will triumph. For this reason I suggest that when you do produce a product, even if it is an e-book, make it a good one. By this I mean:

- Containing valuable content, and
- Presented in a professional way

A word document you created at home and printed as PDF will look crappy. Even if the content is great, it just won't look valuable to the reader. I know you can always find examples to counter what I'm suggesting, but the trend is now to produce e-books which are:

- Professionally laid out (edited)
- Containing valuable information
- Featuring professional graphics



You don't need to start hiring an in-house team of editors, but just look at this e-book cover from web guru Andy Jenkins:

It's free on his website, but looks like something you would pay good money for.

When your e-book is ready, I want you to get the following done:

- Get it proof read
- Get it laid out nicely
- Get graphics added
- Get a nice cover created

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Before you scream at me that it will cost a fortune, bear this in mind.

- You need to invest a little money to make money
- You are going up against other marketers
- The first bite is with the eye
- If your freebie is crap—people will presume your other stuff is crap
- It will cost less than you think

Don't rely on your friends to proof read your stuff unless they do it for a living. If your finished e-book contains typos, it will piss people off. Your potential customers are just looking for reasons NOT to trust you, so don't give them any.

You can get your e-book proofed for very little by hiring freelancers on sites such as **www.elance.com** (for example). The same person can also lay out your book to make it look more book-like rather than something you just ran off on Microsoft Word.

The graphics part can also be done very reasonably. Choose a colour scheme and get some nice graphics added to your page. Check out the interior of Andy's' book:

It's so lovely to look at. I bet he could have just run this off at home and left the colours, formatting and graphics off, but the end result would have been dry and uninspiring. For a 50 page e-book, I would budget the following:

- Proof read—$70-100
- Edit / layout—$50
- Graphics and nice 3D cover—$40-70

Put it this way. Your e-book could help you build a very big list of people who become customers. It could lead to a massive boost in your income. Most of the income being earned while you sleep. So does it make sense to make this a good-looking product? I hope you are nodding.

By the way. Don't do what a friend of mine did. He created a complete *30 day Beach Body* training program with nutritional advice, exercises and routines. He then gave it away if you joined his newsletter. He gave so much away, he had nothing left to sell!

He should have given away a few training tips, easy to follow recipes or fast workouts in an e-book of around 20-30 pages with graphics. The really juicy stuff should have been put into a membership site or daily training program which you can only access by paying. My friend hasn't made a dime online now and he has nothing to sell.

Day 10
Editing

My autobiography took about 12 edits.

I don't expect you to do the same, but as you write your book I suggest you leave it to percolate for a day or so. Come back to it, read it and improve it and then do the same. It isn't *Moby Dick* you are writing of course, but you do want it to impress.

Go and add some nice images. You can get free ones from Microsoft Clipart, but the pickings on there are a little slim and you will recognise many of them. I like to use **www.fotolia.com** but just Google 'sock images' and you will see lots of sites offering this. Some have some pretty good free ones such as **www.sxc.hu**.

Even your free stuff, if you are giving away a tips booklet, should be reviewed a few times over. You will spot mistakes, stuff which makes no sense (even though you wrote it) and omissions which need correcting.

See if you can get some peer feedback before releasing it to the general public. I avoid friends and family because they hate to criticise you. I have a friend who edits books and a couple of business friends as well as up and coming internet marketers, so I ask them to check my stuff and they get a free copy.

The edits become more important if you are creating an e-book for sale. Remember that people's standards jump considerably once they have put their money in their pocket for something.

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Day 11
Protecting Your Stuff

Theft is rife on the web. There are hundreds of thousands of people out there who will try to steal your stuff and give it away on file sharing websites. If the movie industry, with all of their billions of dollars in resources, can't stop it, what makes you think you can?

There are many solutions out there to protect your websites and e-books, but bear in mind that if you add layers of protection, you will have to provide robust customer service to answer the 20 stupid questions you will get every day from people who don't bother to read your instructions.

Take the book locking software I used for one of my e-books in pdf. You had to click on the download, put in your password and my book would open. Sound easy? Not for some. They would instantly forget their password, try to make up their own password, put their e-mail address in where their password should go, try to copy the book so they had it on their laptop and PC and mobile phone and then complain that they couldn't do it.

I was plagued by stupid questions. I eventually gave up locking my e-books. If you really have something you don't want shared, then create a website instead and protect that, which is easier to do.

E-books will be shared, so the best you can do is to slap your branding all over it. Bear in mind that people who read stolen e-books would never have bought it in the first place. Also bear in mind that many file sharing sites have horrible viruses and spyware attached to many of their files, so the person stealing stuff will get their just deserts.

Stripe up your e-books with your branding and leave it at that. Putting threats on the front of your e-book, adding locking software or other hurdles will just give you a headache and piss your paying customers off.

Day 12
Getting Online

Forgive me if you are already web savvy. Many people are not, so feel free to jump ahead if you find yourself getting bored.

You will need a domain name if you want to get online. I much prefer a .com address but if what you plan to do will be local or country specific, then get yourself a .co.uk or .com.au or whatever. Many domains can be bought cheaply from sites such as **www.godaddy.com**.

Now I DON'T recommend you host your site on GoDaddy. I registered about 20 domains with them but found the whole process too difficult to follow; the support was too convoluted and there were too many additional costs I didn't realise would be added.

Do a search for your chosen domain name and then register it, which should only cost a few dollars.

I personally own about 50 domains. Every time I come up with an idea for a business or book, I register a domain name for it. If your product will turn into a fully-fledged blog or sales website, then look to include your key words in the domain name. So for lawn care, I would look for:

- Lawncaretips.com
- LawnCareSecrets.com
- TheLawCareExpert.com

Don't worry too much if you need a dash or two between the words. I would avoid anything too long because people will mistype it or won't bother typing it all out in full.

You may want to grab a .info and .net if your idea is really unique. This will be to prevent others taking the domain names. This is especially important if you are going to create a trademark around what you will do.

If you are in the, UK I like to use 123reg.co.uk. Again, I never host my website with them. I just use them to register my domain. Once you have registered your domain name, you can point it to where you will actually host your site.

Day 13
Getting Hosted

I've used many companies for website hosting. I've been let down every time by poor reliability, poor customer service, lack of tools and too fiddly or technical user interfaces. Here is what you need:

- Fantastic tech support available 24/7
- Easy-to-use user interface
- Great reliability
- Range of tools to enhance your site and user experience

My personal recommendation is HostGator.com. I have a link to their site on my home page at PaulBrowning.com and I track who registers their sites via that url. If you register your site via my link, then please send me your url (so I can check) and I will answer any one internet marketing question you have.

There are a few plans to choose from. I host all of my domains there, so I am running about 20 websites off a single account for no extra charge! That is a great bargain.

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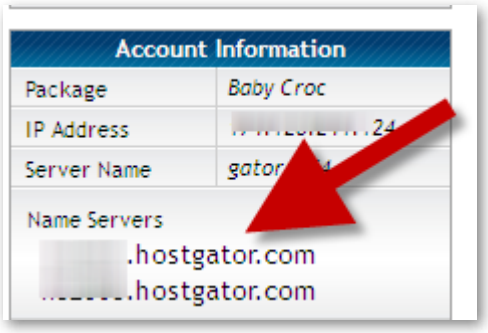
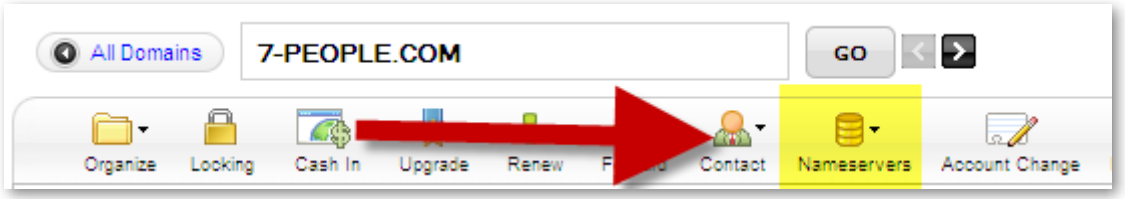


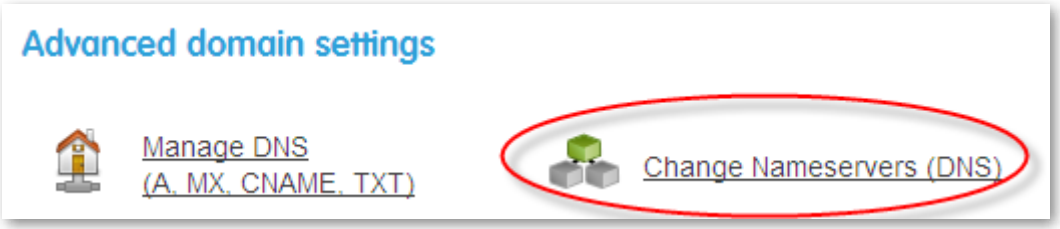
Sign up for hosting with HostGator. It is only a few bucks per month for unlimited domains, unlimited tech support and they have a very easy-to-use interface called cpanel. From this you can create your website, add Wordpress, e-mail, file transfer access if required, unlimited bandwidth and much more. At the side of your cpanel you will see your name server address. This is the address you will need to set on the site you first registered your domain with, which will tell the internet to point to your hosting company.

I've obscured my name server address for security. You add these two name server addresses on the name server panel with whoever you bought the domain name. For example, on GoDaddy:



The reason why I don't recommend you register your domain with HostGator is that they don't auto renew for you the first time round. I've lost a few domains due to this because I missed the reminder e-mail from them and the website was then lost to me. No, buy it on GoDaddy or elsewhere and set it to auto-renew every year or few years.

On 123reg.co.uk you can manage your domain and change the nameserver:

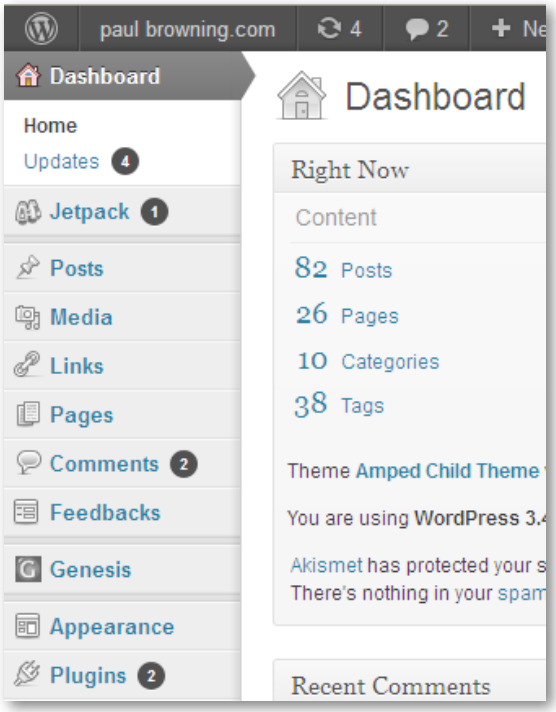


Day 14

Your Content Management System

You can have a website custom designed for you, but then you will need to pay the designer to make changes every time you need a change. I've been here and it costs money, takes time and eventually you will fall out with your designer for going away on holiday for two weeks while your website is down.

No thanks.



You don't need to be very technical and you don't need to be a geek to create a website. Some people like to dig into the guts (the code) to make their own tweaks but this isn't something I can really do. I feel that it is a waste of my time to learn programming when I could be developing products.

If you need tweaking to the appearance of your CMS beyond what it can already do in the admin dashboard, you can usually hire a programmer for a few bucks per hour.

A content management system is a back end interface for adding pages, changing the layout, colours, permitting or deleting users' comments and adding blog posts if you want them.

The absolute best solution to use is Wordpress, which I recommend because:

- It's free
- Is super easy to use
- Comes with thousands of designs you can use
- Has many support forums
- Designers to tweak the design and functions are cheap to hire
- You can easily manage it yourself to save money and time
- There are thousands of cool plugins to enhance your site

The benefits are just too good to ignore. There are other CMS out there such as Joomla, but to be honest, there isn't the amount of themes and support you get with Wordpress. Even the pro internet marketers are all using Wordpress now. You will never know because the design doesn't reveal how the site was created.

You can add Wordpress on HostGator by logging into your cpanel and clicking on the smiley face. There are plenty of videos on HostGator support portal and I'm adding some to PaulBrowning.com also to help you. You just click on the smiley face and follow the choices. Could it get any easier?

The next page will ask you which service you wish to add to which domain. You simply choose Wordpress and your domain name from the drop down list (if you have more than one).

Choose your username, password and e-mail address. I strongly recommend you do it this way as opposed to any other wizards available. The reason is that other wizards will create a Wordpress account called 'admin' which is easily hacked by password guessing programs (this happened to me and my site was changed).

Your Site Design

Huge subject this. You can buy entire training packages on web design, programming, layout, best colours for your subject matter and how to create your own images.

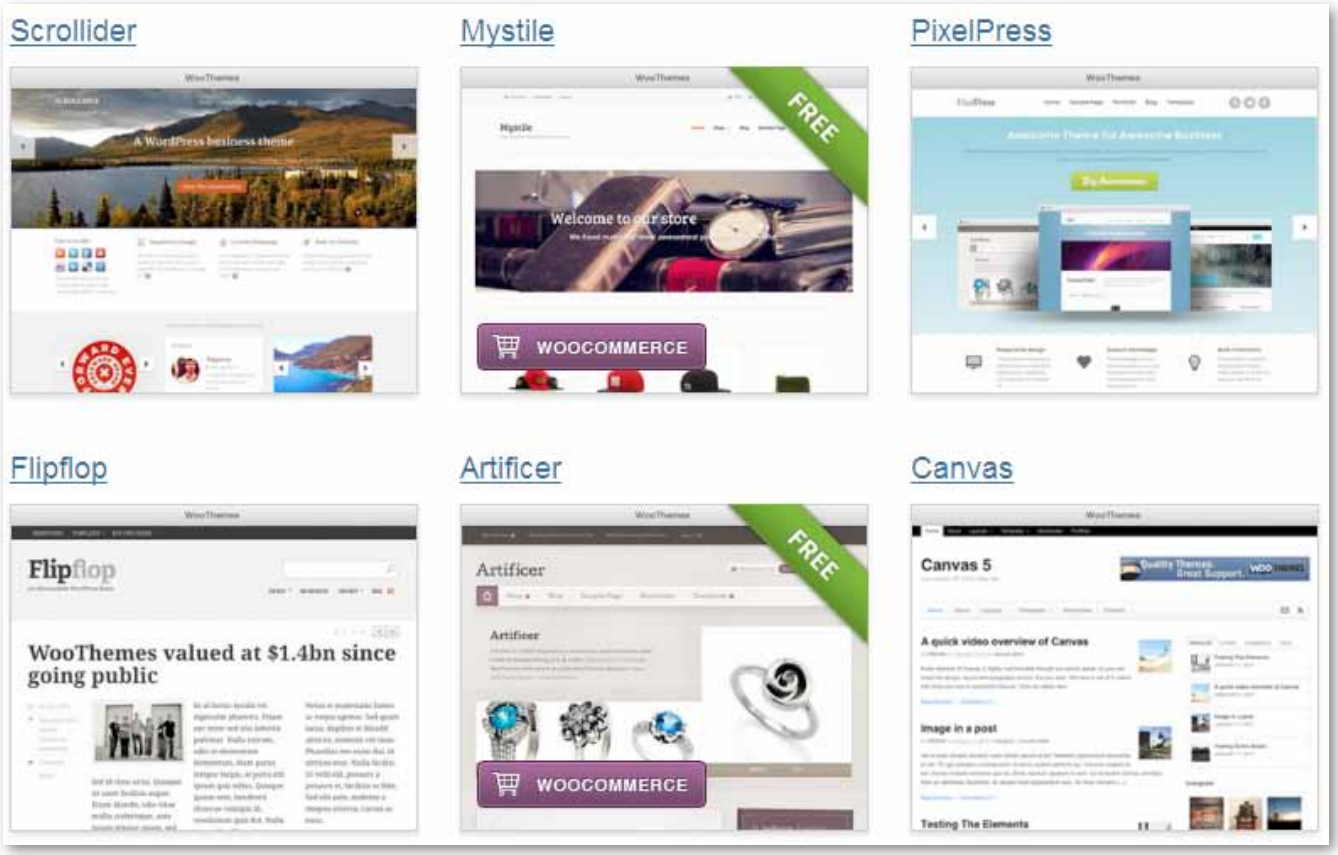
I want to keep this very easy.

The quickest and easiest way to get a website up is to use a template which you can tweak to make look the way you wish. Get hunting for something as close to the look you require and then have your own logo added and style. Check out sites such as:

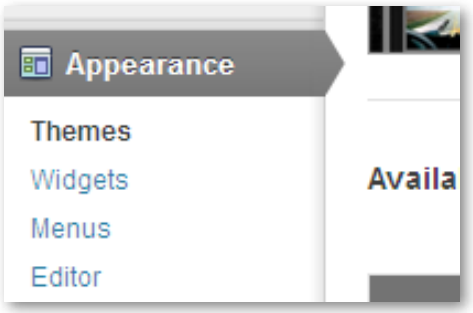
www.woothemes.com
www.themeforest.net
www.studiopress.com

There are many others. I personally prefer WooThemes because they are easy to use, install and the support is great. I've also used StudioPress (which I use for PaulBrowning.com) and I'm very happy. There are other sites as I've said. I just found many of the designs a little tired looking, the support can be a bit patchy and the code they use to write the site can be a little clunky.

Most theme developers group them into functions such as business, portfolio, products for sale, blogging, video playing, review site, etc. Here are just a few of WooThemes from their gallery.



Today I want you to choose a theme. Feel free to download one of the free themes. You can follow the HostGator videos or one of mine and add a new theme. Read the documentation and change the look and feel of the site (just for fun). In Wordpress it is under Appearance—Themes.



Make sure you have the latest version of Wordpress which allows you to preview themes before you activate them on your site.

I used the Amped theme from StudioPress for PaulBrowning.com.

Like any skill, Wordpress can be learned up to a point where you can easily add and tailor sites until they look how you want them to. I would allow maybe 10 hours if you want be very comfortable with most of the features. You can learn it all for free on the web and via Udemy, I paid for some DVD training from a guy called David Frosdick, who knows a lot about Wordpress:

www.thewpguide.com

I can get a nice-looking website up in under an hour now. By the time you have added a few pages and posts, you will have a professional looking, Google friendly site to start selling products and capturing leads from.

Day 15
Playing Around

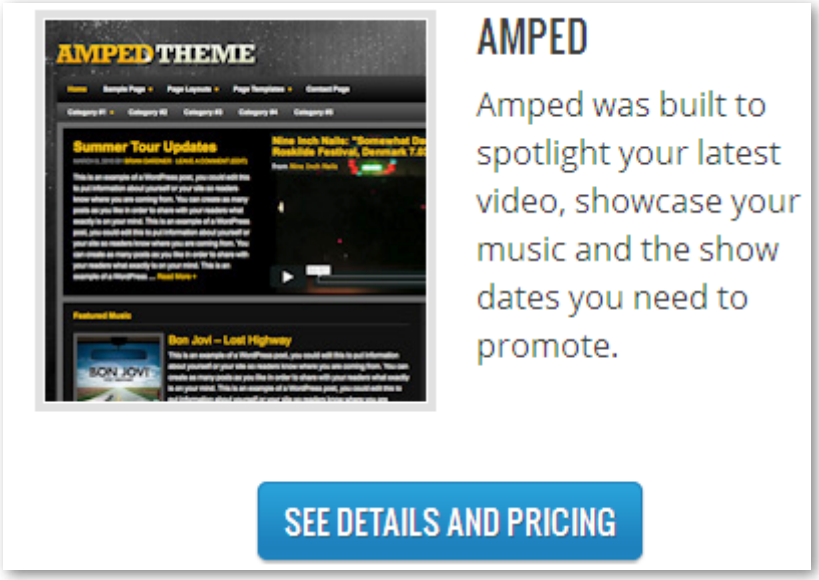
I suggest you spend the day learning to tailor your Wordpress site. There are a few free Wordpress training packages on Udemy.com as well as some cheap paid courses.

You will want to concentrate on how to:

- Add pages
- Add categories and posts
- Add widgets
- Find plugins
- Add a 'contact us' plugin
- Get the urls (permalinks) to look right

A few hours will be more than enough to master the basics.

Wordpress does allow a huge amount of customisation, but for our purposes, we won't really need to dig into the guts of it. After several aborted attempts and getting bespoke designs done, attempting to use a platform called Thesis (which, despite what they said, required me to write programming code), I found the perfect theme from Studiopress.com called Amped.



I loved the layout and features they had added. This theme suited a few other projects I was working on and every theme you buy you can use as many times as you wish.

Taking Money

You will need to add a way to take payment if you are going to be making any money. Payment processors will allow your customers to use their credit cards. The payment processor will charge you per transaction and they may charge you a monthly and/or a joining fee to use their services.

Your main choices are to pay for a merchant account. These are only usually allocated to limited or incorporated companies who have been legally formed. If you are just starting out, then you can use an option such as Paypal or Google Checkout.

Both of these sites provide you with the ability to take payments from your customers, but your customer will be taken to their secure website. This can put some people off, but then again, everyone has heard of both of these companies, so you should be okay.

Each site has lots of training on how to add 'buy now' buttons to your website, which are attached to products. You choose the button type and the price, Paypal takes the money and then returns the customer to your website.

There are actually advanced options which keep the customers on your website, but you will probably need to hire a programmer to integrate this for you, for security purposes.

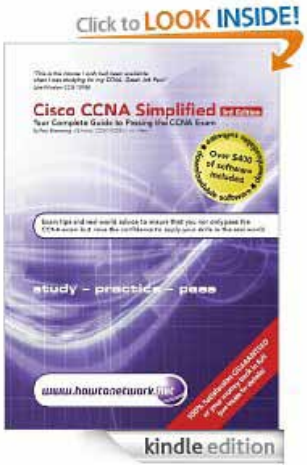
As you start to make more money, you can worry about moving to somewhere who gives a better rate for each transaction, but this solution will require programming and administration on your part, so why bother now?

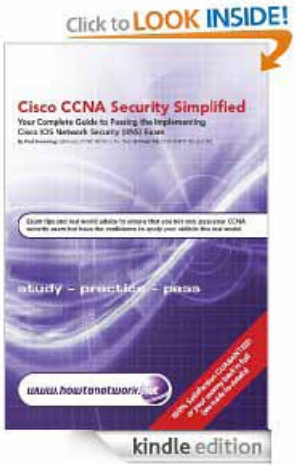
Day 16
Your Brand

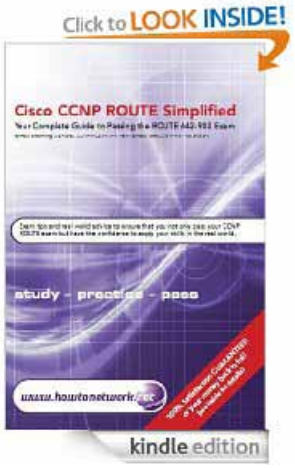
You will want to stand out from the sea of websites and web marketers out there.

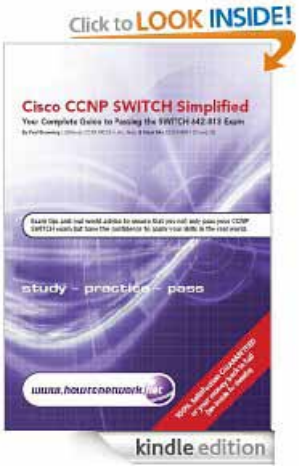
Think about what is unique about you and what you do. Look for a meme which is an idea that spreads. It can be a logo, a look, a phrase or something else. It just needs to capture the essence of what you do. You aren't going after Coca Cola here, but you are looking to stamp your mark on what you do.

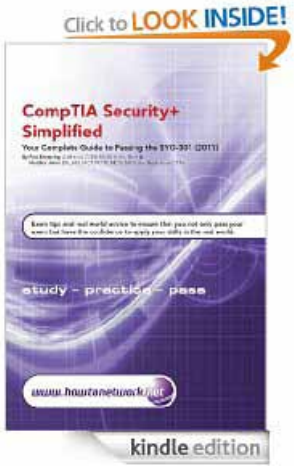
My IT books are all known as the Simplified range:

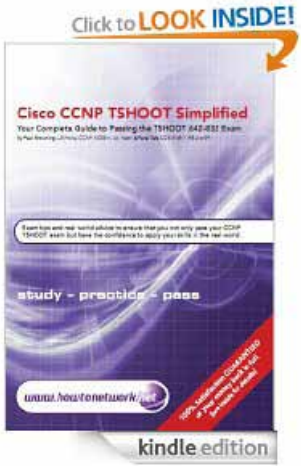






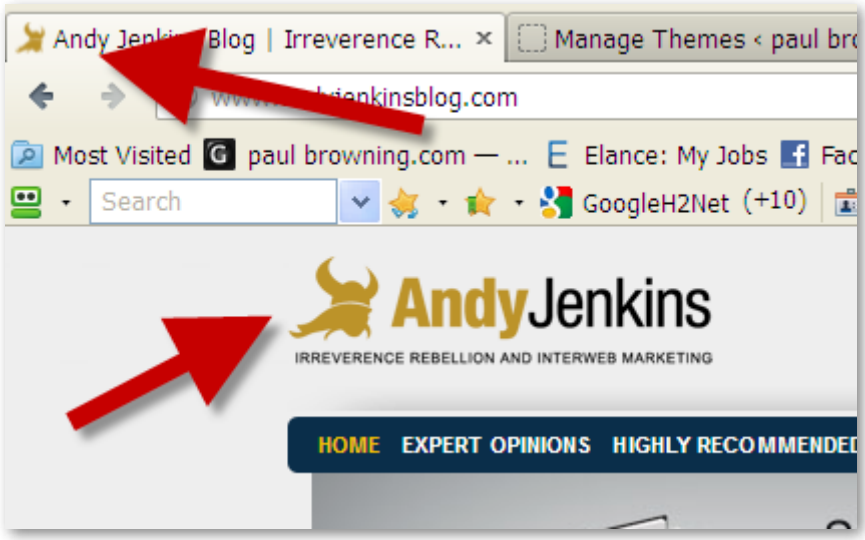




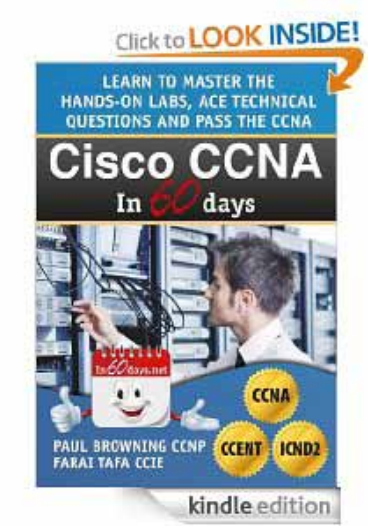


I know people have come to rely on the brand and they usually want to buy the entire set of books. Some people tell me they won't buy any other brand of IT manual. Each book cover also features a large version of my company logo which brings a lot of visitors to my websites.

Going back to Andy Jenkins, he features a viking helmet on his sites and products:



The same goes for the Dummies guides. They have cornered the market on easy 'how to' guides for hundreds of subjects.



I don't expect you to come up with a world changing logo or title, but I do want you to think about what makes you special. You can always change it up later on, because we are just having a go at the moment.

I've recently started a 'in 60 Days' brand to compete with my 'simplified' brand. I was careful this time to brief my designer. I want something which will be instantly recognisable, hence the colour choice and the calendar logo. I was inspired by the Dummies books.

As the range grows, people will be able to easily recognise the 'in 60 Days' books on bookshelves and on Amazon book search results. People like familiarity in their brands and once you have their loyalty, they won't want to leave you, which is a great position to be in.

Here are a few branding examples.

My friend Gary Foster is a professional public speaker. He always has himself introduced as 'Gary Outrageous' which really sticks in people's minds. He has won a lot of business this way.

Another friend promotes himself as a business matchmaker. He attends networking events and, if you are looking for a business coach, graphic designer, accountant, lawyer, or web programmer, he will know who to introduce you to. His phone never stops ringing.

My friend Keith Banfield has come up with an online coaching program for small business owners. He has packed in everything you need to know about lead generation, increasing profits and customers. He has called the program Profit Mechanics which nicely sums up, in two words, what the program will do for you. It is nice and catchy as well. He has created a meme.

www.ProfitMechanics.net

Look at the colours, the goldfish and the layout. It makes the site look unique. It is all hosted on Wordpress, but they hired a web designer to tailor the look for them.

Take a look around the web at what appeals to you and then think about what will appeal to your customers. What will make you stand out in a good way? Check out Larry Winget, Geoffrey Gittomer and Rush Limbaugh. Like them or not, they stand out.

Day 17
Your Site

Your website must fulfil several functions:

- Attract attention
- Look professional
- Put visitors at ease that you are for real and professional
- Give a taste of what you can do for your customers
- Prove you know what you are talking about
- Convert visitors to paying customers
- Capture e-mail addresses for your newsletter

So we need to have a few things in place here. I'll cover the newsletter later, but for now let's cover a few basic requirements:

1. About us page—Who are you, how did you start offering what you offer, are you industry approved or certified to do what you do? Add photos and a short bio.

2. Contact us—Best done with a Wordpress plugin. Add a spam prevention measure such as Captcha so people who fill it in must type in a code.

3. Privacy—Best put as a link on the bottom (footer). What is your privacy policy?

4. Products—A page where you can promote your cool stuff.

5. Case studies—Who has benefitted from what you offer? How did it work for them?

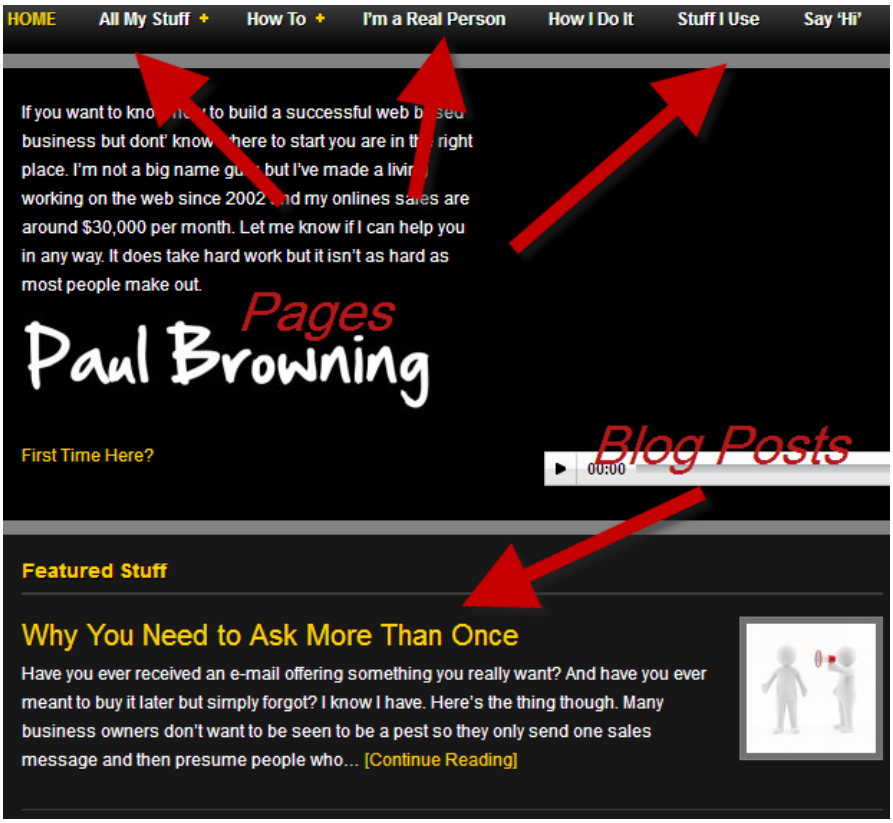
I know it may sound like a lot to do, but without these, we will struggle to gain trust from visitors and no trust equals no sale. To a degree, more pages tell Google that your site is more legitimate which means they are likely to rank you higher in the search engines.

Take a look at some other sites again and look for the parts which put your mind at ease. We don't just want to add pages for the sake of it BUT there are certain things which visitors will expect to see if they are to trust you, give you their e-mail address AND come back later to buy stuff from you.

Wordpress also features a blogging system where you can add categories and into the categories you can add posts. For our lawn care expert, he could add the above pages and then blog every few days, adding posts into categories such as:

- Lawn planning
- Lawn problems
- Seasonal issues and tips
- Equipment reviews
- DIY maintenance

Your blog posts will appear on your home page (if you so choose, with Wordpress) which will bring back repeat visitors, boost your credibility and give you more Google love (search engine spiders will come back to crawl your site more often if you regularly update your content). Each post can either encourage readers to join your newsletter or find out more via one of your products.



It gets better though. You can permit comments on pages and posts which let you find out what people think about what you are saying. You can use this feedback to engage with your readers, improving your site content and boosting your credibility. People love to know you are a real person.

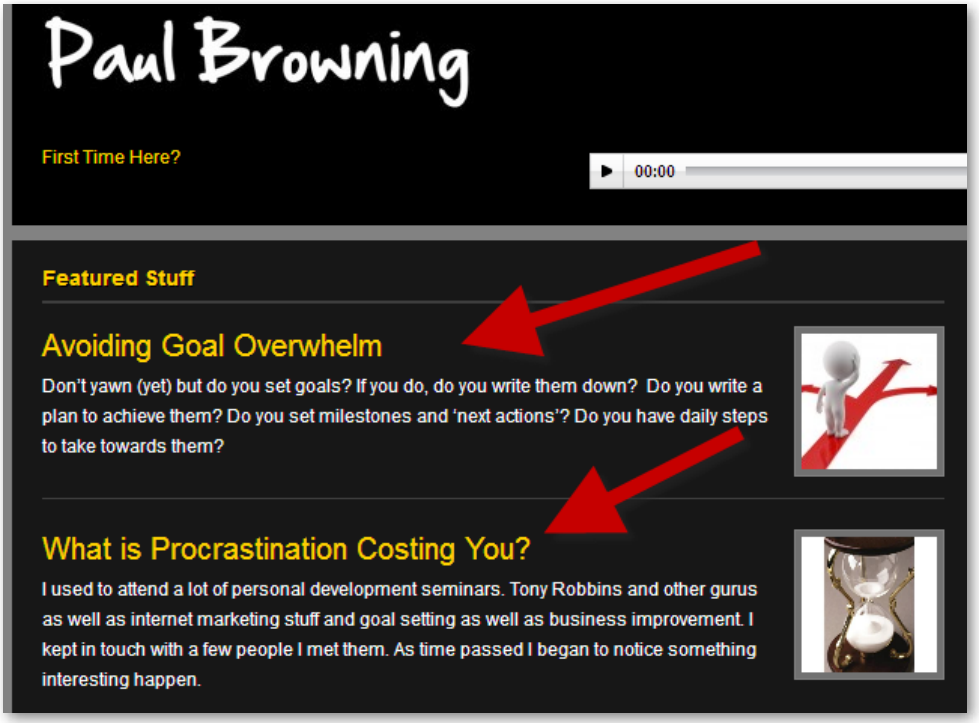
Although this person isn't monetising their blog very well, it is a good example of what we are discussing and also about gardening: **www.gardeningblog.net**

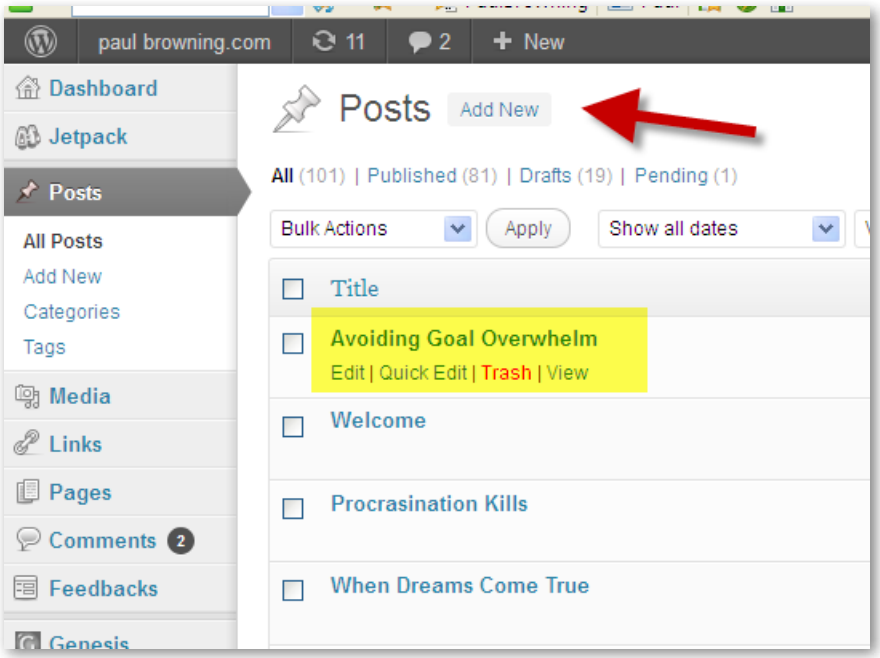
Remember that you want to be capturing leads for your newsletter, if possible, on every page and at the bottom of each blog post. We cover this with a Wordpress plugin below.

Day 18
Adding Content

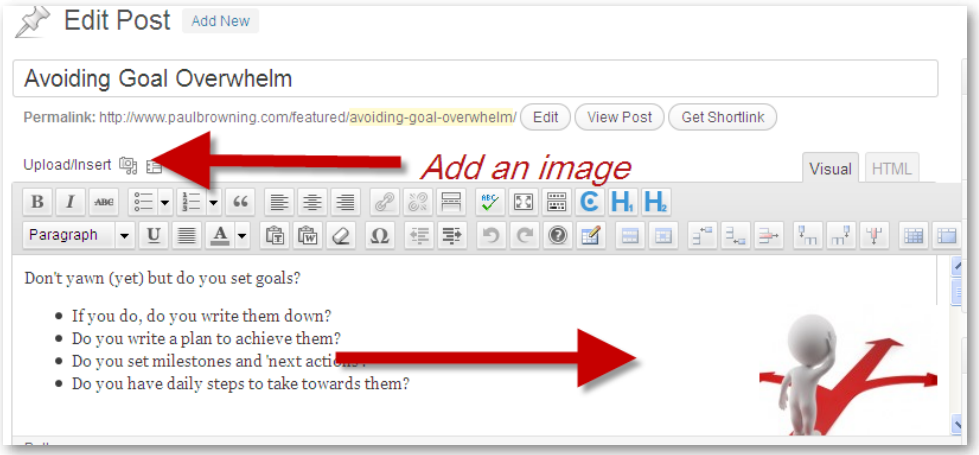
Today is about getting some blog posts up on your site.

Write a few short articles around your chosen topic. Go to the Categories tab, add about three and then add some posts to the three categories. Wordpress also permits you to add photos, which I strongly encourage you do. You can add a split so that Wordpress only shows the first few lines of your blog post on your home page. Readers have to click on the post to see the rest.





Add a couple of test posts first. You can mark them as 'pending' later on to remove them from your display.



Aim for each post to be 200 or so words. You don't want an essay here, a robust tip will do fine. You can spell check each post inside Wordpress or write it in a word processor program first and then add the post text into Wordpress.

I would add a call to action at the end of each post, such as a link to join your newsletter or a related product from your products page. We cover this next.

Day 19

No List Equals No Income

The hardest, most time consuming and expensive activity you will be involved in as a business owner is generating quality leads.

Think about it. Most businesses have to attract a continual stream of customers who want to buy their services or products. No customers equals no income, so as an online marketer, we simply must make this our number one activity.

It never ceases to amaze me how few website owners actively attempt to capture their visitors' information. Of those who do, they make a very lame attempt. This no longer works:

'Enter your e-mail address here to join our newsletter.'

Pre-SPAM (remember those days), you could do that. Now you have to make a trade. 'I will give you this thing in return for permission to e-mail you.' The thing you are sending them is what I refer to as 'the bribe' and it has to be tempting enough to let them part with their e-mail address.

Of course, many readers will be giving their junk address, but you can't avoid that.

Your e-mail gift will only be sent to them once they click the 'opt in' link your e-mail software sends them. The gift will be a special report, downloadable video, access to a secret webpage or something which will be of interest to your niche.

On this point, although you can use the e-mail service which comes with your hosting account, I strongly suggest you avoid this. The reason is that it isn't set up to handle large amounts of e-mail, so you may find them shutting you down if they see you sending a lot. They will not risk their IP addresses being blacklisted by internet service providers (ISPs).

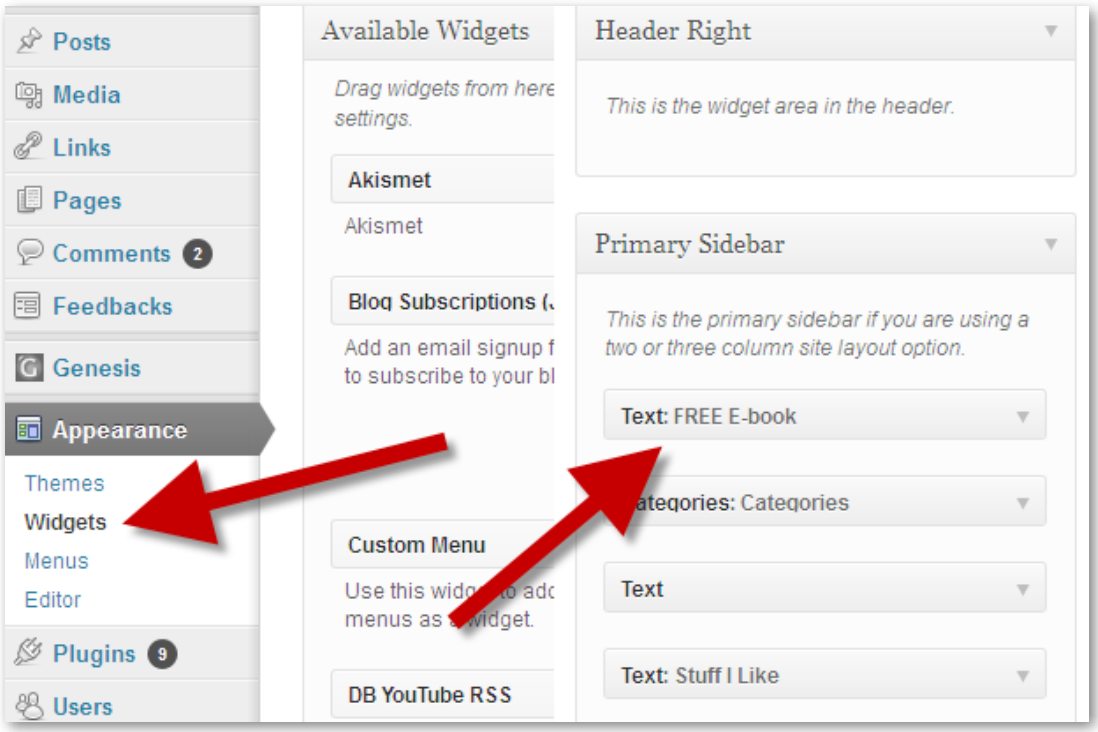
Specialist companies exist to provide this service. The benefits to you are:

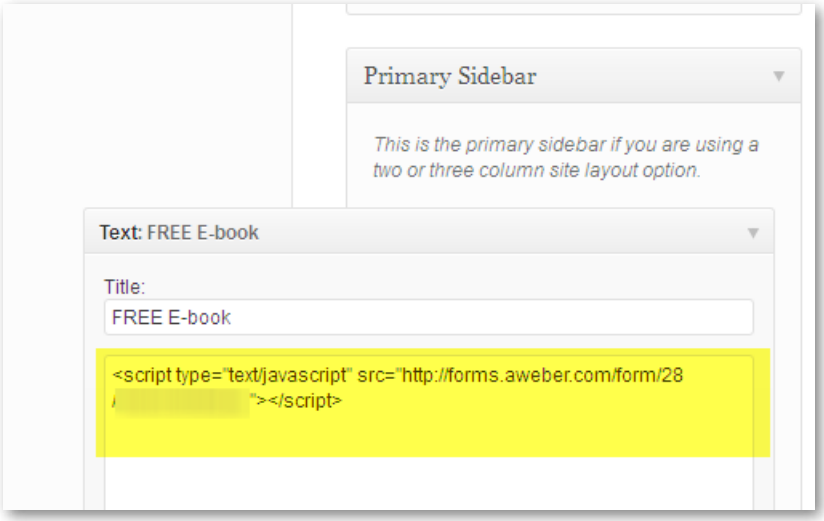
- The price scales go up as your list grows
- They help you to craft junk box-friendly messages
- They send messages from trusted IP addresses
- They offer nice-looking HTML templates
- You can track how many opens you get and clicks on links

As I said earlier, if you want to make money, you need to invest a little. My e-mail list started at just a few names and for my IT newsletter, it stands at over 15,000 now and it grows by 100 names per week.

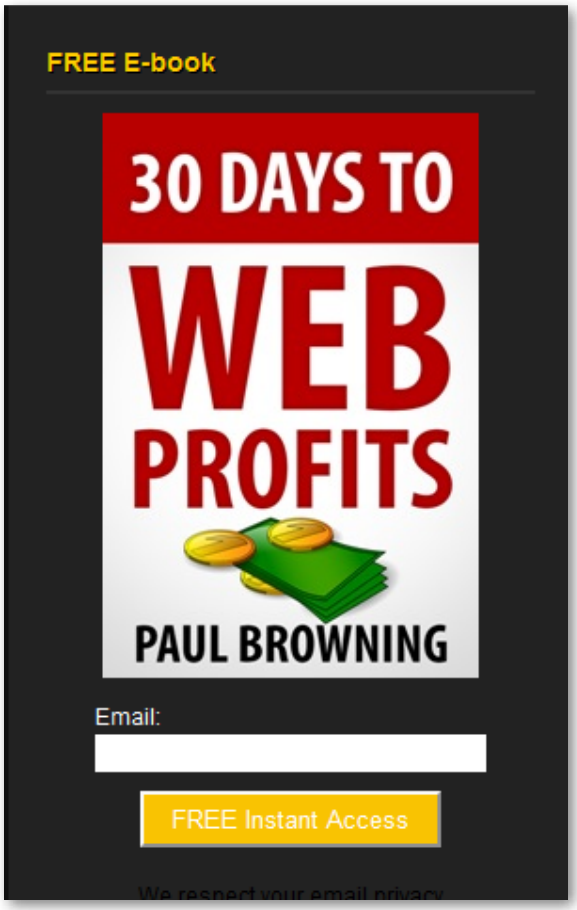
Your e-mail service provider will provide training videos to help you get set up. You will need to register your business address and name for SPAM legislation. I would tend to avoid your home address but others don't mind adding that. Otherwise, get a registered address or postal address for your business name.

You can then craft a welcome message for anyone signing up to your newsletter. You can add a link in the message to your bribe, which will usually be an e-book of some sort or a short video. The code for joining can easily be added to any website. Wordpress offers widgets which allow you to add any text of your choosing to your home page or any other page.





And this is how it looks on my home page.



Again, your e-mail service provider will be able to help you set this up. Then, you simply paste the code into your site. I personally prefer Aweber. There is a link to them on my homepage.

www.PaulBrowning.com

I also recommend you add a sign-up box to the bottom of your pages and posts. You can simply paste in the code provided by your e-mail service provider, or use a dedicated list-building Wordpress plugin. I personally use a plugin called WPSubscribers, which can offer pop ups, sign-up boxes and exit pop ups when people attempt to leave your website.

Get your e-mail set up and work out what your bribe will be. Once it is up, send a message or tip at least once per week.

Day 20
Getting Help

Nobody reaches the top on their own. You will want to work with a small team in order to build your internet empire. There will be times when you'll want help getting a document proof read, graphics added to it, a logo, or header for your website.

You can't be an expert in everything and the people I see trying to do it all tend to get nothing finished or if they do, it looks cheap and lame so nobody buys it.

You can get up to a good level with word processing tools and free website templates, but here is what I suggest you outsource:

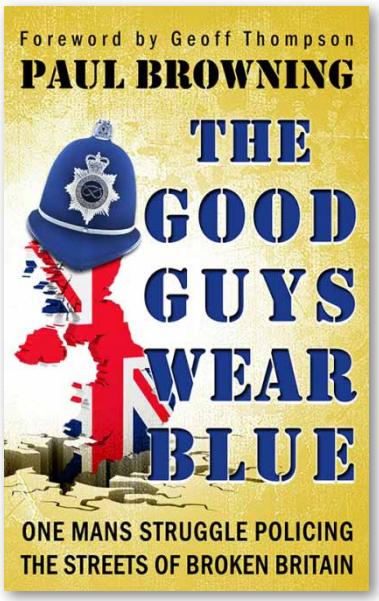
- Graphic design
- Specialist coding
- Integrating with payment processors
- Proof reading

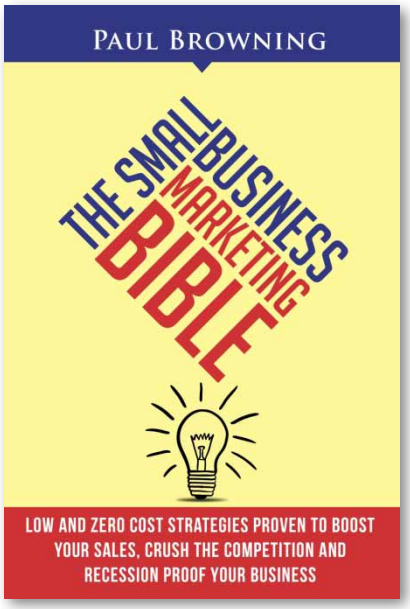
It need not cost a fortune, but bear in mind that you get what you pay for. For cheap book covers and simple logos, you can spend five bucks at **www.fiverr.com**.

For something more complex or longer jobs, use **www.elance.com, www.peopleperhour.com**, **www.odesk.com** or **www.guru.com**. Each one has specialist categories for everything you need. I always tend to use Elance unless it is technical writing, when Guru seems to get me better quality bids.

Trying to learn graphic design, web programming, proof reading and other such skills is a waste of your time, even if you actually find that stuff interesting. Take my intro movie I host at PaulBrowning.com. It would take me months to be able to learn how to create something like that. Instead, I found a nice template and paid $70 for an Adobe After Effects expert to create my own text and add my logo to it.

For professional logos, look at **www.99designs.com**. I use these because I create very profitable websites which are designed to make a lot of money. I don't want to spoil the effect with cheap looking logos or book covers. Here are some of the logos and book covers I have had done on 99designs.com.





From the outset, I realised that a nice-looking website and cover image helped the customer feel that they were buying a quality product. Maybe it was from spending a lot of money myself on marketing and web marketing products.

You can look at spending over $300 on 99designs.com, because you are launching a competition where each designer is fighting to win. It does lead to some brilliant samples of work and I've found it very difficult to choose from them at times.

For your first site, keep costs down and do whatever you can by yourself and with Fiverr.com.

Day 21

Automating the Process

It seems somewhat pointless to build a business which kills you. This is why topic and product choice is very important. Having said that, even selling products which require fulfilment can be fully automated, giving you great income and lots of free time. You just need to use a fulfilment company such as Vervante.com.

As you build your website, you will notice you are being asked the same questions by customers. You can build answers to these questions into a FAQ on your website. If the questions appear to be barriers to people buying from you, then I would build them into your sales process.

Example—if you are offering a fitness training program but post natal women are being put off because they feel it wouldn't suit them, you could add a case study from such a person to your description of the course. You could add a list of people the course is designed for, or even add special modules for:

- Postnatal women
- Teenagers
- Very overweight people
- Men over 60

And so on. You see, you will never know all the barriers to buying from you, and many of them will surprise you when you hear them from people.

You will want to granny proof your site from start to finish. Get your grandmother or similar person to visit your site. Do they understand:

- What the site is about?
- What you are selling?
- What the benefits to them are in buying?
- What your returns process is?
- If you are protected by insurance if something breaks?
- If your site takes orders securely?

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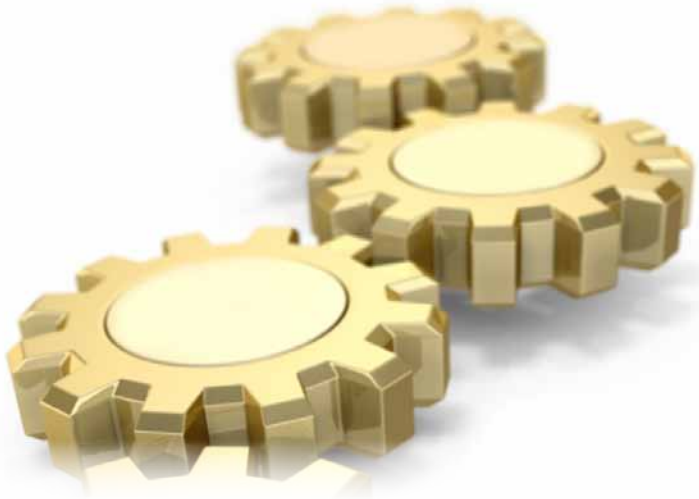
- Which button to press to buy?
- How to change the shipping address from their billing address?
- How long their order will take to arrive?
- Who to contact if there is a problem?
- How the product works?
- Can they print it?
- Do you sell other stuff?
- Can it be upgraded or downgraded later on?

Your mind will boggle at the amount of things people think before, during and after buying. Even after you have addressed all the above, some people will ignore everything you have said. They will ignore the FAQ, not read the instructions and then send you insulting messages asking, no, DEMANDING you fix your stupid product IMMEDIATELY or they will besmirch your name all over the web.

All you can do is make everything you do as idiot proof as possible. If you can, after they have paid, take them to a support page featuring videos on how it works and how to deal with the most common issues. I'm convinced that IKEA should give you a DVD with every bed or wardrobe you buy, or give you a link to a site showing an expert assembling the piece of furniture.

Again, it won't work for everybody. When you join my IT networking membership site, I have a massive icon on the members page saying 'First Time Here? Watch this video.' Many don't bother and then ask questions answered on that video in the forum. I ask everyone to join my tips newsletter for all the latest information and news, but many don't and then are shocked when there is a change or update they didn't know was coming!

People, eh.



Day 22
Adding Value

It is unlikely you will make millions on the web through selling e-books. It is possible of course. There are several authors who were rejected by publishers and went onto sell millions of books on Amazon Kindle, but for most people, this is not likely to happen.

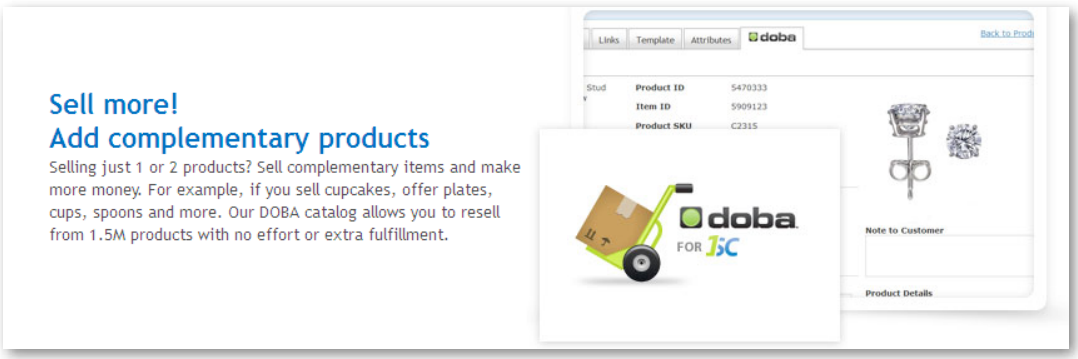
Why not stack the odds in your favour and follow a method which is more likely to work?

An e-book is a great way to get people to join your e-mail list. They are also a great way to generate an extra income online. You could choose to sell a series of e-books and then offer these as a bundle to potential buyers. A common method is to upsell. This is where somebody buys something from you but at the checkout, you offer them another product, usually at a bonus.

Amazon is great at this. Most hosting companies do this, but it becomes very annoying when they give you ten screens one after another on the way to the checkout. GoDaddy is awful for this, but you can take the concept and apply it in a positive way.

You see, once a person is in the buying zone, they have already decided to give you some of their money. You can now easily ask them if they want to spend a little more and you do this in the form of a deal. You can select a related product or an enhanced version of the one they are buying and offer a tempting deal.

Find a shopping cart to add to your website and make sure it can cope with 'upsells.' You can then configure it to add selected products depending upon what your customer buys. An example of a cart offering upsells is **www.1shoppingcart.com**:



You need to look at creating a high-value item to sell, or an entire product line. Some people will be happy with the cheap stuff, but if you can create products at a higher price point, giving more content and information to your customers, some people will want to buy those.

Start to think about what products you can create in terms of what problems you can solve. Can you break your specialised subject into several areas, or will you create one master product packed with e-books, videos, 'members only' forums and downloadable goodies?

Day 23
Adding Video

There will always be a need for text on the web, but you should seriously consider adding video to your website. Video is a fantastic way to get your message across, include your personality and teach a huge number of concepts. Everything from fitness to finance and juggling to ju-jitsu can be taught via video (and is).

Gary Vaynerchuk has built an internet empire around video. It is just him talking to his webcam!

http://garyvaynerchuk.com/

You can use video to blog and so much more. I spent a long time writing my first Cisco manual but felt something was missing. I then saw a few websites offering various types of training, and the videos they were streaming were made using a software called Camtasia.

I downloaded a free trial and learned to use it and have never looked back. An e-book may retail for around $20, but an online course can retail for hundreds or thousands of dollars! Video adds so much value that you simply can't afford to ignore it. I recommend Camtasia because it is easy to use and the learning curve is fast. I even created my own 'how to' Camtasia course on Udemy.

www.udemy.com/camtasia-8-training

Just use the coupon code 'paulbrowning' to get a nice, big discount.

There are a few free programs out there to record what you are doing on your screen, but none are very good. You want to be able to edit your videos, add a commentary, some titles, captions and effects if possible. Camatasia has a cool plugin which lets you record PowerPoint as you do a commentary. You can also turn this into a product or webinar.

Day 24
Using Social Media

Things change fast on the web.

We used to write people letters. Soon enough, e-mail will be replaced entirely by Facebook and Twitter. E-mail will be considered too slow and of course there is so much SPAM to wade through.

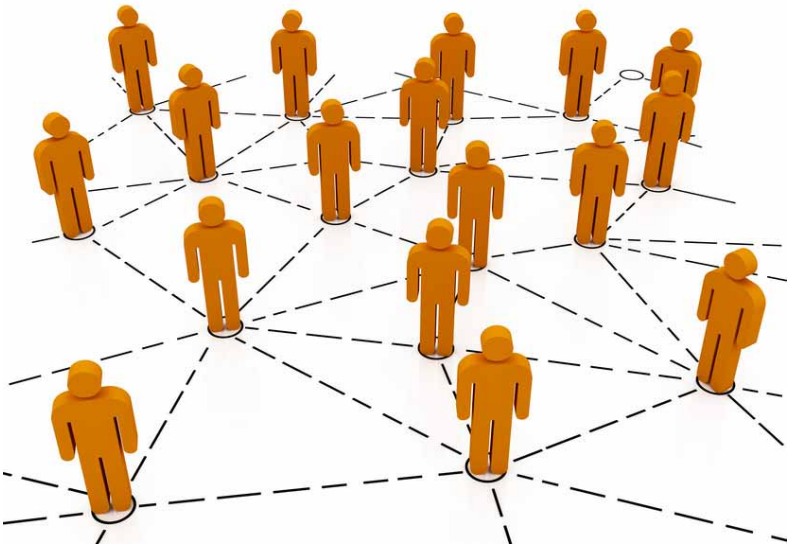
One of the strongest buying triggers for your customers was identified in a ground-breaking book by Robert Cialdni called *Influence*. In it, he discusses emotional triggers, showing why people do what they do, including buy from you.

One trigger is referred to as **social proof** and is used by every advertising company in the world to sell everything from cars to ab machines on the home shopping channels. It says that we are okay because others think so.

Social media is your way of creating social proof. The right way to use it is to provide great posts with valuable content. Once people start to like what you are saying, they will share it with their friends, much like recommending a good restaurant or builder.

You can easily add social media-sharing icons to every post you make, with a free plugin from Wordpress called Jetpack or any number of other plugins, such as Sociable. You can also use Facebook apps to add a 'like' button to your site.

Social media is often used by marketers to promote their stuff, which might not be the right way to go about it. Sure, you can mention your stuff now and again, but the best use is to add valuable posts and tips which link back to your site. Here is one from Robert Kiyosaki's team:



Day 25
Kicking Off

Nobody wants to be the first to comment or blog post. I recommend getting a few trusted friends to help out by commenting on a few of your posts in order to get the ball rolling. Ask if they can share your site or some of your posts on their Facebook timeline. Do your best to create some really cool tips and avoid anything that smells like you are selling; at least to start with.

Think about rewarding the best post or running a competition. Every week, I give a couple of books away: one for the best post and one for the best reply to a comment.

I recommend splitting your personal Facebook page from your business page. Your personal page will feature photos of your family and holidays, so set up a free Facebook fan page which you can use exclusively for building your business and connecting with your customers.

Once you have added your pages and posts, put on your e-mail newsletter form and added your free gift for joining, then you can launch.

No need to wait until you have products to sell; work on building your list of people who like what you have to say and go from there

Day 26
Getting Traffic

It never ceases to amaze me how you can create a website, tell nobody about it and still get visitors coming. I have no idea how people find out about these sites, but it happens.

You will want to spend a little time each day attracting visitors to your site. Many of these visitors will bookmark it, like your page by clicking on the Facebook button or sign up to your newsletter. You can then begin to contact them via your posts and newsletter. It is easy to forget to do this for days or weeks on end, and I've been guilty of this myself, I know.

Set aside a regular time each day to work on building traffic to your site. You'll need to add tracking statistics; they come free with your cpanel, but it is very basic. You can add Google tracking code to your Wordpress theme and sign up for a free Google AdWords account, which comes with a free analytics service.

With this, you can see where your visitors are coming from, which keywords they are typing to get to you and how long they are staying for, and much more of course.

Armed with this information, you can make intelligent choices about what to write about and what to create products about.

Start by creating your own Facebook fan page and a Twitter account. I personally prefer Facebook to Twitter, so only do this if you are going to use it. Add some posts to the Facebook page linking back to your site. Comment (when logged in as your fan page) on other related pages without promoting your own page. People will come and visit if they like what they are reading.

Find article sites which allow you to add your own signature, such as Ezine articles: **http://ezinearticles.com**

Find forums and volunteer to answer questions on your expert subject if you are allowed to add your signature file.

You will slowly generate traffic to your site. It is down to you to ask these people to 'like' your page and join your newsletter.

Day 27
Hitting the Target

If you want to succeed in internet marketing or life in fact, you simply must set goals.

Start with easy to achieve stuff such as adding three new blog posts each week and one Facebook post per day. As you build upon this, set some subscriber goals for your newsletter. As you build a list of subscribers, you can then concentrate on income goals.

If you start your site off with no list and no visitors, then income goals may be hard to achieve in the short term.

It isn't impossible, but would require some more advanced skills and knowledge, as well as generating leads from pay-per-click marketing or a joint venture partner.

I don't know of a single successful person or business which doesn't set goals. No goal means nothing to focus on every day and the day is wasted over and over again. As Einstein said, doing the same thing day after day and expecting different results is the definition of insanity.

Set some goals now for the next month, at the very least. When starting off, you might not be able to see very far past the first few weeks. As time goes on and you grow your list of products and customers, you can look at what you have achieved so far and predict what will happen if you take massive action.

Day 28
Going Pro

You can create a nice side income via a website. Some extra money to cover holiday costs or pay off some debts.

If you want to live full-time or even become wealthy on the web, then this is another level altogether. Building a big internet income requires a plan, hard work, learning lots of stuff and some good luck if possible.

When I started out, I had to learn everything, including:

- How to get the 'shopping cart' working
- How SEO worked
- Creating blog updates for my site
- How to get my website to speak to my card processor
- Online sales and marketing
- Copywriting
- How to hire people and delegate
- How to create online products
- How to stream videos off Amazon S3
- How to create membership websites

And much more of course. Most of the money I made in the first few years, I reinvested on seminars (many in other countries), books, other membership websites, coaching and hiring freelancers to write books for me and program custom software.

It wasn't easy, but it was fun and scary at times, but I knew that I wanted to be free and I knew that I wanted to use internet marketing as the vehicle to get me there.

Going pro means you will have to adopt a different attitude towards your business. You will have to cut out TV time, some holidays maybe, and spending money on luxury items such as car upgrades or new sets of golf clubs. Your focus needs to be creating a predictable monthly online income which grows month after month.

I don't recommend you invest in any of the big name guru programs unless you have a lot of cash to spare. I've bought a few myself, but by the time you have unpacked it all and written down the actions you can take, from what you have learned on your own which will turn into income, you may find that few or none were covered in the course.

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If you spend $2,000 learning how to launch a product, you still have no product. If you spend another $2,000 on a product creation course, you have no site or traffic. You spend another $2,000 on search engine strategy training and now you are $6,000 down and no sales, yet. I know of one online course which cost $25,000 and thousands of people bought it! I would love to track some of them down and see if they have made any money from what they learned on this course.

I do recommend you invest some money, but do it wisely and ask yourself honestly what exact return you will get on your investment. Make every dollar count and make it earn its keep.

Going pro online means:

- Creating a brand
- Keeping in regular touch with your customers
- A professional looking site
- Working every day to build your business
- Having great customer service and support
- Creating a range of products others rate as excellent
- Learning internet marketing and sales
- Investing in your business
- Registering a company
- Hiring an accountant
- Hiring freelancers or staff

It will be hard to start with. I used to work full days doing IT support Monday to Friday. Then on weekends I had to teach courses for the business I was building. I was back at work Monday to Friday again. I had to do that for eleven months until I could finally afford to leave the job I was working.

I always have to laugh when people tell me how lucky I am!

Make a plan today of where you want to be in 12 months' time. How much online income, how many customers and how many followers on Facebook. Break it down into monthly targets and then weekly.

Each week (I do it on Sunday evenings), plan out the steps you need to take in order to take you towards your goal.

On my weekly goals sheet, which is on my desk next to me now, are the following goals:

- Create advert for my boxing course
- Write a list of actions from an online marketing course I'm watching
- Hire a writer for my next Cisco manual (on Elance)
- Upload my IT job hunting videos to Udemy.com
- Create 10 Kindle video reviews for other books

I also have fitness goals I want to achieve. All of these actions fit into my overall strategy for 2012. I've listed my income goal and where I think this income will come from. Sure, things may not work out that way, but you can adjust your plan as you go along.

Day 29
Getting Coached

If Tiger Woods needs a coach, then the rest of us do, too.

I was pretty broke a few years ago, but I knew I needed help. I hired a good business coach and got my business on track. He helped me to grow it, franchise it and then sell it.

I've hired a wealth coach in the past, also, and paid internet experts for their time. I once spent over $2,000 for a branding course because the guy who created it was offering thirty minutes of phone coaching with the package. He was making $250,000 per month at the time and I really wanted to know what he thought I should do next to grow my online income.

Was it worth it? From what he told me during that call, I created a new plan of action and really grew my business online to the next level.

Getting coaching need not be formal. You can post a question on a Facebook fan page for a certain expert. You can e-mail the author of a book you really like. You can join in a webinar they are running and ask a question then.

I would personally avoid paying somebody who makes a living telling others how to make money online. I am very suspicious of these people. The best coaches are the ones who have their own websites and know what works and what doesn't work. They are investing their time and money on these strategies, rather than teaching the theory.

Day 30
Ascension

Imagine a triangle with your e-book at the bottom. Somebody buys it and likes what they read. They then buy a DVD home study kit of yours. After that, they join a webinar series you are running for one hour per week for a month. After this, they come on a workshop you are running.

They really enjoy that and want to spend more time learning from you, and so they buy your 12 month coaching program where you work with them personally to help them learn more of what you know.

This is known as the ascension model. Some people will be happy with the e-book, but others will want some hand-holding. I found this on my Cisco courses when I was teaching. Some people bought my book and I never heard from them again. Some came on my weekend workshops and some wanted personal coaching.

I suggest you do the same with your business. Build higher value products into your portfolio. As your list grows, offer webinar training, seminars if you wish, and then phone coaching. I know one famous copywriter who offered one person at a time to come to his house for a week to learn copywriting and he charged $25,000. People paid it.

If you stick to lower-priced products, then you will forever cap your income or be stuck in the endless nightmare of trying to generate enough cash flow to give you the income you need to live the lifestyle you want to live.

I learned about creating upgraded products and premium priced versions of products early on in my business career. I'd seen several people create coaching programs with different levels of access. My first e-book had a basic version and a platinum version featuring videos and access to a special forum. So many people bought the platinum version that I just scrapped the cheap option.

Start to work out how you can create premium services or products. Can you offer upgraded versions of the one product?

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The Beginning

I hope you found this short book valuable.

Take it all one step at a time and use every day to take you a step closer to your goals. I started off selling e-books for $7 and then grew more products and built membership websites. It was all hard work, but fun. I've been free to live online for a few years now.

My websites have given me a great income and allowed me to travel around the world without worrying if my business would suffer. I've been at home to see my kids be born and grow up.

You can do the same, if you wish.

Have fun.

Paul Browning
www.PaulBrowning.com

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