



LEARN **THE SECRETS** TO

Making money

ON THE INTERNET



BY ANNETTA POWELL

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INTRODUCTION

Sick and tired of the 9-5 grind? Sick at heart from watching your efforts go to lining the pockets of your boss or your boss' boss? Hate the feeling that all of your time, all of your effort and all of your frustration aren't doing anything to actually build a stable financial future? You're not alone.

I've been where you are now. I've struggled with the decision to mortgage my future in exchange for my employer's success. I've fought the fear involved with taking your destiny in your own hands, and I'm still here to tell about it. More than that - I've forged my own future, grown my wealth, developed multiple income streams and now live the life that I deserve. Sound too good to be true? It's not. Sound like it's too difficult for you to do? It's not.

I wrote this book to show you how to achieve the same success I've enjoyed. Within these pages, I spell out what you need to do in order to break out of mediocrity and start building real, lasting wealth. This book teaches you how to change your mindset and your life so that you're no longer focused on what doesn't matter, and are able to pursue what really does - the good things that you've dreamed about.

I also give you the most powerful tool available to boost your success in the world of Internet marketing, and teach you not only how to use that tool effectively, but how to automate the process, so that you can begin building wealth without sacrificing all of that hard-won time and freedom. There's no point in becoming an entrepreneur if you're going to be stuck working longer and harder than you did as an employee.

This book is for everyone who's ever dreamed of being their own boss, who has ever dreamed of throwing off the shackles of the humdrum, corporate world and really getting out and living life. It's for everyone who's ever wanted the freedom to pursue their dreams, rather than being shackled to a life of mediocrity. It's written for you.

BUILDING THE MARKETING MINDSET

Building success and launching a fruitful career as an entrepreneur requires more than just hard work and dedication. You also need to have the right mindset and the right tools. You need to understand several key factors about creating an independent life as well. This chapter will help you create the right mindset and ensure you're taking the first steps toward building the life YOU want to live.

IT'S ABOUT FOCUS AND REALIZATION

No one wants to work the rest of their life to build someone else's success. The days when you could work for a company for 30 or 40 years and then retire on a comfortable pension are long gone (and have been for a very long time). Today, it's up to you to create the success and lifestyle that you want. Being your own boss has never been so rewarding (and it's never been easier, either!).

Whether you're sick and tired of going through the endless daily grind without reward or you're just anxious to start building your dream life, the first thing you must do is realize that you're going to be an entrepreneur. That's true whether you're opening a brick and mortar storefront, or if you're going into Internet marketing. What do you need to realize? Here's what you MUST know if you're going to succeed.

YOU'RE AN ENTREPRENEUR

According to Merriam-Webster, an entrepreneur is defined as, “one who organizes, manages and assumes the risks of a business or enterprise.” There’s a very important word in that definition – risk. You have to take risks in order to be successful.

Every entrepreneur assumes at least some risk. Your job is to minimize that risk; not avoid it. How do you minimize it? That’s simple. You do so by making smart decisions, creating a marketing mindset and following the right steps to build success. However, that doesn’t mean that you have to avoid all risk – wealthy people take calculated risks.

You don’t spend your money without first calculating the risks involved. The middle class as a whole is averse to all risk, but without some risk, there’s no possibility of growth. For instance, you could put \$1,000 in a standard savings account. It’s safe, it’s protected and it will be there when you need it. Sounds like a wise decision, right? Actually, it’s foolish. By taking a little risk and making that money work for you, it could become \$2,000 or \$20,000 over time. Making wise decisions involving risk and reward is part of being an entrepreneur and developing the right mindset. That’s where this book comes in.

CHANGING YOUR MINDSET, CHANGING YOUR LIFE

Are you ready to create a massive change in your life and start creating the future of your dreams? If this sounds like you, it’s vital that you first understand the importance of changing your mindset – your thinking, the people you hang out with, what you do with your money and time – you have to change the entire package or you’re going to fail miserably. Our society is divided into two separate mindsets where wealth and success are concerned. Millionaires have one mindset, and the middle class has another. When you think about how a millionaire lives, what do you picture?

Do you imagine them dining on caviar and champagne every night? Do you imagine them having the best of the best of the best of everything? Decked out with the latest designer fashions, they’re dripping with diamonds and jewelry, right? That’s wrong. The rich don’t go to great extremes to LOOK rich – they already are. They have no need to flaunt it. Wealthy people are tight with their money – they make sound financial decisions, live within their means and constantly work toward building success and wealth.

The middle class, on the other hand, takes the opposite tack. They too often have the “consumer” mentality. That is, they focus on having the nice things they think represent wealth and success. They focus on buying – they’re spending rather than saving. They’re loose with their money. Those who will never have

real wealth focus too much on presenting the appearance of having wealth. Whether you call it “keeping up with the Joneses” or just keeping up appearances, it all boils down to the same thing and you’ll go broke because of that attitude.

Not only do you have to change the way you think about money and possessions (how you present yourself to others), but you have to consider the people you fill your life with. If you surround yourself with people who share your mediocre mindset, all you’ll ever achieve are mediocre results. Surround yourself with others who are also driven to excellence; those committed to building real wealth, not the appearance of wealth. Fill your life with people who will support you and help you grow, not those who will drag you down to their level.

Finally, be patient. You have to get out of the habit of expecting instant gratification (something that’s become more and more prevalent in recent years). Building success takes time and patience. It won’t happen overnight. Have patience, make it through the learning curve and build the knowledge necessary to be successful.

GOOD NEWS FOR ANY INTERNET MARKETER

You should be familiar with the old adage that says, “You have to spend money in order to make money.” That’s true for every single industry on the face of the planet. There’s no such thing as a zero-cost business.

Every single business opportunity requires some sort of investment on your part, whether that cost comes in the form of time or money. In most instances, it will be both. You must be willing to spend money in order to make money – you have to invest to get your Internet marketing business up and running.

Even Internet marketers who make what seem to be wise decisions struggle to see much in the way of income, much less build the kind of financial independence necessary to live the life they’ve always desired.

There’s good news, though. It doesn’t have to be that difficult. You just need an action plan to follow and the right one to guide you through the process. That’s where I come in. My name is Annetta Powell, and I wrote this book to help you make smart decisions, build success and begin living the life of your dreams.



CHAPTER 2

WHO IS ANNETTA POWELL

Hi, my name is Annetta Powell. I was born to deaf parents and grew up in humble surroundings within the Metro Detroit Area. But I wasn't going to let any perceived disadvantages keep me from the success I desired.

I escaped the nine to five rat race and built a real estate empire in Detroit. Then I lost it all. I even spent time in prison ... but that wasn't the end of my story. After getting out, I came back and achieved even greater success.

Throughout my career, Internet marketing has played a huge role in the success I've achieved. Now I want to share the biggest secrets and strategies that I have used to build tremendous wealth over the years.

You're going to shave months of your learning curve and discover exactly what you need to do to grow your wealth in today's competitive marketplace.

HOW I BUILT A REAL ESTATE EMPIRE

I started out in real estate at the age of 24 after graduating from the University of Phoenix (Class of 2002) and realizing that I was never going to become a millionaire working for someone else.

I purchased my first real estate property for \$18,000. After making the necessary renovations, I was then able to sell it for a profit of \$24,000.

That first sale ignited a fire in me and over the next several years I sold more than 600 properties generating \$50 million dollars in real estate sales. I also wrote a book entitled, "Finding, Fixing & Flipping" properties. To get the book or learn more about real estate investing go to findingfixingandflippingproperties.com

CHANGING GEARS & BECOMING A SERIAL ENTREPRENEUR

My soaring success came to a screeching halt when I found myself under investigation for real estate fraud and then the bottom fell out of the housing market in 2008. I went broke and ended up spending time in prison - the same prison where Martha Stewart served her sentence.

During this period, I did some real soul searching. I realized that while real estate had been my primary source of income for several years to achieve true lasting wealth I needed to build multiple income streams, which is exactly what I did. I decided to diversify her income.

I now own five tax franchises, known as the Tax Experts, a luxury party bus company, a women's clothing store and more ... and I continue to still build wealth in real estate.

**I'VE BECOME THE VERY DEFINITION OF A SERIAL ENTREPRENEUR -
AND I'M EVEN SHOWING OTHERS HOW TO DO IT, TOO.**

I have created a special network, which I'm calling The Wealth Connect. My mission is to help thousands of people master entrepreneurship and build wealth all at the same time. If you want to learn more about this network go to the www.wealthconnect.com

MORE ABOUT MY NEW ROLE

Building a business is not easy – and life is often not easy as well. But I've learned that with vision, drive and determination you can achieve your goals. I'm living proof of that. I now have a great desire to help others see just how powerful they are inside, too.

In this book, I'm going to share how you can use Internet marketing to accelerate your business success and achieve goals that you thought were completely out of your reach.

GET THE COACH YOU NEED TO ACHIEVE GREATER SUCCESS!

Ready for real-life coaching that will help you break through barriers and achieve new levels of success?

My coaching is about you as a whole person – your values, your goals, your wealth/career, your work-life balance, your fulfillment and your life purpose.

I will work closely with you to design a plan that is specific to your needs and aspirations. Then I will give you the guidance and insight and encouragement you need to turn your goals into reality and live the successful life of your dreams.

My goal is to show people how to create true financial freedom ... while also improving personally ... so they can become great entrepreneurs and people.



DON'T SETTLE FOR A LIFE OF MEDIOCRITY!

Instead push forward toward excellence by letting me coach you.

You'll get the encouragement you need to break through plateaus and achieve the unprecedented success that you've always been dreaming about. You will learn how to turn your goals into reality!

I've been in your shoes and succeeded. I wasn't born with a silver spoon in my mouth. I didn't have access to special training or insiders. I did it all myself and now I want to share with you the tips, tricks and information you've never heard anywhere else.

I will take you behind closed doors and reveal the exact process I used to reach astronomical success in simple and concise detail.

Far too many of us are willing to settle for mediocrity. I want to show you how to live a life of fullness and joy.

I assure you that you will learn so much about how to create true freedom in your life if you follow my lead. You will grow as an entrepreneur and as a human being. I'm very much looking forward to sharing my knowledge with you. Let's grow together and become the true artists on this canvas called life!

**GO TO ANNETTAPOWELL.COM
AND CLICK THE COACHING TAB TO LEARN MORE.**





CHAPTER 3

THE SECRET TO BEING A SUCCESSFUL INTERNET MARKETER BLOGGING

A quick look at the online world will show you dozens (maybe hundreds) of different platforms, all claiming to be the best option for Internet marketers. Of course, there are some worthwhile options in that mess, but many are just a waste of time, money and energy. In order to become a successful Internet Marketer you need a proven, effective solution to your needs. The solution to your needs is Blogging. Blogging will help you accomplish your dreams and is the best solution to your needs.

WHY BLOG?

Before we go too much further, let's talk about why blogging is the platform of choice for those who want to build their success and wealth online. Why, with all the other options out there, should you start with a Blog? And yes, some people do have a rather low opinion of blogs, but that's only because they don't know the power and capability inherent with this Internet marketing tool.

WHY START A BLOG?

Blogging is the original form of social media. Long before Facebook let you “like” your friends statuses, even long before Myspace offered a way to create a glittery, fun profile online, blogging was connecting people. Blogging has been and always will be a powerful, motivating force that allows YOU to share insight with and get the attention of your target audience. It’s really that simple.

If you really want an eye-opener, check out some of the stats for blogging released by [Yahoo! Small Business Advisor](#):

81%

of consumers in the US trust information/advice from blogs

128

There are currently 128 million blog readers in the US alone

67%

Marketers generate 67% more leads through blogging than any other method

61%

of US consumers online have purchased something based on advice given on a blog

126%

Small businesses that blog enjoy 126% more growth than those that don't

Those are some pretty startling statistics, aren't they? As you can see, blogging really is the best option out there for kick starting your online business. Blogging will allow you to start living the life of your dreams.



OTHER REASONS TO BLOG

Beyond the world of hard data and statistics, there are some other compelling reasons to start blogging. Here's a quick look:

Personal Connection – Today's consumer is savvier than ever. He or she expects to develop a personal connection with the brands and businesses they interact with online.

There's **NO BETTER** way to create that personal connection than with a blog. It's informal, laid-back and personal by nature, which is exactly what today's online user wants.

Be Yourself – Many forms of online marketing are cold, impersonal and don't really let your personality, charisma and character shine through (think PPC ads). On the other hand, blogging lets you be yourself at all times. You can inject humor, be sarcastic, show warmth and compassion...let the real you shine through and your readers will love you for it.

Easy to Start – Most online marketing techniques require considerable time and effort to get started. They can also cost a small fortune (some blogging packages do as well, but we'll touch on that later). Blogging is fast – creating a blog usually only requires a few minutes. Blogging is easy – you write a post, publish it, and then interact with your commenters.

Build Your List – Internet marketing without an email list is an exercise in frustration and failure. The single best way to build a targeted list of people interested in what you have to offer is through a blog. That's it – there's no faster, more proven way to start building wealth.

You Have to Have One – Let's "get down to brass tacks". You need a blog if you want to succeed in online marketing. That's all there is to it. If you don't have a blog, it's like having a car without an engine in it. You might have a comfy seat, a posh ride, but it's not going ANYWHERE. No matter what your niche or market, no matter who your target audience might be, you **NEED** a blog.

HOW DOES A BLOG HELP YOU BUILD YOUR INTERNET MARKETING BUSINESS?

Now that we've taken a look at a few reasons why you need to start blogging now, let's dig into how blogging can really help jumpstart your Internet marketing business. The benefits here are numerous and cross a wide range of different categories. Let's take a look.

BUILD AN AUDIENCE

The primary reason for creating a blog is to build your readership, to create an interested, engaged, targeted audience. Writing in-depth blog posts does several things that encourage readers to become fans. First, it shows that you know what you're talking about. It positions you as an expert in whatever niche you might occupy. Second, regular blog posts (yes, you have to commit to a regular posting schedule) keep your audience coming back for more. Third, if you're able to provide insight, value and/or entertainment, your audience will share your posts with others, further growing your readership.

GET FEEDBACK

Real, usable feedback from your audience is invaluable. It can help you determine where to focus your efforts in your business. It can help you land on "the next big thing". It can help you accomplish any number of goals. Blogs are built to give you that feedback. While a business might have to rely strictly on their customer service department to provide feedback from customers (most of which is going to be negative anyway, because who calls customer service if they're happy?), bloggers get immediate feedback from reader comments.

GAIN INSIGHT INTO YOUR TARGET AUDIENCE

Ever wonder what makes your audience members tick? All online marketers do. Those in the know use their blog in creative ways to get answers to their most pressing questions. With those answers, they're able to build even greater success. Blogs are great places to ask questions of your audience outright, but you can also glean insights by reading the comments left.

BUILD INFLUENCE

Blogs are branding tools and allow you to build your influence incredibly fast. Your audience will know and trust you because of the relationship you build with them through your blog posts. That influence translates directly into greater success in your online marketing efforts.

BUILD YOUR EMAIL LIST

Your blog is the ideal place to start building your email list. There are plenty of different list-building tools out there (we'll touch on those later), and they can easily be added to your blog, letting your audience sign up with just a single click of their mouse (it's hassle free for them and you).

WHERE TO START?

You'll find plenty of blogging platforms out there, but they're definitely not all created equal. You might think that going the "free" route through Blogger or a free WordPress blog is the best option, but that's not the case (you need your own customized URL, among other things). Paid blogging platforms are much better options, but they can be very costly. For instance, you might pay \$250 or more for one of these options. That's the wrong way to go, and it's definitely harmful to your bank account.

Remember when I mentioned that millionaires are tight with their money? Yes, that applies here as well. You can set-up a blog in just a few seconds. The key to becoming a successful internet marketer is by taking action by implementing each step you read in this eBook so that you can be closer to achieving your dreams.



DRIVING TRAFFIC TO YOUR BLOG

Once you have set-up a blog it's now time to learn how to drive traffic to your blog; however, blogging is incredibly powerful, but all that power goes to waste if you cannot get people to your blog in the first place. Bringing readers to your blog is simpler than you might think. It really just requires that you know the tools available to you. There are quite a few different options out there, but we'll touch on three of the best in this chapter, so let's get started.

ARTICLE MARKETING

The first best way to drive traffic to your blog is Article Marketing. I know what you're thinking. "We're living in a post-Panda, post-Penguin world. Article marketing is a no- no." Actually, that's only half-true. Yes, Google's updates put the brakes on old-school article marketing, and that's actually a good thing.

Article directories like EzineArticles aren't really worth your time and effort anymore thanks to Google cutting their link juice and page rank, but directories aren't truly where you want your articles published anyway. Here's what you need to know.

First, let's address what article marketing is. Essentially, it's just another form of content marketing, but one designed to provide readers with in-depth information on a specific topic. You write an article about a topic that matters to your audience, include links to your pertinent destinations and online platforms (your blog, for instance), and then publish it. Over time, your efforts result in driving traffic where you want it.

Second, let's look at where to publish your articles. As I mentioned, article directories are pretty much worthless today, thanks to Google. That doesn't mean there's nowhere to publish your articles. In fact, there are more places today than ever before, and they're much more authoritative and trusted by consumers than directories ever were.

So, where can you publish your articles? There are more places than you might think, including:

- Online magazines, particularly those related to your niche
- Guest blog posts on respected blogs with a high page rank and solid readership
- On social networks like Facebook or LinkedIn, with a link back to your blog
- In your newsletter (with links back to your blog and to your affiliate offers, of course)

As you can see, there are plenty of places to publish your articles and start driving traffic to your blog. Of course, you have to optimize those articles with your targeted keywords, and don't forget to include those all-important links back to your blog! Now let's move on to the second best way to driving traffic to your blog.



SOCIAL MEDIA MARKETING

The second best way to driving traffic to your blog is by using social media marketing. It's one of the most talked about, yet misunderstood forms of online marketing today

- social media marketing can boost your traffic to your blog dramatically. You can use your social media platforms in the same way as you use your blog. You can position yourself as an expert, connect with your audience and build real relationships that keep people coming back for more. Of course, there are several things you need to know about social media marketing. It's not as simple as making a Facebook page and then kicking back while the traffic rolls in you have to:

Choose Your Networks Wisely - There are tons of different social networks out there today, but they're not all the same. Your audience might be located primarily on Facebook, Instagram, Youtube or they might hang out on Twitter. They might use G+ or be chiefly located on LinkedIn. The first step in social media marketing is determining where your audience lives online and then creating a profile on those social media platforms.

Don't Sell - There's nothing that will kill your social media marketing efforts faster than trying to sell directly to your connections. Don't do it. Social media isn't designed that way. It's not a billboard, or a phonebook ad. Social media is about creating real relationships with real people; not about bashing them over the head with your marketing message.

Don't sell. Entice, incite curiosity, build authority, and interact with your followers/fans/connections and above all, put your blog URL out there to drive traffic. Link new posts to your social media accounts. Mention a helpful blog post when a follower asks a question. Use your social media presence to drive traffic; not as a sales outlet.

Keep Your Presence Focused - It's easy to get distracted on social networks. There's so much going on, so much to respond to, and so many interesting things to do. It's important that you don't let your social media presence become diluted, though. Keep it focused and relevant to your audience. Offer real value, posts of real interest and provide insight within the scope or your focus.

Create Shareable Content - The ultimate goal in social media marketing is to create content that resonates with your audience so much that they can't help but share it with their own friends, family and other connections. Creating highly shareable content is simpler than you think, as well. If you stick to the rules of providing relevant, value-packed content, you won't have to do much else.

USE SOCIAL BOOKMARKING SITES

Another way to drive traffic in social media to your blog is by using social bookmarking sites. When you think of social networking, chances are good you really only think of sites like Facebook, Instagram, Twitter, LinkedIn and G+. However, there's more to this world than those platforms. Social bookmarking sites are technically "social networks" although they don't resemble those I just mentioned. What's a social bookmarking site? Why should you bother with them?

It might help to think of bookmarking sites as "social sharing" sites. In essence, you sign up and share URLs of interest with your audience. There are several different "flavors" out there. StumbleUpon is one of these - essentially, you bookmark a site or blog post and then share the URL with the network. Reddit is another social sharing site that can offer massive amounts of traffic if you use it correctly. The trick with Reddit is to get your post on the correct "sub-board" rather than posting to the main Reddit page.

Reddit has thousands (perhaps tens of thousands) of subcategories - things like humor, video, comics, science, music, movies, books, gaming and more. A quick look through the subcategories will show you at least one (but probably several) that relate to your niche. Post your links in these subcategories.

StumbleUpon and Reddit aren't the only two social bookmarking sites out there. You'll find tons of others, like Digg, Delicious, Slashdot and more. You'll find that these can all offer a dramatic increase in traffic to your blog posts.

There are a few rules to remember when using social bookmarking sites, though. These include the following:

- Don't get into an argument if someone down-votes your post (Reddit lets users vote up or down on posts)
- Ask for support from your social media connections if your post is being down-voted (Twitter followers LOVE to help out in instances like this)
- Avoid flame wars in the comments section. If you can't say something nice, keep your mouth shut - it only creates a bad reputation for YOU, and doesn't harm the offender in any way.
- Limit your promotional posts - if you post link after link after link that only lead back to your blog, people will automatically assume you're a spammer (and you are if this is what you're doing).
- Share links of real interest. Social bookmarking sites are a lot like other social media sites - you need to share content of interest to your audience, and that doesn't mean strictly to your own blog. Share interesting links that offer value to your audience.

Now that we learned how to drive traffic to our blog from social media techniques, let's move on to the third way to drive traffic to our blog.



VIDEO MARKETING

Another way to drive traffic to your blog is through video marketing. Chances are good you're familiar with this, even if you don't know it by that name. If you spend any time at all on YouTube, you've seen people using videos to market their products or services, and direct watchers to their website or blog. Even Fortune 500 companies have gotten into the act. Video marketing really isn't that complicated. It involves little more than making a video and then posting it to a video sharing site (we'll talk about a few of those shortly). You can promote almost anything with a video, from customer testimonials to how-to tutorials and everything in between. What's more, creating videos offers several things that you can't get in any other way:

- It offers a direct, personal connection to YOU
- If you make the video yourself, it allows your prospects to get to know you better
- It offers both audio and visual connections, providing an in-depth experience for your viewers
- Video content shows up in Google results, and can have a powerful effect on getting traffic to your blog

Recording a video isn't that challenging these days, particularly with the rise of iPhones featuring built-in cameras and recording software. With a little bit of forethought and some minimal planning, you can have your video recorded and uploaded to a sharing site in mere minutes.

With video marketing, you can include your blog link and other pertinent information beneath the video, encouraging your viewers to click the link after they finish the video. You can encourage more people to click that link by offering a free product, as well.

Where should you post your videos? Actually, there are plenty of video sharing sites out there. They're not all worth your time, though. Here are some of the best options available:



YouTube is THE primary video sharing site. It's the largest, most heavily used site out there, and it also integrates with your Google profile, so you can tie your videos in to your G+ account if you want.



Vimeo isn't as large as YouTube, but it does have some significant traffic. There are also free and paid accounts (the free account is more than enough for most people, but the premium account does come with some nice perks).



DailyMotion has become a contender for the crown in the world of online video sharing (contesting with YouTube). It's a huge site, and the 2 GB file limit is enough that you can upload almost anything without worrying about it being too large.

With just a few minutes of time, you can create an account on any of these three sites, start uploading videos, and build the traffic flow you need to your blog.

BUILDING YOUR EMAIL LIST

Now that I have shared three different ways to drive traffic to your blog now it's time to talk about how to monetize your traffic which is building your own email list. I've said it before, but it bears repeating. If you don't have an email list, you're crippling your marketing efforts. Remember, the money is in the email list. I am sure you have heard people say this time and time again, the more you start to become familiar with Internet Marketing. Building an email list, based on your blog visitors, offers significant benefits, including:

- These are all targeted individuals, not random names purchased in a possibly outdated list
- These individuals are already interested in what you have to offer - they've opted in to receive your email, after all
- You've made a personal connection with each of these people through your blog, and they're open to receiving more communications from you
- You can use your email list for virtually anything, including email marketing, newsletters, special announcements, sales drivers and more
- You've built value with these people already (by providing them with something of interest, which we'll get to in just a moment)

Of course, there are some specific steps you need to take to ensure that you're able to build that email list in the first place. Going about it the right way offers a powerful marketing tool with massive ROI (Return on Investment). Doing it the wrong way will short-circuit your marketing. Backfires aren't really things that you can afford, so do it right from the start. Now let's talk about why you need to use an opt in list.

USE AN OPT-IN LIST

The first thing to understand is that BUYING an email list is the wrong tack to take. Those are usually outdated, filled with inaccurate information and make the online equivalent of a cold call. Do you like telemarketers calling you at home during dinner? No, and your recipients won't appreciate getting unsolicited emails in their inbox.

Rather than purchasing email lists, build your own from your blog readers and use the three traffic methods that I shared with you earlier in this eBook. It's simple to build a list with the right program,(and the right value offering to entice your readers to sign up). but let's talk about what steps you need to take to build a great email list.

First things first you must - create some type of free product with value to give away to your visitors who visit your blog. It can be a free video, eBook or a report; however, you must make your free gift actionable, informative and accurate. It should answer questions or solve problems, and it should also be directly related to your niche. If you are thinking about writing an eBook or a report as your free gift, but you don't have the skill set to get your free gift completed, don't worry, you can hire someone from [upwork.com](https://www.upwork.com) to create your free gift for you. You can then place it on your blog to entice visitors to opt-in to your email list.

By having a free product on your blog (one that sparks your visitors' interest and addresses a need they have), you improve your chances of getting them to sign up to receive emails from you (otherwise, they have no real incentive other than just handing over their contact information so you can market to them, which most people won't do).

Once you have your free offer to entice readers to sign up on your email list, you need to set up an opt-in form that will allow your readers to enter their first name and email address in the opt-in form. If you have purchased an email system, then once your visitor enters their first name and email address into the opt-in form your free gift will automatically be sent to them if you have set-up your follow up email campaign. Do not try to do this manually because it is not only no fun, but it gets to be impossible when you start building a significant flow of traffic. You have to have some type of system that will allow you to automatically set your emails up to be sent out to the list of people who are in your email database. If you do not have an email system or you do not know where to go to get one set up, here are my suggestions:

AUTOMATING YOUR PROCESS

One of the most significant things that have happened in the world of Internet marketing is the rise of automation solutions. The one system to manage your email list that I highly recommend is annetapowellgetresponse.com. Here is why I highly recommend you use this email system to manage your email list.

First, it is affordable – you can get started for as little as \$15 per month. Second, it's robust and professional. It automatically manages your database, adds new subscribers and more. It also lets you do more than just collect names and contact information.

Get Response gives you the ability to create:

- Newsletters
- Autoresponse forms
- Professional landing pages
- Email messages
- Add social media sharing buttons to your emails and other creations
- Access analytic information about your recipients, your click rate, site conversion and more
- Import contacts from other programs to your email list (think Gmail and Sales force)
- Create custom signup forms that can be integrated in your blog, but also on your Facebook page and in other locations

As an Internet Marketer you will need to have a system that has all the functions that I have listed above now let's talk about the key considerations in list building in the next section of this eBook.

KEY CONSIDERATIONS IN LIST BUILDING

Building your own email list is the most essential step in leveraging your blogging efforts and building a successful internet marketing business online. As mentioned, you need to use a company to manage your email list, simply because doing it on your own isn't really feasible (and for \$15 per month, you can't beat the tools and capabilities offered by Get Response). With that being said, let's talk about a few things you need to know about the list-building process.

DOUBLE OPT IN

If you really want to maximize the accuracy and response rate of your email list, use a double opt-in form. Essentially, this is nothing more than a two-step signup process, but it not only ensures that your readers understand that they're giving you their contact information, but that they're directly giving you permission to send them email communications on a regular basis.

CONFIRMATION EMAIL

Once your users sign up for your email list, it's important that you have a confirmation, email sent to them (set it up through Get Response). This gives them a visual reminder that they signed up, as well as details on how to unsubscribe should they wish to (and you'll always have a small percentage who unsubscribe over time).

FIRST CONTACT

You need to create an auto responder that sends out a welcome email introducing yourself with your free product included in your first email that is sent to your subscribers. This can be a thank you note, or it could be a newsletter, your free product and a welcome message. You need to be the first to contact your subscriber immediately through your email campaign. Remember the first impression of who you are is always the best impression.

CONSIDERATIONS WITH YOUR

Now that you've built a list, you might assume that you've got yourself a captive audience, and can launch straight in your sales pitch. Don't do it. If you do, you'll see those people unsubscribing by the score. Stay away from sales pitches - make your content interesting, informative and chock-full of value to your subscribers.

Provide value in everything you do, and your results will be substantial. Resort to selling right away, and you'll fail. However, you want to send two to four emails monthly pitching something that you want your subscribers to purchase. Concentrate on building your list with the three traffic methods I told you earlier in this eBook, as well as setting up a valuable email campaign, with only two to four sales pitches per month in your email campaign.

If you follow my instructions, you will be on your way to making a ton of money. I know you may be asking yourself "what products do I need to sell in order to make money on the internet?" Well, I am going to share a way where you can make money that will allow you to make money off other people's products who actually created the product, so in essence they made the product and you get paid off sharing it with your list in the next chapter which is known as affiliate marketing

AFFILIATE MARKETING



CHAPTER 5

AFFILIATE MARKETING

Driving traffic to your blog is all well and good. If your blog is rich in content, you can establish yourself as an authority in your niche and build your audience. However, if you don't have any products to sell on the internet you will not be able to make any money online. You need some type of product in order to make money on the Internet. Free information will get people to your blog and get them to opt-in to your free offer, but affiliate marketing will allow you to make money on your blog when people come to visit you.

WHAT'S AFFILIATE MARKETING?

Unless you're a complete newcomer to the Internet, you've at least heard of affiliate marketing. Essentially, this puts you in the role of marketer for another company's products. It gives you products to sell even if you don't have the time or patience to create your own. In exchange for your services, you earn a commission each time someone clicks through the affiliate ad and takes the desired action by signing up with a system that is offered, purchasing a product, etc.

Affiliate marketing lets you capitalize on not only your own authority and leadership, but on the name recognition and branding of a firmly established company. This not only builds profit for you, but also ties you in with that company's reputation, which is a good thing. Every blog needs a way to earn money. It's not enough to build a robust blog filled with high quality content, or just offer free video's, report or eBooks. You need something that turns you a profit every time someone clicks the link (passive revenue generation that requires no effort on your part).

HOW DOES AFFILIATE MARKETING WORK?

Affiliate marketing works in a variety of different ways. Most of it depends on the company with which you become an affiliate. Some prefer that you place small graphic ads on your site (similar to a Facebook ad). Others prefer that you market their products contextually - through strategically placed hyperlinks in your blog posts that lead to a corresponding page on the company's main site.

Regardless of the marketing method the company wants to use, the process works the same once your reader clicks through. That initial click tags your reader's browser and adds a cookie. That cookie contains your affiliate information (your ID number, in essence). When their browser lands on the corresponding website, the company's server recognizes your affiliate data and credits the referral to you. Once that reader/ visitor takes the desired action, your account is credited for the commission, and you've just made money (all without having to do a single thing on your own, other than market your blog on the Internet).

WHAT AFFILIATE PROGRAM IS RIGHT FOR ME?

If you search Google for even half a second, you'll find there are tens of thousands of different affiliate programs out there. The problem is that they all vary considerably from each other, in terms of how much commission you earn, the products they sell, the frequency of their payouts to you (and the minimum payout amount required to release your money), as well as a host of other metrics. Obviously, you have to make an informed decision here - the wrong choice will leave you holding the bag, but the right choice can be a dramatic step toward building the financial future that you deserve.

Whether you're tired of wasting your time and energy with affiliate programs that don't work, or you're looking to cut out the hassle and expense involved with trial and error. You have the potential to earn a minimum of \$5,000 within 60 days, but it will all depend on your work ethics and your desire to succeed as an Internet Marketer. Success is waiting right at your doorstep, but it will require some effort on your part. Remember, a dream will not work if you do not work; but if you work, then you will be on your way to making the type of money you've always dreamed of making.



CHAPTER 6

GET A MENTOR

Doing it alone in the world of Internet marketing can be lonely, frustrating, confusing and costly. It's all too easy to make the wrong choices, and wind up with nothing to show for your efforts. You need the help of someone who's been there before; who has pioneered the best path forward toward building your ideal financial future. You need a mentor.

Why is that? Mentors offer invaluable advantages to those they help. There's no better way to learn how to achieve success than in a one-on-one manner, from someone who has already achieved success on their own terms. Mentors are more than teachers or guides. They're the ones who help you avoid the pitfalls, errors and obstacles that derail other people. They're responsible for giving you the education, advice, training and help you need to meet life head on and really build the future that YOU deserve.

By building a personal relationship with a mentor, you get more than just knowledge. You'll also make connections in the industry, learn the ropes, and really start understanding how to achieve the success you want.

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Internet marketing isn't rocket science, but there is a learning curve involved. If you're struggling along on your own, that learning curve can be considerable. Every minute you spend doing the wrong thing (or doing nothing because you're lost and confused), is money lost. It's success lost. It's watching your dreams slowly spiral down the drain.

I am proud to offer my personal mentoring program to only the people who are serious about making a change within their life. If you are serious about making your dreams come true head over to annetapowell.com and click the "Coaching" tab.

My mentoring program can help you find the way forward while simultaneously reducing your learning curve and boosting your profitability. Stop wasting time, money and effort, and start building the future that you deserve right now.

CONCLUSION

Becoming a successful Internet marketer offers you the chance to build the financial future that you've always dreamed of. It's not as simple as hopping online and starting, though. You need to change your mindset and rid your life of those who will bring you down to their level. Change your mindset from mediocre to a millionaire's mindset - you'll be astounded at what this single change can do to improve your financial life, your future outlook and the way you see yourself.

You need to build a blog, establish yourself as a leader and innovator in your niche, create an audience for yourself and then reach out to that audience. Build your success with a targeted readership and use the specific techniques in this book to drive traffic to your blog. Of course, your blog needs products, too. Without products to earn a profit for you, your marketing efforts are all for nothing.

Don't be put off by past failures or your lack of knowledge in Internet marketing. With the helping hand of an experienced, expert such as myself, and the information in this book, you can create the future of your dreams. Wealth, health and success can be yours by just taking action.