

The ABCs of Being an Internet Marketing Sweetie

A Simple Guide to Making the Most of Your Online Business
...without Letting it Take Over Your Life

By Alice Seba
InternetMarketingSweetie.com

An Introduction



As my son gets ready for kindergarden, I figured it was time to for me to review the ABCs of a highly productive, yet low maintenance online business. I thought you might find this information helpful as well.

We may all know what it takes to be successful online and to build a low-maintenance business that offers numerous passive income streams...but sometimes we need a little nudge to get there.

I hope that the *ABCs of Being an Internet Marketing Sweetie* gives you the nudge you need. Following the ABCs, you will find a list of helpful courses to help you achieve your online business goals.

Let's get started....

A is for **Affiliate Offers**

Even if your selling your own products, make the most of your marketing by offering other products through affiliate programs. Your customers want and need more products than you can ever possibly offer them. Be sure to add relevant offers to your autoresponder series, customer follow-up and website content.

B is for **Backend**

Many online business owners very hard to get the first sale, but then seem to throw away that effort by not following up. Just using PayPal buttons for a one-off sale isn't good enough. The wonderful thing is that once you have a satisfied customer, they will continue to buy from you.

Make sure all your customers are placed in a follow-up autoresponder series, so you continue to be in touch. Give them valuable information and product offers. If you don't have more products to offer, make recommendations through affiliate programs (see A is for Affiliate Offers).

C is for **Carefree**

It may seem silly to suggest an online business owner with so many responsibilities to be carefree, but in order to make it through without an ulcer or nervous breakdown, you have to be. When things go wrong, do what you need to get them fixed, but don't let your business problems leak into your personal life. Relax, everyone makes mistakes and things do occasionally go wrong.

D is for **Diversify**

Never rely one traffic or revenue stream for your business. Things can change at any moment and you always want a back-up.

E is for **Email Addresses**

Always collect them AND use them. Offer your website visitors a subscription to your newsletter or ecourse. When most visitors come to your website, they'll leave without buying. They'll probably forget about your site and never come back. It's a sad, but realistic fact. If you get their email address, you'll then keep in touch and make more offers down the road to turn them into customers.

F is for **Finish**

Finish what you're working on. It's easy to get distracted on the Internet and start setting up a bunch of new and exciting projects. Instead, get one project profitable and then move onto the next.

G is for **Goals**

Set 'em, review 'em and take pride in accomplishing them. Remember to be realistic and don't overload yourself, but ensure you're challenged.

H is for **Helpfulness**

Be helpful to your customers, visitors and subscribers. This doesn't mean you have to answer endless individual emails, but provide helpful resources, FAQs and other information that is helpful to your target market.

I is for **Information Products**

Add to your income streams with information products. People come to the Internet for information and, in many cases, will pay good money for quality information. Information products can be ebooks, audio and video files, etc. that can be downloaded off the Internet. This means, the sale of your info products can be completely automated, giving you extra income and more time with your family or doing whatever you want to do.

J is for **Joint Ventures**

You don't always have to go it alone. Hook up with others to create products, content sites, newsletters, blogs, etc. Draw on each others strengths and increase your promotion power by working together.

K is for **Karma**

It's a simple concept of what comes around goes around. Help others and it will come back to you.

L is for **Learn**

The learning process is never over. Continue to educate yourself AND apply new ideas to your Internet marketing.

M is for **Make Offers**

The classic online business owner mistake. Many of us are too shy to make offers. Our email should include frequent offers, our websites have to ask for the sale. If we want to sell stuff, we can't be afraid of selling.

N is for **Network**

Keep in contact with others reaching your target market. Some people view others in their market as competition, but in the online world, our competitors can usually turn out to be partners with whom we can:

- create products
- join each others affiliate programs
- contribute to a blog together
- recommend each others newsletters

Always know people in your target market. They will be a valuable resource to you.

O is for **Outsource**

Learn to delegate tasks to others. You need to concentrate on the money-making activities and marketing of your business. Get others to take care of the other details. It WILL save your sanity and help you make more money.

P is for **Perseverance**

Never give up. If something is working in your business, see it to the end. Remember, it takes time to build your list, build your traffic and start seeing some good results.

Q is for **Quit for the Day**

Don't work all day and every day. You and your family will suffer for it. Set your working hours and then shut down for the day when they're over. You'll be more focused during the time you are working and you'll enjoy your "off" time more too.

R is for **Re-adjust**

Sometimes our plans don't work out like we hoped. Even though you really wanted something to do well, sell well, bring you more subscribers or whatever it may be - if it's not working, you have to be willing to readjust.

S is for **Spend Money to Make Money**

It's no lie, spending money to make money is much easier than trying to build a business on the cheap. Make wise investments in your business and the profits will come.

T is for **Test**

Always test out what works best for business. Try different sales messages, promote different products, etc. and note the results. Don't assume that if it ain't broke, don't fix it. You can constantly improve your online business.

U is for **Understand Your Market**

In order to sell to your market, you need to know what makes them tick. Ask your readers questions, visit forums where your target market hangs out and get to know them better. That doesn't mean you have to spend endless hours posting to message boards, but do read what they're talking about, what problems they have and figure out how you can solve them.

V is for **Value**

Provide value to your customers. This doesn't mean undercut your competitors by offering the lowest price because it's tough to be profitable that way. Go the extra mile with customer service, consumer education and offering a top quality product.

W is for **Writing Skills**

This is one of your most valuable assets as an online marketing mom. Everything from your website to sales copy to emails to nearly all online communication involves writing. Hone your writing skills and learn how to really touch your target market.

X is for **X-It Strategy**

Okay, so exit doesn't start with an X, but I hope you'll forgive me. This one is important. It's just a simple fact that you won't be able run your business forever..and why would you want to. There may come a time when you want to retire or heaven forbid, something could happen to you or a family member and you won't be able to dedicate yourself to your business.

You want to make sure that your business can continue to run when you're away...or that you could easily sell your business should you need to get out all together. The more organized, systematized and documented your business is, the easier it is to do this. Plan your X-it strategy now, so you're ready when the time comes.

Y is for **Yawn**

If you're tired and unproductive, walk away from the computer. Don't sit in front of the screen wandering cyberspace aimlessly. Get some well-needed rest instead.

Z is for **Zeal**

Without enthusiasm for your business, it's tough to survive. Choose a business you can run with zeal.

Internet Marketing Sweetie Courses

Here are some selections from my Internet Marketing Sweetie library that can help you take your online business to a new level. Everything I do for my online business is approached from three basic principles and each of my courses teaches you to do the same. Those 3 principles are:

1. **Maximizing your work time.** No sense in working hard for little return.
2. **Maximizing your bank account.** Always work SMARTER, not HARDER.
3. **Adding value to the Internet.** You'll never see me telling you to create Internet pollution just to make a quick buck. Everything I teach you do will provide lasting value and you can feel good about when you lay your head on your pillow each night.

But remember, there are no short cuts. There is HARD work involved, but you should never spin your wheels making "busy work" for yourself just to find yourself hitting a brick wall over and over again. Here's my courses that can you help achieve the 3 important principles I mentioned above:

- **Internet Marketing Sweetie** – Learn how to kill our competitor with kindness by adding value to your market and make money at the same time.

This course will teach you how to: increase your website traffic, build better relationships with your prospects, get more referrals to increase your sales, network for long-term success and even transform your competitors into partners.

Sign up at: <http://www.InternetMarketingSweetie.com>

- **Affiliate Marketing Sweetie** – Learn to increase your bottom line and make highly relevant offers your readers will thank you for PLUS make extra money doing it.

This course will show you how to find the best offers for your target audience (if you don't know your target audience yet, you'll learn more in this course), make the most of commonly forgotten virtual real estate, why micro-niche marketing is NOT really the answer to long-term success and more.

Sign up at: <http://www.AffiliateMarketingSweetie.com>

- **Information Product Sweetie** – Learn how to create a low maintenance business (or add a new revenue stream to an existing one), by selling information that your market is starving for.

This course will teach you how to get started with as little as \$35, how to find out if a product will sell, how to put your product together if you feel you lack expertise and/or loathe writing, marketing site templates and plenty of step-by-step checklists to help you along the way.

Sign up at: <http://www.InformationProductSweetie.com>

- **Press Release Profits** – What better way to give to your community and get a great reputation through media endorsement? Press Release Profits teaches you how to create an attention-getting release and build your publicity campaign.

Sign up at: <http://www.PressReleaseProfits.com>

Need More Individualized Attention?

I'm often asked if I do personal one-on-one coaching and the official answer is NO. Unfortunately my schedule, which is ruled by two busy boys under the age of 5, I'm unable to open up my days for ongoing coaching. It wouldn't be fair to my clients who may have to wait while I wipe a runny nose or work on an art project. It's also not fair to my little boys who need their Mommy.

However, every couple of months, I do offer my near-famous Internet Marketing Spring Cleaning Coaching that allows you to clear out the clutter in your online business and maximize your profits. This coaching includes weekly lessons and one-on-one access to me to help you along the way.

Visit the link below and definitely sign up if I'm taking registrations. If not, be sure to sign up for the priority notification list:

<http://www.IMSpringCleaning.com>

All the best to you in your online success journey!

A handwritten signature in black ink that reads "Alice Seba". The signature is fluid and cursive, with the first name "Alice" and the last name "Seba" clearly distinguishable.

Alice Seba

Your Friend & Partner in Online Success