Niche Marketing In Action

by Admin

Brought to you by Marketing Online Tips

Niche Marketing In Action: What To Do To Make Money

Niche Marketing In Action: What To Do To Make Money!

You may give away this ebook. It may not be modified in any manner.

Disclaimer: Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind. No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product. Use at your own risk.

Topics Covered:

How to Build a Website to Sell Your Niche Product or Service How to Choose a Sales Pulling Domain Name How to Select a Web Host for Your Niche Site

Killer Copywriting Tips to Increase Niche Sales How to Profit From Drop Shipping Explode Your Website Traffic With Simple Niche Articles How to Boost Sales of Your Niche Product or Service Great Sources for Free Shopping Carts How to Accept Payment for Your Niche Products How to Price Shipping and Handling for Physical Goods 4 Simple Methods For Boosting Traffic And Increasing Profits

Niche Marketing In Action: What To Do To Make Money

How to Build a Website to Sell Your Niche Product or Service

The most effective way to sell your niche product or service is to build a niche mini site, which in its simplest form has only three pages:

- A sales page

- A payment processing page

- A thank you / download / order fulfillment page

Let's take a look at each of these pages:

1) The sales page.

This is a carefully constructed web page which gives your visitor two options: either buy your product or leave. Obviously you must do everything in your power to stop your visitor from leaving without buying, and this is where a few sales page basics come into play... Use each of these features in the order they are presented:

~The headline.

You need to state a compelling and powerful benefit your customer will receive from owning your product.

~The introduction.

Your introduction should explain the problems facing your customers that your product will solve. You do not mention your product at this point, all you are doing is making your customer feel comfortable because you know and understand their problem and their pain.

~The lead-in to your product.

At this point you need to introduce your product. This takes two forms, the first being a visual representation of your product and the second a description of your product and how it solves the problems you outlined earlier.

The visual representation is particularly important if you are selling an e-product (an intangible product that your customer will download onto their computer). The visual representation could be a picture created to look like a physical book or the box that a physical software product would be packaged in.

~Customer testimonials.

Customer testimonials are a very potent motivator to somebody who is unsure about your product or service. After you have introduced your product or service you need to display any testimonials you might have from your satisfied customers.

To start with you won't have any testimonials leaving you with two options:

- The obvious... Don't include a customer testimonial section.

- Advertise free copies of your product in exchange for testimonials.

~Benefits.

An important part of your sales page is a list of benefits explaining how your customer will benefit from owning your product. These benefits will create the desire for your product.

~The call to action.

In this section you will ask your customer to buy your product. You may wish to include a few free bonuses to make your customer feel they are getting a good deal. You might also wish to include some kind of deadline which could motivate an undecided customer to purchase; the thought of loosing out could just tip the balance in your favor.

~Your Guarantee.

People are very nervous about buying on the internet, so offering a guarantee will put them at rest.

~The Summary.

This is last part of your sales page and where you summarize your offer. You need to state your major benefit once more and ask the customer to buy.

2) The payment processing page

In nearly all cases you have little control over the design of the payment processing page you use. It largely depends on how you process payments for your product or service.

Most payment processors (and all third party payment processors like PayPal, ClickBank etc.) have their own processing pages. You would be given a code to use on your sales page and when a customer clicks the payment button they will be automatically taken to the third party payment processor's page.

3) The thank you / download / order fulfillment page

As soon as your customer's purchase has been verified they will be forwarded to your order fulfillment page. If your customer has never purchased anything online before, it is quite possible this was a traumatic experience. To put their mind at rest and to complete the transaction, your order fulfillment page should:

~Put your customers at ease

It is vital that you inform your customer that their payment has been verified before giving them any other information. Tell them what to expect on their credit/debit card statement.

~Describe how your customer's order will be fulfilled

Explain to your customer, in detail, exactly how their order is going to be fulfilled.

For offline fulfillment, explain when their purchase is going to be shipped, how it is going to be shipped, and when they can expect delivery.

For online fulfillment, you need to explain how they can download their product. If you have used a compression tool, explain how they can uncompress (unzip) their product. If you have used a special medium for viewing your product, explain what your customer needs to do in order to view you product, for example most e-books are created as a PDF file and so Adobe Acrobat is needed in order to view them.

How to Choose a Sales Pulling Domain Name

Why settle for second best with a meaningless domain name when you could easily find a sales pulling domain name for any website that sells a product or service?

A good domain name that describes your product or service gives it credibility, for example www.goldjewlery.com looks professional, is descriptive and easy to remember. Compare that to www.geocities.com/jewelry/gold.html...

If you have created a product, don't name it and then try to find a domain name... The trick is to find your domain name first and name your product after it using these brainstorming tips:

1) Conduct keyword research related to your product or service by using these services to see what people are searching for:

- http://inventory.overture.com/d/searchinventory/suggestion/

- https://adwords.google.com/select/tools.html

- http://wordtracker.com

2) List the key benefits your product or service will give to your customer, and because the shorter a domain name is the easier it is to remember, you might want to use single words that imply a benefit. For example the word "cheap" implies you will save money which is a major benefit.

Using a thesaurus will help you find all the synonyms for your words and phrases.

3) Mix and match the words you have researched to come up with a domain that is:

- Short.

- Easy to spell.

- Easy to pronounce (if it has a rhythm to it and rolls of the tongue, it will be

more memorable. If it is difficult to quickly say your domain name out loud, your potential customers will mentally trip over it and not remember it).

- Descriptive.

When choosing your sales pulling domain name, pay attention to the following ten tips and you could make (or save) a pile of money:

1) Avoid using trade marked names, it's unethical and could land you in an expensive legal battle.

2) Try and avoid words which have different spellings in other countries such as color and colour, humor and humour.

3) Avoid unnecessary words and keep it simple. You would never search for "low cost high quality garden utensils", you're more likely to search for "cheap garden tools" and it's easier to remember.

4) Avoid using numbers as these tend to be forgotten.

5) Avoid starting a domain name with the word 'the' or the letter 'a' as they tend to be forgotten.

6) Avoid using domain names where the end of one word and the beginning of the next are vowels. For example, free ezines reads OK as two separate words, but as one in a domain name freeezines.com looks ridiculous and chances are people will omit the third letter 'e' when typing the domain into a browser.

The same applies where one word ends and the next starts with the same letter e.g. next topic

If you are using a hyphen (- dash) to separate words then this is not a problem.

7) In the US a .com domain name will be noticed far quicker than any other

domain name. Perhaps because .com is the oldest extension and therefore the most associated with reputable websites.

On the other hand local domain names will get the attention of local surfers. For example, if you live in the United Kingdom, mydomain.co.uk will get your attention far quicker than mydomain.com because you know it is a UK specific domain name and probably more relevant.

8) People will tend to type a domain name into their browser without dashes. For example, they will type mywebsite.com instead of my-website.com. A long domain name with dashes is easier to read, but it's more annoying to type into a browser.

If you optimize your website for the search engines, having a domain name with dashes has the advantage of making it a little easier for the search engines to understand.

9) Domain names can only contain letters, numbers, and dashes. Spaces and symbols are not allowed. Don't worry about upper and lower case characters as domain names are not case sensitive.

10) It is not true that most of the short domain names have been taken, thousands of domains expire every day and many of them are not taken up again. Type the phrase "deleted domains" into any search engine and you will find loads of websites dealing in deleted domains. Try it out and you might find the short sweet sales pulling domain name you were looking for.

How to Select a Web Host for Your Niche Site

The success of your niche website is going to depend to a large degree on the quality of web hosting your choose for your website. In much the same way a store owners success is dependant on the stores location, so your choice of a web host will affect the success of your niche site.

Don't be fooled into thinking decisions should be cost related... you can get very expensive hosting from John Doe in Timbucktwo but his servers are old, can only handle limited traffic and the link between him and the outside world is shaky at best.

You can set up your web hosting in any country in the world, there are no international boundaries on the internet. This gives you the opportunity to shop around and find the best web hosting to suit your circumstances. When conducting your research, these are the points to investigate:

~Does the web host operate with at least a 99% uptime?

A quality web host will use generator backup in case of power outages and they will also have redundant back-up systems so that in the event any of the Internet connections get interrupted, an alternate Internet connection will take over?

~How many domains can you host on the one hosting account?

Many web hosts will only allow one, others allow unlimited domains. If the web host only allows one domain, do they allow separate I.P. addresses for each domain hosted?

Many spam related filters will block anything from an I.P. address that has been reported for spam violations. Most small websites are hosted on a shared server (one computer can host many different websites) and these are all hosted under one I.P. address. If anybody on your server gets into trouble for spamming, you could pay the penalty because of the I.P. block that will be imposed. If your website has its own I.P. address, you will be unaffected.

~How much bandwidth are you allowed?

Bandwidth is the amount of internet traffic going through your website. If you have e-books, audio files or video files that your customers download, you are

going to need a fairly large bandwidth allowance.

The question to ask is what happens if you exceed your bandwidth allowance? Does the host automatically increase your fee and put you into the next hosting category or do they just stop showing your website until the next financial month?

~How much disk space are you allowed?

It is pointless purchasing web hosting only to discover after adding a few new pages to your website that you have run out of disk space on the server to host your website.

Remember that pictures, e-books, audio files and video files take up considerable space on a hard drive.

~What sort of customer support does the web host supply?

Do they respond within 24 hours? The whole point about hosting is you want your website online 24/7 so if something goes wrong and you report it, how quickly do they respond and correct the problem?

A good web host will have phone and email support, the better ones also use live chat.

~Is MySQL available?

If your web site is going to store a lot of data, for example in a reciprocal link directory or you are going to use a forum you will need MySQL which is an extremely powerful and very popular database program.

How many MySQL databases are you allowed? Some hosts only allow one database per domain, while others allow unlimited databases.

~Is a control panel available?

Most web hosts allow their clients to manage their website hosting through a control panel known as cPanel. This allows you to control all aspects of your hosting including: - email accounts - MySQL databases - Passwords - Sub-domains - Backups

~Does the web host support FrontPage?

FrontPage is a popular software program used for designing and building web pages. Does the web host support FrontPage, and if you're currently using FrontPage, do they support the same version you're using.

Don't just sign up with the first hosting service you come across, do a little research first. One very good way of discovering the best web host is to ask the question on a few of the more popular forums. You'll soon get the good and bad about any web host you're interested in.

Finally, price is not a good selection method. The old premise that expensive means good quality doesn't apply here. There are plenty of good reliable web hosts that charge a surprisingly low monthly fee.

Killer Copywriting Tips to Increase Niche Sales

The success of your niche website is going to depend on the quality of the copywriting on your sales page (there is no such thing as a product that sells itself). People will only purchase a product or service if they consider it a viable solution to one of their problems. Your task is to convince visitors to your sales page that your product or service is the best solution available.

It is vital you get their attention; nobody is going to read your sales page just because it is there. They need to be stopped dead in their tracks and compelled into reading your sales page.

You do this with a big bold headline. A headline that in one sentence highlights a problem your potential customer is grappling with and hints that a solution is available from reading your sales page. For example, your customer might be flat broke and desperately seeking a way of making extra money... This Headline will get their attention: "How To Start With Nothing And Create A Money Making Empire".

No matter how bold you make your headline, it's lost if the next sentence doesn't capture your reader and lead them into your sales page. This next sentence is often called a sub-headline and is often formatted to be bolder than the rest of the text on the sales page.

The sub-headline must provide a compelling reason for your prospective customer to continue reading. Saying your product or service is the best is not a compelling reason. Implying your customer will benefit in some way is compelling. For example a sub-headline like: "This New Business In A Box Can Earn You Hundreds Of Thousands Of Dollars While It Runs On Full Auto-Pilot" implies that money can be made in this business which runs on its own without much personal involvement. Basically your big benefit is time saving; while the business runs on its own, you can go do whatever you like.

Having got your readers full attention, its time to elaborate on the problem and how your product or service can offer a solution. You must speak on a one to one basis; imagine your friend is sitting opposite you and you are explaining why your product or service is the solution they have been looking for.

You need to get involved in the conversation that is going on in their mind. In essence you need to create a FAQ (Frequently Asked Questions) which asks and then answers as many questions as possible. Put yourself in your friend's position and ask:

- What are they feeling? - What are they scared of? - What do they disbelieve? - What are their expectations? - What is their dream solution?

Each of your answers must introduce how your product or service is the solution. In your final copy, you may choose to list these points or you may choose to re-write them so they flow from one point to the next. There is no "best method" and only testing will show which method works best in your unique circumstance.

By explaining the many ways your prospective customer will benefit, you begin to create a desire for your product or service. Don't fall into the trap of implying you have improved on what is available from your competitors. Running down your competitors won't get you anywhere. The only way to heighten your prospective customer's desire for your product is to show them more and more ways they will benefit from owning your product or service.

The only time you list the features of your product or service is when they add to the benefits your prospective customer will receive. For example, a key feature of a new computer could be that it has a Pentium 4 processor, but owning a computer with a Pentium 4 processor is irrelevant to somebody who only uses it to download email; it is relevant to somebody who needs the extra processing power of a Pentium 4 processor if they use their computer as a full multi media center.

Having established a desire for your product or service, you need to call your prospective customer to action. Put simply, you need to ask them for the sale and state it in an obvious manner. For example, if your want them to order, use a very obvious graphic order button which states "Click here to order now".

Copywriting is a skill that takes a lot of learning and practice to perfect. You are not going to be a copywriting expert on your first time out, but experiment using these simple tried and tested copywriting tips and are bound to increase your niche website sales.

How to Profit From Drop Shipping

Smart Internet marketing involves smarter business strategies - and one such

strategy is drop shipping. With drop shipping, you can save your time and put it to better use making you more money.

Drop shipping is an entrepreneur's dream, offering a host of benefits. To put it simply, drop shipping allows you to sell goods online at a price of your choice without keeping any inventory. When the customer purchases the goods and makes payment for them, you will place an order for the product though your supplier, a drop shipper. Your drop shipper then charges you a wholesale price for the product and ships the product directly to the customer. You get to keep the difference between wholesale and retail price.

Drop shipping offers many unique advantages to you:

1. You don't need to keep stock or inventory.

2. You don't need to bother with packing and shipping.

3. You can make money easily by just taking orders.

4. Your profit margin could increase.

Even though drop shipping can have many advantages, however, there are some things you need to consider:

1. Any product or service you intend to sell online must be in demand.

2. The product you choose must sell in high volumes: the fact that you could sell the profit cheaply and make a good margin doesn't mean anyone is buying. Research the market for any product line you're considering. Try to determine demand for the product, how much competition there is, and what they're charging.

3. Signing up with a well-known supplier offers you many benefits. For instance, you will probably find it easier to return unsatisfactory products.

Some drop suppliers will even pay the return costs in these cases. As a promotion, some suppliers will even offer you products for free if you meet their targets.

4. Target one or two products at a time -- don't be in a rush to sell lots of different ones. Maintaining a large drop shipping business is often difficult and can become unmanageable.

How do you set your drop shipping business? To get started, find a directory of legitimate drop shippers with excellent reputations. Make a list of drop shippers who are established in the business and have a proven track record. Next, take the top five from the list and look through their website for products and services. In most cases you will find that their catalogue is massive, with all sorts of things available. Above all else, you need to be sure that you can sell what you choose.

Once you've done your homework, make contact with the drop shipper, either by phone or by mail. Don't start prematurely telling them all about your project, though -- you should start by asking for additional information on the terms and conditions. You will have read every clause and sub-clause thoroughly, taking care to understand the business model you're signing up to. Terms and conditions and service policies often vary with different drop shippers -- look out for any hidden clauses that could cause you trouble in the future.

The next step is to select the best offers from the drop shippers and start negotiating for better commission rates. If you have a thriving web business with a lot of traffic, it's possible to make a case for a better commission rate. Once the terms and conditions are acceptable to both of you, you can add the products to your online store.

When you work with a drop shipper, you become a "merchant" or "trader". This usually means that you will need to register with the relevant authorities. To become a merchant you may have to register to file tax returns and get a

valid license to sell your products. Such regulations vary from region to region, so you should check it out with your local authorities.

The biggest headache associated with drop shipping is product returns. Don't expect it to be anything like smooth sailing. You'll run into back orders, product returns or even refund demands, if products are defective.

As the shipping isn't under your control, it's difficult to explain your customers what's going on when products are unavailable or delivered late. Your own terms and conditions, user policy and other such notices must be precise and explain everything in detail to the customers. Always aim to avoid legal hassles, but do be prepared to contest customers' claims.

Explode Your Website Traffic With Simple Niche Articles

For your internet business to be successful, you need to get large amounts of targeted traffic to your website, and internet marketers have found some pretty ingenious ways of driving targeted traffic to their websites, including pay-per-click campaigns, SEO (search engine optimization), email marketing and ezine advertising. Many marketers, however, have neglected a simple top quality method of driving traffic to their sites: writing short 400 word articles and submitting them so they appear all over the internet.

Don't be mislead into thinking this is a waste of time, having your articles appear on lots of different websites helps you in two major ways:

1) Each article provides a link back to your website. If the content of the article matches the content of the web page you set the article link to, the search engines will deem this a relevant link. The more relevant links you get to your website, the higher it will be ranked in the search engines. The higher your site is ranked in the search engines, the more traffic you will receive.

2) People who use the search engines are looking for information, and if they come across one of your articles, and while reading the article find the content

interesting and helpful, they will be inclined click on the link to your website so they can continue their research. The more places you can find to display your articles, the more people will find and read them and the more traffic you will get to your website.

What should your articles consist of? Nothing fancy, each article should be around 400 words long and contain just enough content to:

- Give the reader some useful information. - Interest an ezine editor enough to want to publish your article. - Get the readers interest raised to the point they want to click on the link to your website to get more information.

Your article could be:

- One or two tips lifted from the info product you are selling from your website. - Paraphrased information from a particular web page you would like the reader to visit. - A review of a product you would like the reader to purchase. The link in a review would point to your affiliate page via a link tracker, or to a page on your website where you offer more details.

You don't even have to write your own articles... You can pay a ghost writer to write them for you. To do this, visit websites like Elance.com where you can list details of the articles you want written and find people who are interested in writing them for you. Make it quite clear to the person who writes your articles that you keep the copyright.

Once you have your article ready for distribution, you need to submit to as many places as possible, including these three places:

1. Article Directories. After a quick content check, the directories will then publish your article instantly, and once you submit your content to one of these directories it will begin to be republished all over the internet. People are constantly on the lookout for quality articles, and you can allow them the rights to re-use yours as long as they leave intact the link back to your website

contained in the bio at the bottom of the article. Anyone who wants to visit your site can do so by clicking on this link.

2. Ezine Editors. Submitting your articles to popular ezines related to your niche website will get you lots of well-targeted traffic. Many ezines desperately need new good quality content. If you submit an article for publication in one, you will get a lot of publicity in return. Having hundreds or even better, thousands of people reading your articles is always a good way to increase your website traffic.

3. Your Own Article Directory. Many webmasters and ezine publishers don't know that article directories exist. After reading one of your articles they will visit your website and you should prominently display a link to your own articles. The link must make the reader aware that you content is free for use in any website or ezine. For example, use the wording "Get Free Content For Your Ezine" in a link in a very noticeable place on your website.

How to Boost Sales of Your Niche Product or Service

When somebody visits the sales page of your niche website, they are looking for a solution to one of their problems, they have an itch and they're looking for a way to scratch it. They are not there to buy your product... That is the last thing on their mind. Your website has got their interest and they're checking it out, no more, no less.

Now it could be that they are in a bad mood and on that particular day they don't like your writing style, or they might be late for another appointment and don't have the time to fully read your sales page, what ever the reason they won't be buying your product today... and then they're gone. In fact most sales pages are lucky to convert 4 out of 100 website visitors into customers. That means 24 out of 25 visitors will leave your sales page without buying.

You've no doubt heard many times that the way to get around this problem is to get your website visitors to join your opt-in list so you can pitch them over and

over again with your sales message. This is quite true, it's the way to go, but just how do you get your website visitors to join your opt-in list?

It's not that difficult, there are many ways to get your website visitors to join your opt-in list, and here are a few examples you can implement on your website today:

1) Place an opt-in form on your sales page. You need to place your opt-in form a few times on your sales page, you also need to make sure readers understand that you are providing some free information related to your niche product and they only way they can get it is by subscribing to your list, and the reasons people will opt-in can include:

i) Those visitors who are in a hurry and don't have time to read your entire sales page will be inclined to join your opt-in list as a reminder to themselves to carry on checking out what you have to offer.

ii) Those people who can't afford your product will sign up for more information from your free information series.

iii) Those people can't decide on any course of action will sign up hoping you will help them make up their mind.

In all cases, if you had not provided an opt-in form on your webpage they would have left without subscribing, and you already know how difficult it is to get visitors to your website in the first place.

2) Place your opt-in form on a popup which displays either as soon as the webpage opens, or when it closes. Popups might be the cause of much controversy, but no matter what people think, they are effective. The new generation of popups and popunders are not easily blocked and in some cases cannot be blocked at all if the person is using Internet Explorer.

Fortunately the majority of internet users still use Internet Explorer, so these

unblockable popups are the way to go. Just don't make your popups a nuisance... Use them with cookie controls so they are only activated once per day or once per hour, and don't use them on every page of your website. Some of the newer popups will only activate if the website visitor exits the sales page by closing the browser window or clicking the back button. If they go through to the sales process and purchase your product, they will never see the popup.

3) One of the most effective ways of getting people to subscribe to your opt-in list is to send them to a special opt-in form first. In other words nobody gets to your sales page unless they have subscribed to your list. These special opt-in pages are known, amongst other things, as "squeeze pages" or "name squeeze pages".

These pages are the most effective at converting website visitors to subscribers and they don't seem to affect a sales page's conversion rate at all. If a sales page was converting 1 in 25 visitors to a customer, the introduction of a name squeeze page doesn't seem to change that... For every 25 visitors to the name squeeze page 1 still becomes a customer. The difference is the number of people who subscribe is substantially higher than for any other opt-in method.

The point to bear in mind is that many of the subscribers to your list will buy your niche product from links in the autoresponder emails sent to them. If you had not been using an opt-in form you would never have had the opportunity to make these extra sales.

Great Sources for Free Shopping Carts

Choosing the best shopping cart is very important to the success of your online e-commerce venture. Many businesses are now using shopping carts combined with automated payment acceptance gateways, giving both them and their customers more ease of use and flexibility.

So what is a shopping cart? A shopping cart is a tool used by internet marketers to help buyers select various products from different pages of their website,

before proceeding to a virtual 'checkout'. The term "shopping cart" is a metaphor webmasters use to describe their sales process that customers can relate to, especially if they have been shopping in any supermarkets. A good shopping cart will incorporate the following:

1) An unlimited number of products which can be grouped by categories or displayed in one long list. You should also be able to set the maximum number of items listed per web page.

2) Shipping costs are displayed per unit or bulk. When goods are sent individually, the shipping costs are more expensive, so your shopping cart should automatically use the correct shipping cost based on the number of items ordered.

3) Additional shipping options should be available to the customer based on whether they want standard, 2 day or overnight shipping.

4) For international customers, the shopping cart should be able to store and display international shipping costs.

5) Many countries require sales tax to be charged on any sales made in that country so the shopping cart must be able to calculates local sales tax. 6) There's little point to installing a shopping cart if it does not support most of the credit card processing gateways which must be able to accept credit cards, checks and PayPal

7) Once a customer has paid, the shopping cart must send an automatic order confirmation email to customer.

Behind the scenes, the shopping cart doesn't handle the actual transaction, but acts as a front-end to gather data on customer selections. It then passes on its information to a payment gateway via a secure web page. The customer's credit card is verified, and the payment directed to your account. Once the payment is made, the transaction details are relayed back to the shopping cart, which then

tells the buyers how their order will be fulfilled if their payment was accepted.

One of the 'free' payment solutions available is the one offered PayPal, which integrates basic shopping cart functions (the PayPal shopping cart is very basic and does not offer feature like shipping options) without the need for a separate merchant account or payment gateway. There are no setup fees, monthly fees, or gateway fees but you will pay a low fee on each sale you make. This fee will vary according to the volume of sales you make through your PayPal shopping cart.

When it comes to paying for their products, your customers have the choice of paying by major credit card, debit card, instant bank transfer, eCheck or through their own PayPal account balance. They don't have to own a PayPal account to make a payment as they would have in the past.

From a security point of view, PayPal offers free fraud protection services and there are no chargeback fees. They also offer web developers a wide variety of easy-to-use tools to help things run more smoothly.

One of the biggest drawbacks to using PayPal is that link highjackers can easily divert the funds from your sale into their own account. Your customers won't know this has happened because the funds leave their account and they get their goods, as far as they are concerned the transaction was successful.

Another good free shopping cart is the one offered by AgoraCart.com, and most website hosting companies offer this as part of their service. If you have a merchant account, you can link Agoracart to any major payment gateway. Agoracart can also be linked to third party credit card processors such as 2CheckOut.

A third free shopping cart available online is the "Light" version offered by eMartCart.com which is free as long as you have less than 45 orders per month and less than 25 products, thereafter you have to upgrade. It is however a full featured shopping cart and well worth investigating.

Before choosing a shopping cart do some investigation, find out exactly which features are available with each shopping cart and only choose the one that best suits your business needs.

How to Accept Payment for Your Niche Products

In the early days of internet marketing accepting payment for products sold online was a real headache, fortunately for you this is no longer the case and you don't even need a merchant bank account. Over the last few years a number of companies gave positioned themselves as third party credit card processors which allow you to accept payments by credit card at your website for your product or service.

In a typical online purchase your customer will enter their credit card information into a form, and each third party processor has their own particular form (known as a gateway). The third party processor contacts the bank that issued the customer's credit card and the issuing bank approves or declines the transaction based on the information entered into the form. The processor routes the result back to the customers computer screen either as a "purchase declined" message or by passing your customer onto the web page containing your sales fulfillment information.

If the transaction was successful, the customer's credit card will be billed for the selling price of your niche product or service. This service is not free and you will be charged a set fee for each transaction. The most common third party payment processors are:

1) PayPal (https://www.paypal.com)

PayPal is owned by eBay the world's biggest online auction and can be used by customers living in the developed world. Opening a PayPal account id free, but you will need to verify your bank and contact details before being able to use it for accepting payments at your website. There is a fee charged for each

transaction and this is automatically deducted from the selling price charged to the customer.

You can link your PayPal account to your bank account which makes it a simple task to transfer the money made from your sales into your account. Your normal banking transaction fees will be charged on this service.

Be careful of using an un-encrypted PayPal payment link on your website as it is a simple task for link highjackers to change the details to their own so they get the money for every sale you make...

PayPal can be easily incorporated into a shopping cart system (i.e. you can sell multiple products at different prices all in one transaction).

2) 2CheckOut (http://www.2checkout.com)

2CheckOut is a very popular third party payment processor and although there is a small setup fee, they don't charge a monthly fee for their services; they do charge a small fee for each transaction processed. As with PayPal, you can use 2CheckOut with a shopping cart system.

One advantage of using 2CheckOut is you can accept credit cards payments from customers living virtually anywhere. The will transfer money directly into any US or Canadian bank and send a monthly check or Bank Wire to non-US bank account holders. 3) ClickBank (http://www.clickbank.com)

ClickBank is another similar third party payment processor who have restricted their service to suppliers of downloadable products or internet services. For example, e-books, one time membership fees, software programs etc. To open a ClickBank account there is a small one time setup fee, no monthly fee and you are charged a small fee on every transaction processed on your behalf. You will be sent a check twice a month for all the sales you make during that period.

One major benefit of Using ClickBank for your niche product is you can set up your affiliate program through them and they will automatically pay your affiliates for every sale made on your behalf.

One big disadvantage of using ClickBank is that there is you can't incorporate their payment gateway into a shopping cart system.

4) Digibuy (http://www.digibuy.com)

Like ClickBank, Digibuy can only be used if you sell digital products or services that can be downloaded, the major advantage of using Digibuy is that you can use a shopping cart with their payment gateway (i.e. you can sell multiple products).

Unfortunately they don't include an affiliate payment system like ClickBank.

Your choice of third party payment processor is going to depend on how many products you sell and whether you intend to run an affiliate program. One extra consideration is some customers will be unwilling to use their credit card on the internet. For these customers you need to decide whether it's worthwhile accepting alternate forms of payment... Some third party payment processors, for example Digibuy, allow you to accept alternate forms of payment through them as default.

How to Price Shipping and Handling for Physical Goods

If you're running a business that sells physical goods and products, you will frequently need to dispatch your products all over the country - perhaps even all over the world. When you do this, you might pack the item yourself, or you might pay someone to do it. However you handle it, shipping and handling is an important aspect of your business, and the safety of the items you post rests partly on your shoulders, as badly packed items will often get damaged in transit.

Your shipping and handling charges are a determining factor in how competitive you will be in a niche market. Many established companies are well known for their efficiency in dispatching the product - customers trust them for their safe prompt delivery. Before you can emulate them, you need to come up with a fair pricing structure for shipping and handling as this is an additional cost paid by your customers. The costs of shipping in bulk are often cheaper than for a single item and you should consider giving your customers discounts for volume.

How do you calculate shipping and handling charges for your product? It's relatively easy, if you know the basics. There are two components in the price:

1) The handling cost which includes packing material, labor, storage and other related costs. While this cost is pretty easy to calculate and depends only on you, the most common mistake is to use the lowest price possible for packaging materials in the shipping calculation. The better way is to find an average cost for packaging materials and then source the cheapest. At least this way you still have some room to "sharpen your pencil" if your shipping quote is too high.

2) The shipping cost which is the charge for postage, freight or courier charges. These costs are not so straight forward and you need to research courier and freight charges to many destinations around the world. Bear in mind that not all shipping charges are fixed, and with a little effort you can easily negotiate an agreement with your shipping company.

Shipping and freight companies usually charge based on the weight and volume of items, the distance they are going to travel, and how quickly you want them to get there. Large volume or weight deliveries carry a premium price tag, while smaller and lighter ones cost less. If the destination is within your country, the shipping charges will be rather small compared to sending packages abroad. If you need urgent goods to be delivered quickly then you will need to pay higher 'priority' charges, whereas slow, 'non-priority' delivery costs much less.

When calculating shipping costs, don't calculate the cost of shipping to each country in the world, break it down into regions or by continent. If you are shipping small items like CD's use one shipping cost for local deliveries and cost for international deliveries. Find the most expensive shipping cost you are likely to incur and use that for all countries.

When your customer purchases a product, they will be charges the cost price for the product and the shipping and handling costs applicable for the delivery destination will be added at the checkout. A total is calculated and then charged to your customer at the end of the transaction.

You may want to consider offering customers a delivery priority for their shipment. For example:

Option 1. Standard shipping within 3 to 5 days (cheapest). Option 2. Express 2-day shipping (average cost). Option 3. Guaranteed Next Day 1-day shipping (most expensive).

Consider giving discounts on bulk orders. Customers will often insist on insurance for bulk orders and costly items and you should consider their request; not only does it makes them more comfortable, it saves you a big PR headache if the order goes missing. On all shipments include a clearly explained shipping, handling and return policy.

Always take care to prepare the proper documentation to suit the insurance, tax and customs regulations in force in your own country and in the destination country. If you are shipping to another country, make sure your product is not prohibited. If you sign up with a trustworthy shipping agent or courier most of the documentation will be handled by them, giving you peace of mind that your items will be delivered safely and quickly.

4 Simple Methods For Boosting Traffic And Increasing Profits

The life blood of any website is traffic, not traffic in the real world sense, but a large flow of internet visitors to your website. The more visitors to your website, the more money you will make. But getting a large flow of visitors is not as easy as it sounds, it doesn't just happen, you have to make it happen, and here are 4 very effective ways of doing this:

1) Conduct joint ventures with other webmasters or list owners. Creating an effective joint venture is one of the quickest and most profitable ways of boosting your website traffic and massively increasing your sales.

A joint venture is simply an agreement made between two parties in which they both benefit. In your case, you have a product to sell and what you need to find is somebody who has a large list of subscribers and who is looking for good quality products to offer their list. You would offer the list owner a percentage of each sale in exchange for them recommending your product to their subscribers.

The key with joint ventures is to find list owners who are not direct competitors. For example, if you have a product related to puppy care you joint venture with somebody who has an ezine dedicated to dog breeding, or you could joint venture with your local vet.

2) Write articles related to the topic of your niche product and submit them to as many article directories and ezine editors you possibly can. Writing articles serves three purposes:

i) It sets you up as an expert in your niche. If your articles appear in many newsletters and hundreds of websites, people will perceive you as an expert.

ii) At the bottom of each article there is a brief bio in which you can place a link back to your website. If people are impressed with the content of your article, they will click on the link to your website to read more.

iii) Each of your articles that are published on the internet is one more link

back to your website. The more links that point back to your website the more relevant your website will appear to the search engines and the higher your page will rank.

The key with articles is to submit them everywhere, to as many different places as possible. Submitting articles manually will take days, so use a paid submission service.

3) Promote your website using pay per click search engines. Your first task is to find as many keywords and keywords phrases related to your product (that people are typing into the search engines) as possible. We're not talking about ten or twenty, but hundreds, over a thousand if you can. Next you need to create a brief classified type advertisement which has a catchy benefit laden headline.

When you have these, enter them into your pay per click search engine and decide on a maximum bid for each keyword (the amount you are prepared to pay when a person clicks on the headline for your advertisement). When a surfer enters the same keyword phrase as one of yours associated with your advertisement, your advertisement will be displayed as a "Sponsored Listing" and if the surfer clicks your ad, you get charged the bid amount and the surfer is taken to your website.

4) Get as many links as possible pointing to your website. As mentioned earlier, the more links pointing to your website, the higher it will rank in the search engines for the keywords you have optimized the page for.

There is another side to having hundreds or thousands of links pointing to your website... You also get a considerable amount of traffic from people clicking on those links. This type of traffic tends to be very targeted as people won't click on a text link unless it is of interest to them.

Other than article writing, there are two major ways of getting links back to your website:

i) You can purchase text links back to your website from other high ranking web pages. The key is to buy links on pages with a similar theme to your website.

ii) You can create a reciprocal linking directory on your website. For each link you receive from another website, you will place a return, or reciprocal link back to that website. The ultimate link directories are categorized to help surfers find interesting links and also because links of a similar theme give the page they appear on the same theme, which is important for link relevancy and search engine optimization.

[John Thornhill's Digital Mentorship Monthly](#) - Follow A *real Life* Internet Marketer On The Road To Success. Step-by-step Videos Show You How.

Internet Marketing Info Products

[$100k Results Live Training & Coaching IM Membership!](#) - Best-in-class With Hundreds Of Testimonials, Hundreds Of Successes!

[Simplyplr.com](#) - The Internets Best PLR Content And Article Marketing Provider. Get Professionally Written, Unique PLR Article Content And Spin-ready Articles Each Month Based On Market Researched Niche Topics. Automatically Post Articles To Your Blogs In Seconds!

[Millionaire Society](#) - get access to ongoing weekly training videos, webinars, turnkey products, custom software, cutting-edge information, and support

[PLR Ebook Club](#) - Instantly Profit From Over 400 Niches! Get

Monthly PLR Ebooks, Articles, Adsense Websites, Autoresponders, And More! Discover The Insider Secrets Of How Thousands Of Internet Marketers Are Making Money With PLR (private Label Rights) Articles And Ebooks!

[Affiliate Blogger Pro](#) - Multi-media Program By Super Affiliate Blogger, Provides Step-by-step Instruction To Setup And Make Money From Blogs Through Affiliate Marketing.

[Internet Marketing Apprentice](#) - Internet Marketing Apprentice Is For Those People Serious About Making Money Online.

[The Blog Class](#) - Over 85 Videos For How To Setup, Design, Use, Grow, And Earn Revenue From A Blog From Start To Finish. For Professional And Beginner Alike, The Blog Class Has Everything You Need To Get The Most From Your Blog.

[Affiliate Elite](#) - New Affiliate Marketing Software!

Thanks for reading this book. Find more articles at [Marketing Online Tips](#)