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# Foreword

Starting an online business is by no means an easy task but with a little bit of research and the right tools used, an online business can turn into a successful endeavor. Persistence and knowledge are the first requirements of thought when considering an online business. In this book you will get all the knowledge you need to get your business on the right track.



## ***Your First Online Sale***

How To 'Break The Egg' And Get It The First Time!

# Chapter 1:

## *Selling Online Basics*

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### Synopsis

There are no quick ways to get rich doing on line business and certainly no short cuts like tagging on an already ongoing scenario that promises unbelievable income for doing virtually nothing. Thus when choosing the type of business to venture into online, one should definitely avoid the above types.



## **The Basics**

Some of the elements that should be considered are having a suitable website or blog site, having a good and high quality product that can be depended upon, an adequate and simple payment system, the task of building a strong email list and the high traffic flow needed to ensure the success of the endeavor.

The designing of the websites usually require the individual to have some prior knowledge of the style in mind for the product. Alternatively consulting experts or simply getting input from those more experienced will help the individual design a website or blog site most appropriate for the said product.

The product chosen to be featured must also have the capabilities that would attract the target audience intended. This product should ideally be able to stand out or even outdo its competitors when a comparison is made by the potential customer. When this has been successfully done, having an accessible payment system is equally important is not vital to the whole process. Using established payment systems such as PayPal, Google check out, 1 shopping cart and others.

Building an email list and finding ways to direct traffic to the site where the product is being sold is crucial to the success of the online business. Without serious thought and effort put into this phase of the business the probability of failure is eminent.

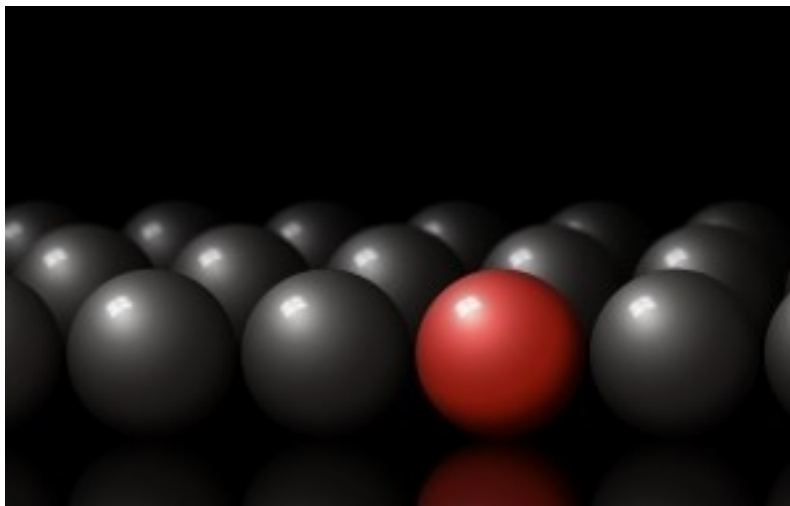
# Chapter 2:

## *Figure Out What You Will Sell*

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### Synopsis

Putting in the effort to design outstanding websites and blog sites for the intended product, without any research done into other more important elements like target audience sentiments, would be a major setback and even a mistake in its entirety. This often leads to wasted effort and demoralizing sentiments which can cause the intended online endeavor to stall.



## **Your Product**

Perhaps the first step to take would be to ensure the market sentiment of the time. Selling a great product that has no impact on the general needs and likes of the audience would be a wasted effort. Instead research should be done on what is making big “waves” on the online scene at the time.

The attention should be focused on what the online buyers keenly look for and most importantly purchase. The purchasing power of the target audience should also be of prime concern.

Featuring a good product towards the market percentage that has almost no purchasing power does not benefit the online business in anyway.

Even the traffic directed to the site based on the avid interest in the product will not eventually transcend into revenue because of this sheer lack of purchasing power.

Thus choosing a product just based on its wonderful feature may not get the desired revenue online. In contrast, choosing a product that the market or target audience with purchasing power is passionate about will create the necessary interest that brings in the revenue.

If the product chosen is part of an already established line, then other complications may arise with regard to the freedom available to the



individual to “sell” the said product. This maybe because the style intended for the website or blog site is not in line with the current approved style that the company selling the product uses.



# **Chapter 3:**

## ***Set Up An Autoresponder***

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### **Synopsis**

Using the auto responder tool can be quite advantageous if the individual understands its potential and its uses properly.

For most businesses on line this is considered an essential tool to utilize in the quest to have some semblance of a personal interest in the on goings of any transaction between the seller and buyer or any other types of online partnerships.

Understanding and utilizing the auto responder toll to its optimum can encourage the feeling of the “personal touch” although it is of course far from that in reality.

## **Put It On Autopilot**

The auto responder can be designed to suit the needs of various online endeavors with the use of suitable software available. The functions of the auto responder can range from simple acknowledgments, notifications, receipts to follow up information to list just a few.

This is very useful in the quest of tracking the progress of any online business and eliminates the hassle of having to manually respond to every inquiry or lead presented.

Perhaps the primary functional use of the auto responder would be with the intention of reminding people of the individual's existence and the products being features.

Most people are too busy today, looking into other aspects of their business, to take on the time consuming exercise of responding to every email coming in, thus the auto responder helps to take away some of these potentially stressful tasks.

Other features of benefit in setting up an auto responder include generating leads for the online business endeavor. When the individual responds or signs up for any news letter or other forms of consistently sent information the auto responder software will manage the emailing lists and keep track of all "movements".

Potential customers who are happy with the quality information provided by the online business individual will be open to continuously receiving such information thus creating another effective reason for using the auto responder.



# Chapter 4:

## *Get Traffic And Opt-ins*

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### Synopsis

The art of acquiring as much traffic and opt-ins as possible should be explored to ensure optimum hits are directed to the site to business revenue purposes. These tools should be used as it allows a huge number of targeted audiences to be drawn to view the contents of the site intended. Being able to market the email data many times over allows the individual to reuse this beneficial outlet to its optimum.



## **Visits**

Some of the points that would work to ensure the desired interest is getting the image or video that would interest the target audience and if the said posting is vaguely or actually focused on the product or service being sold at the site, the content niche should work to an even better advantage.

Having the added requirement that encourages the potential viewer to take certain steps in order to reach the viewing sequence should be incorporated.

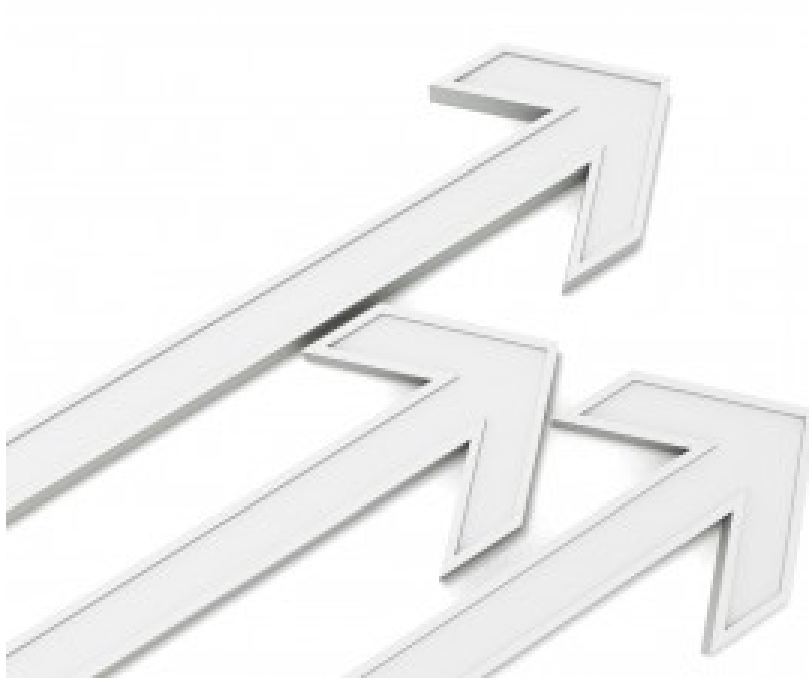
These online methods of converting prospects into customers and clients can be among the best and most effective way of gaining the desired revenue.

Designing a good landing page is specifically the way to get the target audience to consider signing up and thus parting with their email particulars. Once compiled, this list will prove its worth for the online business endeavor.

In the quest to get the traffic flow and opt-in list compiled the individual must identify the actual type of target audience needed for the particular product or service being presented.

Failing to give adequate attention to this point will result in hits that eventually become less or irrelevant altogether. Also keeping the

focus of one page, one action is clearly a better idea rather than bombarding the perspective visitor with too much confusing information. Also keeping the “forms” or information needed to a limit also encourages more visitors to sign up as the process is easier.



# Chapter 5:

## *Use JV Marketing*

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### Synopsis

Most partnerships consider JVs for the purportedly advantage of acquitting benefiting information, expanding client lists, broadening the revenue possibilities and such. Combining the resources of two or more established entities is meant to elevate the already existing business formula to a higher and more profitable ratio. Strategies can be engineered to enhance and create a successful scenario for higher revenue.





## **Market With Others**

These JV marketing styles can provide the platform for development of new assets and continuity of equity and assets. In some cases very different elements can be brought together through the JV exercise which can further contribute to a more niche target audience.

Another reason to consider using JV marketing styles is the cost element which can now be lowered for each party as the overall cost is now being shared between all concerned, which in turn gives the endeavor “space” to explore possibilities due to the lesser burden on any one party.

However it should be noted that for this style of partnership to work all those involved must be equally committed to the success of the endeavor and willing to put in the required time and effort combining all resources for the benefit of all.

As in most cases since the money element is also part of the necessity of a JV marketing exercise, the suitable strategic plans must be made with both parties being contributors while keeping the focus on the positive future of the venture.

Some of the different types of JV marketing that can be beneficial to consider are foreign interest into a local online business venture and vice versa, foreign and local entrepreneurs making a combined

venture of their endeavor, linking with larger entities to garner a bigger market share and many more. The main aim of a JV marketing tools is to ensure a larger share of the market using the most cost effective and time affective ways.



# Chapter 6:

## *Provide Great Customer Service*

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### Synopsis

Good customer service is a very vital element which precedes even the best product or service being sold. A happy customer is not only a possible repeat customer but also an invaluable sales and marketing tool for the advancement of the business. Customers who are kept happy are more likely to take the trouble to provide invaluable feedback which gives the other party the chance to positively enhance the product of service sold.



## **Take Care**

Making a sale online is of course the primary target of each online business formula however keeping repeat sales going is an equally important and should not be underestimated when it come to the element of keeping the business endeavor ever present and relevant. Some of the tips that should be followed when trying to provide good customer service are as follows:

- Always take the time and effort to respond to any queries that may be presented by an interested party. Showing fairly immediate response allows the potential customer to form a positive impression on the product, service or business.
- Avoid at all costs making promises that are unlikely to be kept. Though there may be a very strong need to make promises in order to placate a customer, the danger of causing negative perceptions when the promises are not met is detrimental to any new and growing online business.
- Being as helpful as possible also creates the necessary “comfort zone” for the potential customer which may encourage the sale even if the buying participant is not totally confident in the product, service or business endeavor.

- Providing a seemingly personal touch or concerned element also helps to garner the desired results of getting the potential customer to make a firm commitment.



# Wrapping Up

Today's ever discerning customer is indeed sometimes hard to please, thus all efforts must be made to retain a customer at the level of loyalty which would ensure repeat revenue for the business endeavor. All of the tips in this book will get you on the right track to launch your business to success.



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