



# INFO BUSINESS ONLINE

The Easy Way

The  
Proven Guide  
to Profit Online

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## Table of Contents

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|   |    |
|---|----|
| Disclaimer .....                        | 1  |
| Copyright .....                         | 1  |
| Table of Contents .....                 | 2  |
| About .....                             | 4  |
| Introduction.....                       | 5  |
| Requirements .....                      | 6  |
| Product to sell.....                    | 7  |
| <i>Origins</i> .....                    | 8  |
| <i>Research</i> .....                   | 10 |
| <i>Development and Creation</i> .....   | 10 |
| <i>Improvement</i> .....                | 13 |
| Domain name .....                       | 14 |
| Web-Content .....                       | 15 |
| <i>Sales letter</i> .....               | 15 |
| <i>Building Credibility</i> .....       | 17 |
| <i>Removing Misunderstandings</i> ..... | 18 |
| <i>Gaining Trust</i> .....              | 18 |
| <i>Adding Professional Touch</i> .....  | 19 |
| Web-Design .....                        | 19 |
| Web-Hosting .....                       | 20 |
| e-Commerce .....                        | 21 |
| Promotion .....                         | 23 |
| <i>Viral Strategies</i> .....           | 23 |
| <i>Joint ventures</i> .....             | 25 |
| <i>Advertisement methods</i> .....      | 27 |
| Distribution & Customization .....      | 30 |
| <i>24/7 salesperson</i> .....           | 30 |

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## About

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[Pavel Lenshin](#) is a self-employed Internet entrepreneur. He is the sole author and publisher of “NET Business Magazine”, web-developer and author of tens of publications devoted to online business.

The founder and CEO of “Association of Small Business Owners and Net Entrepreneurs” at <http://ASBONE.com> and InfoAlchemist Package at <http://InfoAlchemist.com>



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## **Introduction**

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For the first time in human history everyone with access to the Internet acquired extreme powers for personal realization. Never before have so many huge opportunities ever been opened for average person.

Did your parents have a chance of becoming millionaires in several years? Probably yes by winning a lottery, but can we truly rely on that way of achieving prosperity? Hardly.

Open your heart now for the informational revolution that brought the whole world right to your PC screen, allowing you to enjoy highest satisfaction for the results of your passion and creativity.

It seems not that easy at first, otherwise every second one would be a self-made millionaire, but, on the other hand, Internet is the only business sphere that brought so many financially independent people up in the shortest period of time.

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Besides, Internet venture demands much less efforts in comparison with what each person faces in his/her everyday full-time job that usually lasts for the entire life.

It seems and feels like we were born to spend our only life working and being dependable on our job and wage. Like drug addicts we have to work in order to earn money. No work means no money, no money means inability to live in modern society. This vicious circle is a plague for most people and it could be broken by two ways: by going into the monastery or by learning and applying the easiest, yet powerful and genuine strategy of semi-automatic business site, earning you profit on autopilot.

If you are like me and prefer the second solution, let me share with you the ultimate plan that has brought sense into lives of many people, making them meet each new day with childish unconcealed lust.

Now open your heart for optimism so we can start our exciting adventure.

## Requirements

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There are two main requirements for any "wannabe job-free" individual. The first layer implies moral and psychological features, the second one - technical requirements.

Psychological layer demands a person to have:

- 1) desire;
- 2) discipline;
- 3) dedication;
- 4) ability to learn;
- 5) ability to analyze.
- 6) ability to take responsibility;
- 7) ability to accept mistakes.

First 3 "Ds" are absolute must for every entrepreneur and, if present, they can make you analyze or even take responsibility, but if your desire to succeed is weak, no analytical skills or learning capacity will ever save you from failure.

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Furthermore, desire, discipline and dedication can help you to eliminate any obstacle or absence of knowledge in any field. To say the truth, there is no rocket science in Internet home business, technical stuff is much easier than anything what teenagers being taught in high schools.

Technical requirements consist of having:

1. PC;
2. Internet access;
3. Necessary software package like text processor, email client, Internet browser etc.

Given that you are reading this electronic material that is distributed online I can project that you have everything of the above.

Software applications like text editor, email client, Internet browser or even graphic, web-site editor are available online for free. Any online directory of free or shareware applications will allow you to download them, you just need to be focused and access the Internet with clear understanding of your tasks and time, otherwise you can spend months of browsing and accomplish nothing.

For more info, please, refer to:

- [Article - Internet Breakthrough](#)
- [Article - Desire, Discipline, Dedication](#)
- [Article - Motivation Rolls Your Business](#)

## **Product to sell**

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What product is the best to sell? Let's think over together.

1. Firstly, more often than not there will not be "spare" \$100,000 to invest in product development and creation.
2. On the other hand it should bring substantial financial reward. After all, that's what we have come online for. In other words, high profit margins are the obligatory condition.
3. Very important factor is the market demand, the rule is simple – the higher demand, the better!

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4. It would be very nice if that product didn't require hiring employees to look after or to rent a storage place.
5. Neither You nor I want to spend little fortune every month just to make the selling business running. So monthly overhead costs should be somewhere between \$0-\$50.
6. The product is to have zero cost to deliver and almost zero cost to support.
7. I also want that product to be in unlimited supply with zero additional production cost.

Have I heard someone say "Dream on"? Well, there is actually the product that suits our requirements. It is called - information - very simple word with unlimited potential.

The same information that brought about informational revolution, that replaced industrial society, incredibly increased work productivity since the advent of electricity and enabled unknown guy with usual name Bill to become the richest man in the world.

So where should I get it? Not just all information, but valuable information, people will stand in queue to spend their money for.

Valuable means satisfying niche market demands, bringing innovative and beneficial solution to niche market needs.

### *Origins*

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Well, first off, I'm not suggesting you to resell marketing info products. Thousands of "fortune hunters" reselling marketing info and 90% of them are unsuccessful.

There was no choice for myself when I started online. Having academic education in economics I had nothing, but to start my own business in a sphere that is close to business theory and practice like management, marketing, finance etc.

My first Internet offer was a comprehensive business library - [the InfoAlchemist Package](#) of info products that

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I have picked up basing on their quality, price acceptance and usefulness for my own professional growth. Having acquired resell master rights to, I could bound them and resell at a huge discount, creating my own unique Internet product.

Besides, my knowledge background in economics allows me to say, that I know what I talk about and I talk what I know about.

If you are a knowledgeable person in economics, accept my "sympathy", you will have to compete with thousands of marketing info resellers to prove that you are worth visitors' attention, but if you are a physician, taxi driver, off-line writer, attorney, cook, baseball fan or collector of ancient coins that list is really endless, Internet is a paradise for your professional and/or hobby realization!

I promise to show you how to turn monthly Internet expenses on phone, dial up, DSL or suchlike connection into steady flow of profits.

Psychologists suggest saying yourself that everything is fine, when you are in a deep depression. As for creation of info product I would like to suggest you saying that writing your own info product is as easy as to eat a piece of cake, whenever you think that writing is difficult.

Your life experience is a Klondike, so make it WORK for you!

The best part is that even if you happened to forget your main work specialization, hobbies, life experiences, even your own name, all at once, in short, total amnesia, you can always conduct a RESEARCH on any subject and get ALL the knowledge you will ever need to create a product!

Furthermore, even if you are, for instance, a car fixer, who has cars at his finger-tips and plan to write a product about "How to keep Your car healthy, saving \$1000s on repair!", I still advise you to make a research on that issue. It may bring you new ideas, show new prospective on that issue, deepen knowledge

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in some areas and so forth. Good research on subject matter won't hurt anyway.

### *Research*

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Here are some major steps for conducting an online research. It usually consists of three stages:

1. Information gathering;
2. Information processing;
3. Conclusions.

Information gathering may be on- or offline. Online researches mainly take place at Search engines, directories, thematic forums, discussion boards or third party online surveys. Asking your closest business surrounding is another smart move. Every of the mentioned resource can provide you with loads of valuable information on the subject you are interested in.

You may also want to search at offline libraries or other organizations, yet it is subsidiary. While searching for information you should keep in mind your target – the info product creation.

If the informational coverage (supply) and user interest (demand) in your subject are too weak on the Internet, it may be a bad idea of developing such product, unless you are going to make a revolution.

On the other hand, each case is strictly individual and you may be able to start a new wave of "-mania" with your product, there is no axiom.

Next step is to process gathered information by reading and analyzing it. If first stage may take several days or a week, analysis is usually, at least, twice as long. It also includes writing down all the ideas, viewpoints you have found interesting and useful.

Last stage includes summarizing all the knowledge you have read and written down your own conclusions that may be a background for creating the outline or even table of contents for your new info product.

### *Development and Creation*

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In general it is always preferable to write a product on a theme you are passionate about, the topic you can tell a lot of things and that you know the best, if you feel like lacking some knowledge, then research it, and you will have the info you need.

Just keep in mind, besides satisfying customer demand, your product should be innovative and meet several of the criteria mentioned below:

1. Solve problem(s).
2. Save money.
3. Bring joy.
4. Secure.

I hear someone tells "I've never written a single info product, and got bad marks at school for a simple composition". Well the truth is that is exactly what I told myself when I started online venture. Although, I had to write some papers (scientific researches) while my university years, I still remember having a lot of bad marks for humanitarian subjects at school and especially my foreign language - English. At present time, besides tens of different publications, I've been writing my second ebook and it doesn't seem that impossible and crazy as it did just 3 years ago. What is really important - the correct frame of your thinking.

The next section will show you two simple methods of how to efficiently transfer your powerful knowledge in your mind into powerful knowledge on electronic "paper".

My rule is simple - "If you can think - you can write". The only problem is that you should deeply know the subject you are thinking and talking about. If it is hard to write down the talk or thought, then record your own speech onto the tape and then type it on PC. That is the first method.

It might be easier for you to use the second tactic. It is called "friend email". I hope everyone can write an email or snail mail to a friend. For instance you know that your product's table of contents consists of 7 chapters or sections, whatever your structure is, so you want some imaginable or a real friend to ask you 7 questions to these 7 chapters. There may be 20

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questions or more if you have sub-chapters. In both cases you are free to do whatever moves you.

Next your task is to write detailed responses to each of these questions. When you have 7 or more detailed email messages to a "friend" consider the job done! Combine them into one and you will have your own Info Product. If there is a simpler tactics just drop me a note.

Another three stand out points that are worth your close attention.

Firstly. What makes product to be USP (Unique Selling Proposition) is not a new name or look, but a new and unique value it brings, in other words, your own unique viewpoint! Under no circumstances copy other authors. Any silliest and stupidest, but unique idea is more valuable and attracts more attention, than any rehashed "old song".

As you know the idea that our Earth is a globe was also considered at first as total nonsense. Don't get me wrong, I don't encourage you to write stupid things just for scandal, yet some people use this PR technique as well. I offer to express your own vision, produce some unexpected but logical conclusions. Even wrong conclusions comprise a piece of truth, absence of conclusions has nothing, but sadness for wasted time on reading.

That is why, make your product unique and valuable by presenting new ways of thinking and standpoints.

Secondly, it is always easy to write an ebook when you have a detailed Table of contents. Your task comes down to "filling blank spots" between each headline of the table.

Writing a complete ebook from the blank page may be confusing for the beginner. It also depends on the format you have chosen, whether it is a powerful short report with your own "know-how" or ebook covering wide range of aspects.

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Last point. Try to write as quickly as your thoughts and typing speed allow, without interruptions and corrections of bad grammar or other. Forget about it for a while. You will have many proofreads to correct your writing, for now you need full concentration on laying out your knowledge only.

### *Improvement*

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Well if you think you are ready to collect money, I may grieve you. It is not a proper time. What you have now is a rough copy. I would recommend completely forgetting about it and sleeping it on for a week, two or even three. The reason is simple - your mind needs time to recall some new powerful ideas you might have missed or didn't pay enough attention to while writing.

In order to collect all the "gems" of your knowledge you should keep your mind clear, try to have a rest, and write down on a piece of paper any idea about the product that may suddenly arise. Keep a pen and a sheet of paper very close. You may even wake up in the middle of the night with some new powerful thoughts on improving your product, but, please, no direct editing during that "mind rest" time.

When two-three weeks are over and you have a list, full of bright ideas and improvements, get back to your product and start editing, adding, deleting anything to make it the best and unique among already existed.

If you are not in a hurry and not afraid of competition, it may be advisable to repeat "mind rest" for the second time as some new ideas may come up.

There is, of course, a chance of improving your product afterwards, creating new "editions". Just keep note of the customers and provide previous buyers with updates. There may be two parts of the product, lifetime update feature, free or paid appendixes to the main product - really endless number of ways you can go.

Having your product ready to be released means you have successfully overcome half of the way to public recognition.

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From now on we should start creating your business representation, selling and supporting platform and then try spreading the note about it.

Developing your Internet business foundation involves registering your domain name, creating content for your web-site, choosing your web-site design, web-hosting and setting up payment system.

You may also consider connecting all possible "add-ons" like autoresponders, electronic newsletter, forum, affiliate program, ad tracking system etc. At the very beginning these features of "power business" are not compulsory, but still having first income, it is in your best interests to setup follow-up email course, electronic newsletter and affiliate program in order to maximize income return.

For more info, please, refer to:

[Article - Strategies of Successful Market Offers](#)

[Article - Branding for profits](#)

[Article - Proven Pricing techniques](#)

[Article - Innovation makes Leaders](#)

## Domain name

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The overwhelming majority of .com domain names have already been registered, so you will have to do a quite good brainstorming in order to find a good name for your business.

From the very beginning focus on the name you want to have, don't check whether it is available or not. My simple rules are:

1. The domain name should be short and catchy like Google.com, eBay.com, GoDaddy.com, Yahoo.com. Note that none of them is a known lexical word!
2. It may be an acronym, abbreviation or just totally imaginable and non-existing word the sound of which you and your potential customers like.
3. Strong Brand. Domain name is an image of your Internet business. It is a domain your online venture will be associated with and referred to. There is neither business name nor brand in eBookSell.com or YourInternetService.com.

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The only exception of this rule is if you name your sales letter web-site by the name of the product you sell. In that case your product is your brand. If you plan to unite two or more products under one web-site "roof" come up with short and unique domain name.

For more info, please, refer to:  
[Article - Domain naming for Prosperity](#)

## Web-Content

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Having registered domain name, Internet incorporation involves creating a powerful content to represent, sell and support your product.

You have the info product, but you also need materials to "feed" your web-site with. We both know that your product is great, but, unfortunately people, coming to your site, expect to get their five main questions answered as quickly as possible:

- What this web-site is all about?
- Why should I trust it?
- Why should I prefer your web-site to others?
- Why should I buy this info product?
- What risks I bear if buy?

The more believable and complete your explanation is, the more attention you will grab and keep until the order is placed.

What we need is, at least, minimum market requirement of 5 web-pages.

### *Sales letter*

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Index page is a complete representation of your online business and product itself. How? That's my favorite question. Following the scheme below and keeping in mind questions presented above.

Headline goes first. What is the general solution your product presents to me?

Possible examples:

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- 1) "Prepare Romantic evening in 1/2 hour your Love will never be able to forget!";
- 2) "How to create beautiful body in 14 days without exhausting exercises or diets!";
- 3) "Discover hidden information on how to save more than two thousands of dollars shopping online!".

See the point? The same way you can create a sub-headline if you feel necessary to explain a little bit more about your offer.

Then we present to a visitor the list of unbeatable benefits of your product to create a Desire to read further and buy. You may write down a bullet list of benefits by answering questions:

- Why the product is better in comparison with the competitive one?
- What additional value the product brings?
- What are unique features of the product?
- What are unique benefits of the product?
- Can owner of the product save time or money?

Prove your words with: testimonials and/or your own proof. This is widely recognized tactic to increase your credibility.

Credibility and trust your web-site generates are integral parts of closing a sale.

To have some testimonials you can ask your friends, business partners and existed customers to review your info product.

As for your own proof it may be a screenshot of a check you earned using business strategies explained in the ebook or a photo of yourself, holding a huge pike that you have managed to catch being equipped with your unique fishing secrets inside your "Fisher guide" or two photos of yourself showing how you have lost your weight when implemented your easy to follow diet, described in "Hands down way to loose weight and look perfect".

If you wish to keep your credibility high throughout your sales letter copy you can place a testimonial each time you need to reinforce the truth of your words.

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Place it at the very beginning, after the introduction, after the list of product benefits, after the risk-free guarantee.

Every product must have incentives nowadays. General rule here is if you want to make an irresistible offer, you have to exceed reader's expectation by including bonuses perceived value of which is higher than the product itself.

It may be a free one-time consulting that otherwise would cost several hundred dollars, it may be third party product you have bought resell rights to, it may be a huge discount that you have negotiated with your business partner to provide your customers with and so forth.

Risk-free guarantee. Some of the well-known experts suggest to avoid mentioning popular "money-back guarantee", instead try to eliminate the risk of losing buyers' time and money, by stressing the quality of the product, credibility of the author and guarantee to refund each dime of the purchase price if the product doesn't over-deliver the value described.

Demand action by explaining what should be done to place an order, make your instructions as simple as possible. Then try to impose time limits on your offer, so the reader would feel emergency in buying. Fear of loss sometimes is the greatest motivator for buying decision.

PostScript is as important as headline and sub-headlines. You may be surprised, but P.S., at the very end of your sales letter, is the next thing visitors usually read after the headline. P.S. is usually a good place to post a brief summary of all benefits buyer may get or lose.

Enthusiastic writing, trustful and simple logic of your sales copy is a right road to move along. Deep analysis may frighten some of your readers, others would consider it to be too boring to read.

### *Building Credibility*

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The purpose of the second page is to build your credibility, so show them you are professional and worth their money.

You may fulfil this purpose by arranging free extracts from your ebook, or by writing additional articles that will help you build credibility in the eyes of your visitors. The information should be intriguing and provoke desired action.

It may also serve as an additional platform and deepen the knowledge of your product and solution it brings.

### *Removing Misunderstandings*

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That page is FAQ/Q&A it doesn't matter what you call it, what matters is how useful your answers will be for readers. People shouldn't be forced to open their email client and write you an email.

FAQ section will help them remove a lot of subconscious obstacles and doubts on the way to order your product, so make the answers complete without some hidden points.

At the end it is advisable to put an online email form, so visitors could enter their name, email address, question and immediately email you. Urge them to ask if they have one, because once the email relation is established it will be ten times easier for you to reassure interested person in the quality of your product.

### *Gaining Trust*

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Next critical page is usually called "About Us". You should clearly understand that each web-site page serves their own purpose and accomplish their own tasks, helping your visitor to raise awareness of your product. In other words each page is another step towards recognition of your business and, therefore, income growth.

About us page is exactly what it is called. It should show that there is a real person or a team behind the web-site's "scene". It ought to show your identity,

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provide visitors with easy ways to contacting you by putting several emails (for general questions, product questions, ordering questions), phone/fax number, address. Write two-three paragraphs about yourself and the field of your expertise, once again for credibility purposes.

Photos of real people and place of living can breathe new life into a cold perception of direct selling.

### *Adding Professional Touch*

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Use last page for legal notes, like “Terms of use”, if you provide some informational services or “Terms and conditions” for the use of the product or “Privacy Policy” if you have subscription and survey forms, helping you build credibility as well.

These pages are an absolute minimum your site should have. Later on I suggest expanding your second credibility-building page by providing more valuable materials on the subject you have written ebook about.

For more info, please, refer to:

[Article - Web site strategy #1. "Buy or Goodbye"](#)

[Article - Web site strategy #2. "Stay with Me" concept](#)

[Article - Effective e-Sales Copy](#)

## **Web-Design**

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With web-site content ready you need a professional business presentation. Amateur design and usability may greatly devalue trust that was so hard to build with your words.

Therefore your web-site should, on the contrary, reinforce your product, present you as a serious business operator and stress the highest quality of the product you offer.

You have several choices:

1) do it yourself. If you have no design experience, I don't suggest going this way for one simple reason – in 99% of cases your result will be too amateurish and it will take weeks if not months to learn how, what and where. To my mind it just isn't worth it, you may spend

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the time more productively, writing promotional materials or establishing partnerships, besides you need a great design, not just another home page.

2) order at web-design studio or private designer. Good, but pricey choice. For \$250-300 you will get a mediocre site. If you want something more valuable prepare to part with something between \$300-\$1000.

3) order exclusive, professionally designed and completely optimized web-site for a small fraction of what it would have cost you if ordered at design studio.

Needless to say, the third option is the most preferable. Not only do you get a highly professional end-solution for your Internet business, but you are saving loads of money and time.

Complete customization takes 1-3 business days and your online business is ready to be officially announced to general public with a high level of efficiency, goodwill, appearance and professionalism - features the majority of today's startups lack, being doomed to face hard obstacles on the way of building credibility and development. By choosing ready web-design you can easily avoid this, becoming a professional and efficient Internet player from the very beginning.

Designs on sale are available for your real-time testing and located at <http://design.asbone.com>. Full customization, optimization and even setting at your web-hosting account are free, making you an instant owner of the high-class web-presence.

For more info, please, refer to:

[Article - Web-site designing Pillars \(1\)](#)

[Article - Web-site designing Pillars \(2\)](#)

[Article - Complete Web-site Optimization for Search Engines \(1\)](#)

[Article - Complete Web-site Optimization for Search Engines \(2\)](#)

## **Web-Hosting**

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The next step is to choose a proper "hosting home" for your business web-site. There won't be any use of a web-site if it is not accessible via Internet, so you will have to make a choice among thousands of host providers.

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<http://InfoAlchemist.com> - How to Make Plenty of Money out of Information on your Demand.

There are many providers with similar offers and even more web-businesses. For a guy with a 9-page cook brochure the ideal hosting plan may be based on 10Mb of space, while another guy, who has 15 eBooks to sell and 150 web-pages to upload, won't even look at any hosting plan that offers less than 50Mb of disk space.

Considering today's standards in hosting business, where almost every hosting provider strives to satisfy market needs by offering a wide range of hosting plans, anyone could get lost.

No reason to be disappointed, because there is an offer that was specially designed to completely satisfy small and middle-sized business needs.

At <http://host.asbone.com> you can see exactly what premium all-inclusive web-hosting service does mean.

For more info, please, refer to:  
[Article - Unbiased Step-by-step Guide on Web-Hosting](#)

## **e-Commerce**

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In order to accept payments from the visitors of your web-site and save hundreds of dollars on registering, supporting your own merchant account, purchasing, integrating and supporting your own payment gateway, you can sign up with any third party financial intermediary, that will accept payments on your behalf and deposit all the money on your personal bank account, but small commission. It is much easier and trouble free.

Commission rate of the processing company is about 3-15% percent on each sale for their services, the result sum can be sent to you via check or bank wire transfer.

When your e-business grows, having good cash flow you will easily open a merchant account and setup a private web-site commerce system that will serve all financial transactions occurred on your site, but for now look closely on 3<sup>rd</sup> party processors that provide highly beneficial additional offers like billing support, affiliate programs with issuing checks to your affiliates, promo

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discounts on purchase amount, customer emails, reports and many other.

The most common steps involve:

- 1) signing up with 3<sup>rd</sup> party payment processor;
- 2) logging into created account and specifying details of your info product including retail price;
- 3) you will be given an order URL or link to your order page, where every interested visitor can place an order for your product;
- 4) after the order is placed your account will be credited the amount of retail price you have set.
- 5) when your account reaches particular amount 3<sup>rd</sup> party payment processing company deposit them to your bank account via wire transfer or issue a check.

I've picked up several companies as winners among those, I have personally used:

**RegSoft** – offer completely free start-up and very easy to follow and setup procedure. Many powerful customization features of order forms including ability to include custom fields, price codes, volume discounts, customer mailing list, powerful reports database etc. Disadvantages: no recurring billing, affiliate program is offered via their third party web-site only.

**ClickBank** – its main advantage is in the biggest marketplace and affiliate program that is recognized as industry standard for small business owners. Has setup fee at \$49.

**2Checkout** – accepts payments for the widest range of services many other companies don't process. Full support of recurring billing feature for the lowest commission. The con lies in the \$49 setup fee.

You may search for other companies, but before making a final decision, I would suggest to email several questions to their support department and then, test their control panel by adding or editing existed products to see how easy this process is. Positive or negative experience with these two things may greatly influence your opinion.

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For more info, please, refer to:  
[Article - Financial Middleman for Small Business](#)

## Promotion

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When all registering and uploading is done, it is time to start promotional campaign.

Here we will cover the most powerful strategies in respect to preparation time and response rate.

### *Viral Strategies*

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Information is a ruler nowadays. Internet is a virtual world presented in electronic form, in the form of information: textual, audio, video. While last two formats will reveal their potential in the nearest future due to small broadband of today's Internet connections, textual info is the Internet's true origin.

That is why information is everything online whether it is a product, a marketing tool, a target of on-, off-line research, way of cooperation and correspondence or other.

Each "substance" of information numbers unique features depending on its tasks. For example, information about releasing new Internet product will serve quite different purposes for existed customers, business partners or mass media:

- for customers this information will mainly present benefits of this new product, how it can help them in their field, and why it is worth their attention;
- for business partners it will more likely to be a "technical" list of new product's features and promotional ideas;
- for mass media and general public, the information will solve advertisement and educational purposes.

Our main topic of this section mainly represents the latter form.

Information that is directed to serve viral marketing needs should:

- attract people's attention;
- educate;
- evoke curiosity.

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Since we are dealing with viral strategies, the importance of education is much higher in comparison with standard advertisement needs.

The product that can accommodate you in popularizing your web-site, I advise to have in the form of:

- ebook.
- report.
- email course.
- audio file (interview).

They are great ways of spreading the word and capture people's attention. The ways of starting viral campaign will be discussed a little bit later, for now I would like to point on the nature of viral information you will create.

Remember that viral marketing is based on impulsive or encouraged word of mouth recommendations. To do so we should simultaneously deliver two things and that is very important:

1. Value;
2. Incentive.

The easiest example is a freely distributed software each owner of which has a right to "brand it" with his/her own business name or include advertisement.

That way, say, Internet publisher has, firstly, a value by having this software, s/he believes it will be of a big value to subscribers as well and, secondly, incentive to distribute this software as it now contains publisher's advertisement - financial reward.

Sadly but too many Internet entrepreneurs fail to grasp the importance of incentive. You see, private entrepreneurs are egoists when it comes to competition, no matter how good the product may be, it will usually be left to cover with "dust" deeply on publisher's hard drive until good incentive provided to start the "ball rolling".

In general the value of your viral product is responsible for response rate of its readers. The more value in it the more interested prospects your web-site will get.

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The "scoop" of incentive you have foreseen, would be responsible for how quickly and broadly your viral information will spread throughout the Internet. No matter how qualitative and valuable information is inside, if it is satiated with many competitive advertisements and with no ability to change them or "brand", very few marketers will ever decide to promote such product.

There are hundreds of thousands of forms on how value together with incentive may be offered and it is up to you to create something unique and "fresh", just remember that your viral info product is to possess them both.

Furthermore, try to offer something more than branding your URLs only.

If your main product, for instance, search engine submission software you can include free submission to every webmaster, who decides to hand to his/her customers your viral marketing product whether it is an ebook, report, articles etc.

In excess to viral product you can add paid ebook for webmaster's eyes only, as a valuable reward for distribution of your free viral report.

Be innovative and make it impossible to refuse.

### *Joint ventures*

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This business cooperation is considered by many as the most powerful and there are certain reasons to believe it.

Joint venture is a consolidation of efforts of two or more business operators, directed to use united resources for their mutual benefit.

That is where the real power of joint ventures lies. If first entrepreneur has a powerful product and second possess access to the wide consumer market, they may combine their efforts, resources (product + consumer market) to get outstanding results in the promotion, that no one can reach on their own.

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Another example is that you can ask for cooperation in writing your product to some well-known expert in your field. For the share of the profit, he can offer free consulting, approve your finished work, and then, by putting his name as the second author, bring you great exposure and income from the very beginning that would be impossible to get if you acted on your own. This tactic may be called co-branding, as you will benefit on well-known brand of personality.

You can start offering joint ventures with the help of already existed viral marketing info product also.

Suppose your viral product is a "Secret fishing tips" report, the whole idea of which is to share some unique tips spreading the word about the main product you sell - "Ultimate fisher's guide". If you can offer affiliate program for each webmaster, who decides to promote your free "Secret fishing tips" report, you, firstly, continue to deliver the value and, secondly, include an incentive for publisher to profit from each sale of the "Ultimate fisher's guide".

The idea is to think broad, because joint venture reveals truly unlimited possibilities and potential.

Imagine the next example. You arrange joint venture with well-known offline author to write an ebook on certain subject, offering 40% of the gross profit and leaving him free from all sorts of administrative, marketing and promotional troubles, then find a marketing pro with the huge customer database to promote this ebook for 40% of the gross profit as well.

As you see you will have the rest 20% just for "arrangements" that may take several days or week only, where you neither create the product itself nor promote and sell it, yet having your nice piece of a pie.

Furthermore, such sales may bring you perfect opportunity of gaining hundreds of interested subscribers in your ezine database and generating priceless Internet exposure that may even be more valuable for your future promotions than just 20% profit share. All this is possible by combining three

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resources: Your business idea and plan + author's knowledge + marketer's database of customers.

That is the example of how you can make money online without knowledge or market share and believe me there are thousands and one more opportunity to profit with the help of joint ventures.

Considering having your own product and free tools for viral promotion all troubles are simplified enormously and come down to seeking a powerful online promoter.

### *Advertisement methods*

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With advertisement everything is not so clear. Return on advertisement is highly individual index and may greatly vary from business to business, ways and forms of advertisement and tens of other parameters. It mainly depends on the quality of advertisement, i.e. response rate of the ad that, in its turn, depends on four major factors:

- How beneficial for customers your product is;
- How targeted your advertisement niche is;
- How exciting and attractive your headline is;
- How much interest or desire your ad provokes.

The importance of high quality is unquestionable. Strong and highly anticipated solution to long lasted need is capable to generate buying desire even among "untargeted" customers, while weak market offer will, in any case, remain unnoticed.

Second factor implies the importance of target clients your advertisement campaign is directed to. The more involved and interested in your business solution readers will be, the more interested people and response rate you can receive even if the quality of the advertisement itself is mediocre.

The right consumer market is usually chosen by focusing on the groups of people, who have already expressed their interest in some particular subject. It may be social parties of, say, "beer lovers" or jazz radio station, or travel magazine or subscribers of sports TV channel.

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All of them have their own, unique and confirmed "interests", so if you market tourist trips online, I wouldn't suggest promoting your ad at beer lovers web-site, at least, before trying to post it in the travel magazine.

As you see, everything is easy when it comes to targeting your advertisement niche.

Second point is a headline. If we speak about pay-per-click advertisement campaign, then Title of your web-site plays the role of the headline. It should be attractive and make the reader read on. You can successfully accomplish this task in several ways.

Intriguing question is a very popular tool for stimulating interest in the readers' minds, making them find out the answer and therefore click further.

You can also make a shocking or unordinary statement, forcing the reader to find out the explanation. It also may be represented in the form of discovery or secret and start with the words like "revealed", "greatest secret", "discovered", "invented", "important" etc. There are hundreds ways of capturing reader attention, which one to chose is up to your business preferences and consumer market.

Of course, before creating any headline, you should know specific "fears and joys" of your target market. For instance "safety of international trip" is more valuable information to tourists - readers of travel magazine, while listeners of jazz radio may be more interested in development of jazz music in the nearest future, and beer lovers would be intrigued by the question of the influence of beer on their, say, sexual health.

As for body of your advertisement its task is to, firstly, make it clear about what your offer in general is or what sphere it belongs to, and, secondly, reinforce interest so that readers will have a need to visit your web-site for more details.

Explanation of your offer should be quick and superficial; to show in general terms what your offer is

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all about, leaving, at the same time, some space for curiosity.

Many of the ways of reinforcing the interest in your advertisement have already been shown in the methods of writing a headline.

Keep in mind the form of your advertisement. While headline may be intact for all kinds of online advertisement, the body should differ depending on where this ad will be published: web-site, ezine issue, PPC (Pay-Per-Click) Search Engine results etc.

Web-site has usually more "time" and "space" to explain the advertisement message, when classified ad in the ezine or newsletter issue is to be more "interest" driven.

PPC description of your web-site is all about the business solution your web-site brings, besides, if you have high priced product it may be wise to put the price at the end of the description in order to save PPC funds, and attract interested visitors, who are capable to pay such money.

Needless to say that mentioning your price in the ezine issue advertisement isn't suggested unless the offer is free.

Another point you should keep in mind is two main types of web-sites. Each of them has their unique promotional methods:

1. If you have information or content rich web-site you will have all resources for launching viral marketing and search engine optimization campaigns.
2. If you have sales letter or, by analogy, content poor web-site be ready to accumulate advertisement funds.

It is nothing more than common sense. Big theme-based web-site will attract interested information seekers with ease, mainly through high Search Engine rankings, while five page sales letter web-site may be completely read in 20 minutes and there is no point to come back, no matter whether or not a visitor has bought the product.

High SE ranking is also problematic to get with several web-site pages, that is why PPC, repeated ezine ads

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and other paid ad are the main advertisement option to drive constant targeted traffic for such sites.

Viral marketing and all types of business partnerships are the only tools able to bring traffic to any kind of web-site you have.

For more info, please, refer to:  
[Article - RP Promotion Strategy](#)  
[Article - Autoresponders: Ease Your Life](#)  
[Article - Affiliate Program as it should be](#)  
[Article - Affiliate Marketing at Full Throttle](#)

## **Distribution & Customization**

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Consciousness Determines Being

