

Be the 10
that make the 90



Internet Marketing Startup Kit

Gudmundur O. Sigurdarson
10make90.com

Foreword

So you want to start in internet marketing but not sure where to begin? Well hopefully this little manual will at least give you an idea of how and where you can start. The reason we started handing this out is simple. There are thousands of people making money online, including ourselves, and we want as many people as possibly to enjoy it. We understand that we can't personally coach or train everyone and we will not be able to service everyone, so we put together this starter kit to help you on your way.

We of course do hope that at some point in time you would like to consider joining our marketing masterminds club, in fact we hope that you get to a point where you can actually become a trainer for us and teach us. But now as you are getting started we suggest that you make an investment, an investment in yourself and your future. You may be asking what we are about to sell you since we ask you to make an investment, we are not going to ask you to buy anything, we just ask you to invest your time wisely and invest it in yourself!

We hope to see you online and who knows, maybe one of these days you might even be selling our products!

Index

Foreword.....	2
Getting started.....	4
Educating/Investing in yourself.....	4
Budgeting.....	5
Deciding on your approach.....	6
Setting up your website.....	10
Promoting products or services.....	11
Collecting revenue.....	12
Resources.....	13
10 make 90.....	14

Getting started

So you have no clue where to begin? Well not to worry, once you are done reading through this entire document you should have more than an idea on where to begin. In fact we hope that once you are done reading it you will have had an epiphany and are ready to head out into the world of internet marketing. Ready to make the kind of money that most people only dream about while sitting in their cubicle working for \$15 an hour!

To give you an idea then we have worked with people that only make \$15 an hour on the average with their online marketing. Now that may not seem like much, but here is the difference in working in your cubicle and working with online marketing. You make \$15 an hour for 8 hours, so you're total for the day is about \$120. With online marketing that is \$15 an hour for 24 hours! That makes it a total of \$360 a day, which is about \$10,000 a month! So you can increase your income by three fold with working fewer hours, just having your work do the work for you! Your cubicle pays for 8 hours, if you put those 8 hours into online marketing that works for you 24/7.

So what you have to decide now is if you want to continue with what you have started during the first 3 min of reading this and become one of the people that make \$15 an hour 24 hours a day or if you are happy in your cubicle making \$15 an hour for 8 hours a day.

Once again let's recap on this:

Cubicle work = \$15 for 40 hours a week = \$600 a week

Online marketing = 40 hours of work = Income 24/7 at \$15 an hour = over \$2000 a week

So make your choice wisely and make sure you are willing to make an investment that is proportionate to the investment you have to make to keep your day job!

Educating/Investing in yourself

There is a direct connection between those who invest in their education and their income levels in most cases. This is true of internet marketing as well as any other sector. Of course there is the common exception to that, so if you are that exception to that you shouldn't even have to read this because you would have figured it out by yourself. For those of us who are not too proud to admit that we have to learn from someone else, there are books like these and other educational material that is great to get us started. Once again the decision is going to be yours, are you going to invest in yourself and your own education or are you going to keep working in a cubicle?

If you do decide to invest in yourself then there are some options for you. There are hundreds if not thousands of e-books, seminars and coaches available for you to use that can help you get started. What you have to decide is what you are going to invest in and where you need to invest in regards to yourself. For some it is personal development, because without the right mindset you might as well stay as an employee. For others it is

technical education (even though it isn't really needed anymore), and for yet another group of people it is just how to do marketing online.

What you have to figure out is where to spend your time and money and what will be of the most value to you. We suggest that you start looking around on the internet and in our resource sections. If nothing else you can find information that you can use to start. Also sign up for a few mailing lists, many of the people that are using opt-in lists for marketing give away a lot of valuable information. Take advantage of this until you figure out what you want to spend your money on.

Budgeting

So how much are you going to be spending on your education and your online marketing venture? This is the never ending story. And it is also the answer that is not so easy to give. How much you spend will be different from person to person, we work with people that spend thousands of dollars and we also know people that only spend a couple of hundred of dollars a month. The difference between those who succeed and those who fail is that those who fail consider this an expense, but those who succeed look at it as an investment. The money you put out should be compared directly with the money you are making. It is not a big deal to pay someone \$10.000 if they can help you make \$1.000.000 is it? So once again it is your mindset that matters and how you look at the way you spend your money and what you spend it on. We will give a few suggestions that we think are worth the money but it will eventually be up to you to decide. Also depending on what your initial budget is you may or may not be able to afford them at this point in time, but not to worry, if you have the mindset to succeed that is only a matter of time.

Here is a quick estimated startup for different types of products:

Basic online marketing tools

Domain

Registration through www.2domains.com - \$9 a year

Squeeze page

Setup: Free through www.10make90forfree.com

Advanced Custom websites:

Start at \$499 through www.redknightmarketing.com monthly cost \$20

Hosting

\$10 a month pr website *(most successful marketers have at least 3-5 squeeze pages in addition to their main site, billed with your free site)*

Auto-responder

Through www.aweber.com - \$20 a month

Training and education

Support

Through www.Doppelit.com - \$30 a month

SEO and Website guide

Through www.10thatmake90.com - \$20

Copy writing guides

Good ones start at - \$40 and range up to \$1.500

Belief changes

Through www.mindformulachange.com - \$10

Estimated startup costs:

Very basic

Total startup cost if just the basics: \$40 – monthly cost \$30

With some education

Total startup if education included: \$200 – monthly cost \$60

Now what other business do you know about that cost you \$40 to start up and \$30 to run every month? No wonder that the profit margins are so high with internet marketing. You still have questions about why the internet is the fastest growing income for people.

Deciding on your approach

Now it is the time when we get down to what you are really going to do and how you are going to go about making your money online. Are you going to create your own product, are you going to sell other peoples products and services or are you going to be an advertiser? All of these aspects are excellent ways of making money, the only question is what is your strong suit and what do you enjoy doing?

Instead of giving you a rant about what you should do, we will give you a few examples of people that are making money online and how much their startup was. We will also show what they are making on the average (figures we have from 2007). To protect the peoples identity and their income levels we can not show you their websites, we can describe what they do and their ideas.

The opt-in review list

This is the simplest way of doing marketing so we will describe this one first. This is a simple website with only three pages. This person does reviews of products that other people sell and sends them to his email list. He has an opening page that describes what his newsletter is about, how reviews can help you before you decide to buy a product and so on and so forth. The concept is very simple and once you are done signing up for the mailing list you get to download his “Raging reviews” document where he includes all the reviews he has done. Each of the reviews he does is part of an affiliate program, so if he loves the product or thinks it will be helpful then he link to that affiliate product. Some of the products he does review for are also non-affiliate so he does those without making

any money. The concept behind his idea came from Amazon where he was one of the top reviewers for about 6 months. Deciding that he would rather get paid for the several thousand people that were reading his reviews, instead of making money for Amazon doing the reviews for free. A simple concept that now makes him about \$3,500 a month as a part time job; doing exactly the same thing he was doing before. Writing reviews!

His monthly cost of running his site is about \$40 pr month and he spends about 10 hours a week doing reviews and writing about them. During any given week he will review two products or two things to present to his mailing list. His reviews range from books, e-books, audio programs and videos.

How his website is setup and costs.

He has four free website through www.10make90forfree.com, with three pages. The opt-in page, the contact me page and the thank you for signing up page where people can download his reviews of all his products. The cost of running these sites is \$40 a month and he set them up himself.

The opt-in list he uses is from www.aweber.com and cost about \$20 a month.

The domain names he has cost him \$40 a year which he registered through www.2domains.com

He is an affiliate with www.clickbank.com and www.amazon.com, all of his revenue comes through those two sources.

Problems faced

He stated that the hardest thing for him was to write the copy for people to sign up to receive the reviews in the beginning. He started with only one site and quickly realized that by separating the sign up pages for each type of product he was doing made it easier to get people to sign up. His opt-in list is now at about 6,000 people that receive his weekly reviews. Some of his products only pay him a few cents pr customer purchase while others pay him a few hundred dollars.

The review site

This concept was very similar to the one above except it was setup in a very different way. This startup was more expensive to setup but utilizes people that have not yet figured out that they can make money by doing reviews. This person allows people that are signed up to his member site to do reviews of any type of product they wish to do. He then reads over the reviews and approves or declines them. With every product that is reviewed he then adds his affiliate link to the specified products. In addition he has a group of people where he purchases the products, send them to one of the people in the group and they do a review of the product. He then takes their review and adds it to his site with his affiliate link. He gets paid for every purchase that is made through his site and the people in the group seem to be happy with getting all of these products for free.

How his website is setup

He has a custom designed website from www.redknightmarketing.com that cost him about \$1,490 to setup. The software behind it was custom adapted to what his site needed to be able to do like Redknight Marketing does for all of their clients. In addition he pays about \$20 a month for hosting and tech support, he completely manages his site himself. There are several different categories on his page for each of the product types he has reviewed. In addition his site has a newsletter signup that was built into the site that allows people to sign up for different categories depending on what their interest is. He only has about 400 people signed up but has over 3,000 unique visitors a month to his site. The average cost of purchasing products for his group to review is about \$1,000 a month. He makes about \$9,000 a month in affiliate earnings.

He is an affiliate with www.clickbank.com, www.amazon.com and several others that allow him to setup an affiliate program. They range from well known products such as Dell, Sony and other famous brand names.

Challenges he faced

Growing the site to a point where he had more than a few products to display. He solved it by doing a review of every single movie he had seen and every book he had read. It took him about five months to get the site to a point where he had what he called a sufficient amount of products. He other challenge was learning about SEO, so he purchased as many SEO education programs that he could find and then did reviews on them. Pretty smart! His site now ranks on first pages on many of the search engines under very common search terms. He is now building a separate site that is costing him about \$4,000 that is going to specialize in reviews of electronics only.

The audio program sale

This woman is a life coach and has an audio program that she sells online. The audio program is very simple and she created it in the comfort of her own home. She decided to do this as another form of marketing to sell more of her personalized coaching sessions. The audio program is about how to create immediate changes in your relationship to make it better. She has sold over 15,000 of these audio programs online and her coaching business has boosted. She is now charging twice what she had charged before because she is becoming fairly well known. She is now working on creating two more audio programs that she is going to start selling online.

How her website is setup

She has two sites through www.10make90forfree.com that costs her about \$20 a month to keep up and running. In addition she has an opt-in list from www.aweber.com that cost her about \$30 a month. One of the pages is an opt-in list only, with one page that has a little bit of copy on it and an opt-in form. Once people are signed up they are redirected to her other site that sells the audio program. That site is linked with www.clickbank.com where she has an opening pitch page, a contact us page and a thank you page where people can download the audio program immediately after purchasing it. She pays about 65% to affiliates that sell her \$39 audio program. Currently she is pulling in about \$8,000

a month between her coaching and the small % that she gets from her audio program. In addition she also has a mailing list where she sends out articles and products and pulls in about \$1.000 a month on her newsletter that she sends out once a month.

Challenges she faced

In the beginning she wanted to make money of this program and was only paying out about 10%. After getting coaching from Redknight Marketing she realized that she could use that to advertise and multiply her income from her coaching business instead. She had some problems building her mailing list but she bought a couple of “list building” guides that helped her with that. The majority of her list has now come through chat forums and social networks in addition to word of mouth. She has approximately 1.200 people that receive the newsletter.

The support program

The concept behind this site was brilliant. It was setup by a man that has years of experience in the entrepreneur field. He has worked with and knows some of the best marketers, trainers and coaches in the world. Utilizing the connections he decided to setup a training and support center for business startups and entrepreneurs, where they could get information, support and interact with each other. People can subscribe to get access to trainings, books, audio programs and hundreds of bits of information all in one place. In addition they have open chat forums, free library and free seminars. All-in-all this entire concept is brilliant. They now have four people working on the project full time and are growing every day. Their income is already in the six digit range after only a few months online.

How the website is setup

Granted this type of site required a little bit more of an initial investment than most free starter sites do because of the complexity of the website and the project they had to have the site done by professionals. They used www.redknightmarketing.com to build their site. It has opt-in lists through www.awebber.com, payment subscription based services and a custom made affiliate program. The total cost of building their site was about \$.7.000 but could have been lower (you will understand when we discuss the problems they were faced with). They have affiliate links, reviews and products for sale on the site. So there is a multiple income stream built into the site, utilizing all the aspects of internet marketing.

Challenges they faced

Initially they wanted to develop the website in house. They quickly discovered that the technical knowledge required to do something like this was above and beyond what they could do themselves. Making a decision to use a website design firm they made a deal to have a website designer develop it in html format. After a few thousand dollars and lots of wasted time they found out that the person they had hired was not delivering what they were looking for. Soon after that they got in touch with www.RedknightMarketing.com that put together an outline for all the functions of the site (following the basic rules

taught in 10make90: Get your website up right (www.10thatmake90.com) and the site was up and running within a few weeks. Their marketing strategy was in place and they drove traffic easily and quickly to their site. The only thing that are still being faced with is understanding SEO and PPC which they are now in the process of learning about.

Some general challenges that people face

Some of the most general challenges that people face are getting traffic to their site, writing copy and search engine optimization. All of these are things that you can find excellent guides for. Depending on how much you would like to invest in learning these aspects you can find something to get you started. Here are some resources that we suggest you take a look at that could help you with understand what you need to do and what you need to understand.

www.10thatmake90.com guide to SEO and setting up your website
<http://www.surefiremarketing.com/?51534%20> Copywriting and marketing material
If you would like additional resources you can visit
www.10make90.com/articlresources.php

Now off to getting started online.

Setting up your website

Before you start with your website we strongly suggest you go get the 10make90: Get your website up right on www.10thatmake90.com before you actually start. It will give you the guidance you need to ensure that your site is setup in an optimal way.

When you start thinking about setting up your site you first have to decide what you are going to use it for. Depending on what or how complex you want to make your site you may be looking at a different type of investment. The more complex and automated you want to make your site the more it is going to cost you to have created. The simpler you make it the cheaper it will be. Even if you would like to create a multiple page website you can use www.10make90forfree.com there will be limitations on the automated things you can do, but you can build links and structure a website using this free page builder. If you are looking for something more complex and need specific features on your site we suggest you call www.redknightmarketing.com for a free consultation.

Depending on what you want to accomplish you may want to seriously consider hiring a professional to help you setup. As you saw above there are some limitation on what you can do yourself, but there are plenty of options. For simple sites we suggest you do what you can yourself. For more complex sites the best advice we can give you is to hire a professional, it will be worth the investment! In the guide for getting your website up right you will also find information about how to find a good website designer.

Adding opt-in forms

We suggest that no matter what type of site you do decide to move forward with that you implement opt-in forms. This allows you to be in contact with users that have looked at your site and verified their subscription to your newsletter. Emails are still one of the best ways to drive traffic, make sales and gather leads. We recommend that you use www.aweber.com since they have very simple way to setup forms on your site and in addition they have excellent customer support. Opt-in forms are currently the highest revenue generator for smaller internet marketers (under \$1 million revenue). Even larger corporations realize how important this is, so if you are an Amazon or staples customer then you will know what we are talking about. They send out at least one email every week with suggestions based on what you have previously purchased or would possibly be interested in.

Signing up as an affiliate

No matter what you are selling or how you are making your money online, make sure you are signed up as an affiliate for as many companies, products and services as you can. The more you are signed up to the easier it is for you to make money of any question you may be asked. Simply redirect them to what they are asking for through your affiliate link and you will get a portion of the profits. It is really simple to sign up for an affiliate for most sites so take advantage of it.

Promoting products or services

If you are not selling your own products or services online then we suggest that you focus on selling products or services that you know or have used. It gives you more credibility. If you do decide that you want to create your own product and sell online, then go for it. You would probably be surprised at what types of products can be sold online, everything from “Wedding planning guides”, “Seminar services”, and pretty much any simple guide that people may need help with. We have seen so many products and guides online that it seems to be true that there is a market for everything!

Take your time and decide what you want to sell, explore sites like www.clickbank.com and see what you could promote. Just like with any other marketplace you will find good and poor products, just pick the ones you think you will want to promote!

Collecting revenue

Most of the affiliate programs that offer to take care of everything for you will require your social security number or a tax ID. If you start generating enough revenue as an online marketer we suggest that you setup a legal business entity. This will allow you to do several things that you could not do as an individual and you will also be taxed differently. This is something you are going to have to think about at a later point, we just wanted to plant that seed in your head so that you keep it in mind.

Payouts from affiliates can vary, most of them have a minimum amount that you need to reach before they send you a check for your share. Just make sure that you monitor them occasionally, otherwise all you have to do is check your mailbox, soon you should be starting to receive checks instead of bills!!!

There is nothing left to wait for... now go get started doing what thousands of people are already doing to make hundreds of thousands of dollars every month!!!

Here is to your success,
Gudmundur Sigurdarson (Gummi)
Founder 10make90.com

Resources

Support and entrepreneur education

[Doppelit – The Entrepreneur connection](#)

Auto responders

[Aweber](#) – Create your own opt in pages and newsletters

Create your intermediately advanced website

[Faster Webmaster](#)

Copy writing guides

[Instant Sales Letters](#)

[Instant Internet Profits](#)

[33 Days to Online Profits](#)

[33 Days to Online Profits Video CD-ROMs](#)

[Mind Motivators](#)

[Ultimate Copywriting Workshop](#)

[Web Copy Secrets](#)

[Public Domain Riches](#)

[Magnetic Marketing](#)

[Copywriting Seminar in a Box](#)

[Power Pause](#)

[Million Dollar Emails](#)

[Auto Responder Magic](#)

10 make 90

We created this project as a way to help start-up businesses. Throughout the years we have consulted with hundreds of businesses. We took this knowledge and started creating a series of books, starting with books about branding, image, websites and online marketing. These are the fundamental things that businesses need to know about when they start up and understand in order to grow effectively. We understand that most businesses are started up with very little capital. Just because you are on a limited budget you do not have to settle when it comes to your company image, you just have to be smart about where you invest your time and money.

A very common mistake of business start-ups is that they spend too much time creating their “brand”. Not only do most people not have the knowledge or tools in order to do that, they also are wasting their time when they should be out selling or promoting their business.

In the 10 make 90 series we are always updating the information. We are constantly adding new books and material. We strive to make information easily accessible to you and try to explain things in a way that is very simple. Our goal is to make it as easy for you to understand all the concepts and being able to find the resources you need easily. We do not waste time teaching you about things that you should and would be better off outsourcing unless you fully understand how to do it. This includes accounting, legal advice and other aspects that may deal with the government. These aspects you should hire professionals to take care of.

If you are interested in learning more about 10 make 90 then feel free to visit any of our websites. The main site that has our complete series and main book on it visit www.10make90.com, in addition you can visit our coaching company www.mindformula.com or our marketing company www.redknightmarketing.com

We are constantly growing the 10 make 90 concept so make sure you check back for regular updates. We are currently planning on offering free seminars and a more detailed website that will offer several resources, along with more information.

Thank you for choosing the book you have just read, if you would like more information about any of our other free e-books you can login to the Doppelit.com library. All of our free e-books will be available there.