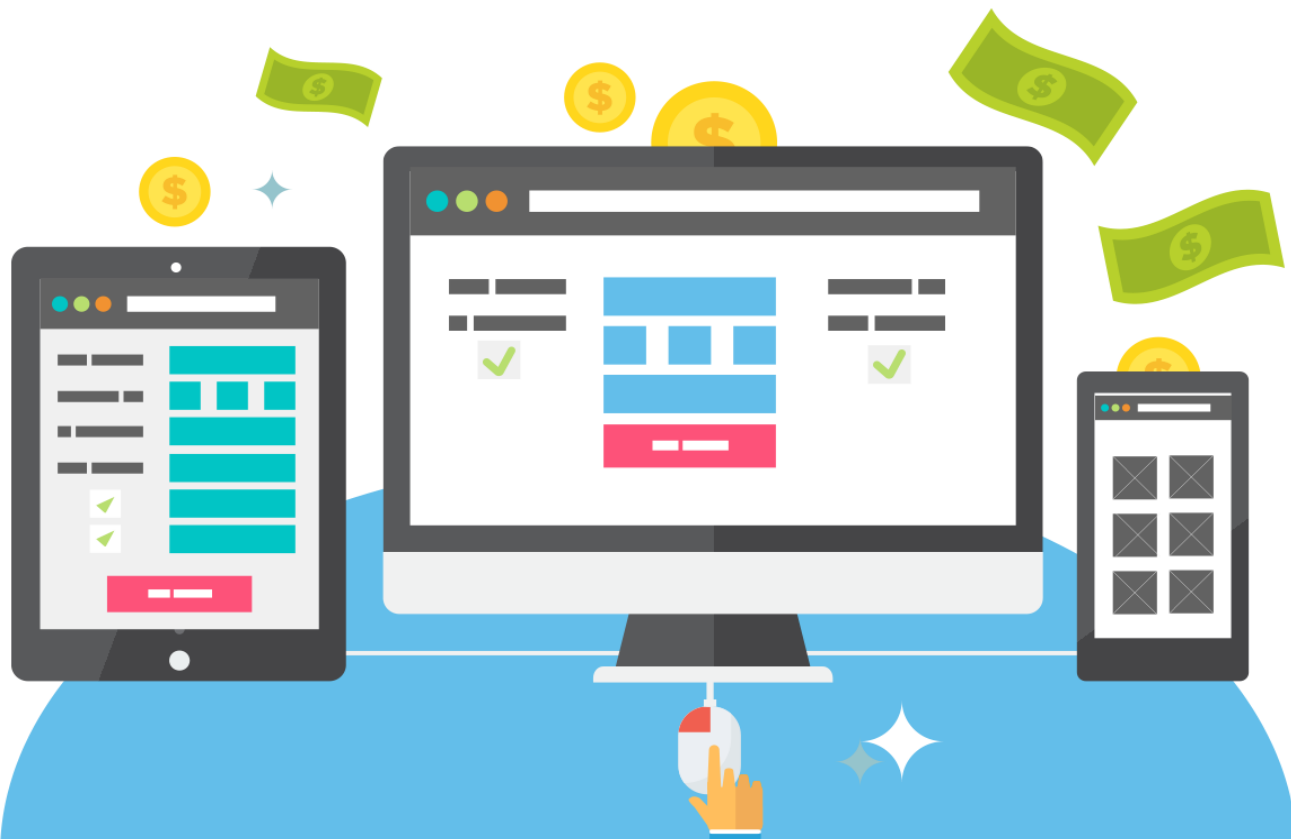


# INTERNET MARKETING

I N T E G R A T I O N



HOW YOU CAN USE YOUR BEST SKILLS  
TO MAKE THE MOST MONEY ON THE INTERNET

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# Foreword

*Everybody would like to make a lot of income and they would like to make it quickly. You are likely not an exception and you will be pleased to know that bringing in income quickly is very possible with Internet marketing. All the same, the only way it will happen is by following a couple of simple rules of thumb.*

## *Internet Marketing Integration*

*How You Can Use Your Best Skills To Make The Most Money On The Internet*

# Chapter 1:

## *Can You Be Realistic*

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*Internet marketing efforts are meant to acquire visitors and to encourage them to buy your product and at the same time get their contact info. Everybody believes that internet marketing is a fast and simple way to make income but is it truly that quick to witness results?*

## **Be Real**

Alas, you have to work on anything and work at it hard to generate the results that you desire either for the goals that you determine or the finances that you would like to get. It calls for time and patience and did I mention you truly do need to be as knowing and committed as you possibly can about it to make it work out for you.

Those individuals that descend into the internet marketing domain do so without being realistic. You had better realize that this is a business and that like all existing businesses it requires particular services or products and revenue along with the buyers.

Surely, Internet Marketing holds some distinguished rewards you do not require a lot of revenue initially to build your riches. Take into consideration that the biggest companies on the web nowadays are in actuality merely mass internet marketers. However in viewing these internet giants you begin to acquire the idea of however great the potentiality is in internet marketing. One merely has to undergo the right steps and be prepared to take chances.

A really popular internet marketing scheme is social marketing. It is promoting with social media to rein in the web traffic to bring forth and guide web traffic to your website. You have to remember that the search engines love social websites. In that fashion you'll move up the ranks by utilizing them.

An individual actually doesn't need any knowledge of a one specific lingo to say what internet marketing truly is. It's more or less seizing a large share as conceivable for your wares on the online marketplace.

Successful internet marketing programs insure that you will attract free hits from search engines for any of the keywords and so you'll be able to produce a following of targeted visitors for your merchandise on the net.

# **Chapter 2:**

## ***Can You Write Interesting Content***

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***So you've initiated a blog. Congratulations! The following step is to see to it that you're filling your little corner of the Net with good quality composition.***



## **Good Content**

1st things 1st: write on subjects that you're interested and well-educated about. No one wants tips, ideas, or advice from somebody who doesn't know what they're babbling about!

Utilize lots and lots of quality graphics. Take your own pics and upload them, or buy pics from a stock photography web site. Graphics add a layer of beauty and detail that words may occasionally not express. Particularly if you're writing a "how to" article - graphics are very crucial.

Furnish links. If there are web sites that may further expand what you're discussing, or that are relevant to what you're writing on....your readers will probably be interested in them. Make it simple for your subscribers to learn from you. Don't be afraid to "send them away" by furnishing a link. They'll remember who sent them to all that good info, and will return for more.

Provide useful data. Many bloggers make the error of going on and on day in day out about how cute their youngsters are, what tricks their dog learned lately, or how hard it is to be single and discover the perfect mate. In my blogging experience, the posts that truly bring individuals back are posts that are of value to them. Readers like to find out something new. Attempt spattering some recipes, craft tips, or home improvement ideas in among the updates about the youngsters and Fido.

Discover (and utilize!) your own writing "voice". You've a unique tale to tell and an unparalleled way of telling it. Don't attempt to be somebody you're not! Readers will get it very quickly that you're putting on a show, and you'll get burnt-out trying so heavily to impress.

Utilize correct grammar and always spell check your post before pushing that "Publish" button. Please. It's very difficult to read when somebody wrote something that's full of mistakes.

Lastly, have fun! If you're enjoying yourself, that sense of fun will break through and your readers will have fun also.

# Chapter 3:

## *Are You A Great Networker*

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*We all know individuals who may effortlessly walk into a room full of individuals and 'work the room' without an issue. Not you? How come? Uncomfortable, you state. Not truly, it's a skill, just like any other skill it takes time to acquire and when it gets to be '2nd nature' it looks as natural as it can be. However those 'natural networkers' weren't born that way. So what does it call for?*

## **Detox**

I've discovered over time, that business is gained, not because of the citation or proposal or gaudy presentation but because individuals have gotten comfy with the business person, learned to believe them and then trust them.

They place themselves into social, networking spots to meet individuals who at onetime, might have a need for what they do.

The hardest part is getting individuals out of their comfort zone to contact strangers. Once you recognize that the goal is to meet individuals who might have an issue that your professional services may resolve you are able to center on just 'meeting individuals'. The event isn't to get a client or buyer today.

Ready yourself with something to say to everybody you come across. For example, "Hi, I'm \_\_\_\_\_, I see your name is \_\_\_\_\_ (everybody has a nametag on). I love to find out what individuals do, so what do you do? I might know somebody who has a demand for your services."

Individuals love to discuss what they do, and now the pressure is off of you, till they ask you "What do you do?" Simply tell them. Now you're intermeshed in a conversation.

Spending the total evening with 1 individual isn't necessarily making beneficial use of your time. Give yourself a time limit of five -ten minutes with each individual. Then state, 'pardon me, I see somebody who I haven't seen in a long time". Gather up their business card

before you walk over to somebody who isn't intermeshed in a conversation and begin again. "Hi, I'm \_\_\_\_\_". That individual is just as uncomfortable as you and you are able to help him.

At the finish of the evening count how many new individuals you've met and business cards picked up. Follow through the next day with a short e-mail telling them how nice it was to meet them and hear about what they do.

# Chapter 4:

## *Do You Have Critical Thinking Skills*

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*Critical thinking is a sort of higher level thinking, occasionally called the scientific way of considering. Critical thinking helps you make conclusions by studying and measuring your facts. Work at bettering your critical thinking skills, so you are able to make more well-informed decisions.*

## **Better Thinking**

Ascertain the problem that you're trying to figure out. Make certain you stay open-minded and objective when viewing the issue. Be cognizant of your own prejudices and set them aside.

Formulate a possibility and outline a conceivable solution. Brainstorm additional conceivable solutions. Thinking critically involves being open to fresh ideas. Outline the pros and cons of each resolution.

Get together data regarding the issue including data that supports and contradicts your perspective. Get together info supporting and rebutting all conceivable answers. You need all the info to make a smart unbiased decision. Find your info in more than one place so that you know you've a full view on the issue.

Break down all the gathered facts and analyze each part of the issue. Don't presume anything. View the facts objectively taking into consideration where the data came from and how up to date it is.

Assess your data and how it backs up or rebuts your theory. Question every answer you discover. Make certain the info came from reliable sources and view the biases of individuals providing the data.

Ascertain a fair conclusion based on all the facts. Question your determination analytically and decide whether it's a reasonable determination.

Make certain your facts are precise and don't presume anything is true without proof. You might assume that A causes B but there may be a 3rd fact, C, that causes both. Utilize statistics as evidence.



# Chapter 5:

## *Do You Have Research Skills*

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*Prefer to stay up on hot business trends or other hot issues for your own amusement or to write about? There are a lot of ways to discover the hottest trends, from lightweight fashion styles to political or controversial issues. Doing some primary research on current marketing trends may help you center your articles on hot topics which will attract attention, and, hopefully, some revenue!*

## **Go Natural**

Google hot trends or Yahoo buzz are capital spots to discover the up-to-the-minute hot trends. A prompt click on a hot topic on these web sites won't only give you a look at of what individuals are presently searching for, but, click on the precise trend and you'll get a fast overview of the subject. Get in a habit of holding these hot topics sites on a day-to-day basis just to stay up on the current trends. Another site is Google analytics which will dig deeper into current marketing movements.

Stand in front of a magazine rack and discover what headlines the assorted magazines bear in common. This is a certain way to see a broad up to date subject that will bring in revenue with a fast online article. Grab a cup of java and read the hot trend content to get further thoughts on which to write your net article.

Ask.com is a capital way to discover what is currently being looked for online. Peruse the material on the front page, author an article answering a question, office the link and, voila - blink of eye traffic for your online content.

Blogrunner screens through all the blogs on the web and picks the hot subjects by the number of blogs bearing up to date news. The hottest topics come out at the very top of the page with preceding hot topics descending the page. Some of the older hot subjects may still be a good source on net writing revenue.

You'll discover separate tabbed sections for politics, world, technology, mass medium, business, economic system, law, health, movies, books, religion, Iraq, and amusement hot topics. Clicking on

the tab for 'all topics' will point you to more detailed classes. This site is especially good at displaying political subjects but you'll also find a lot of hot business movements and marketing trends here.

# Chapter 6:

## *Can You Speak In Public*

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*Many of us experience our stress physically. If you consider something nerve-racking, you'll probably discover that you're tightening your hands and the tension is going up your arms to your shoulders. You might also be clenching your teeth.*

## Speaking Tips

On the day you have to speak, waggle your arms like a competitive diver, letting go of the tension in your arms and hands. Finish by wringing your hands slackly from the wrists. After you get to the auditorium, remain cognizant of keeping your arms free from tension.

Loosen up the muscles in your jaw by positioning your fingers at the corners of your jaws and kneading. Then take a rich breath and expel it with a sigh.

My least preferred speaker is he/she who reads a delivery to the audience. Be acquainted with your matter and if you write every word of your speech down, Understand it well enough that you only have to peek at your notes. I'd rather hear a speaker who's familiar enough with his/her issue to discuss it with the listeners.

Whether you're talking to a large group or a little committee, the audience or committee members have no thought what you bear in your notes. They won't recognize if you bestowed every fact perfectly. But, they'll want you to understand enough about the issue.

While I'm ready and waiting to talk to a group, I make sure to look around the room. I remind myself that:

- Each individual in the audience is another human just as fallible as I am.
- The members of the audience are there since they're interested in the topic of my talk.

- I was asked in to speak on the subject at hand as I do understand something about it.

When I stand up to talk, I make eye contact with a lot of different individuals. I find that I get energy from being cognizant of my association with the audience. I choose somebody to smile at and they commonly smile back!

Everybody to whom you're speaking may identify with any degree of jitteriness you feel. You connect with everybody by stating this out loud.

I make errors every single day. I pay attention to the calamities in my life and share them with other people when it accommodates my topic. Laughing at yourself lets the audience identify with your errors and to feel more associated with you.

Capitalize on every chance to speak that comes your way. Make a remark in a meeting (after relaxing your arms, naturally). Stand up at a public gathering and express your opinion about what is going on in your town. At your business establishment, instruct a class in an area of your expertise.

Challenge yourself to apply these steps and speaking to the public will turn stress-free.

# Chapter 7:

## *Can You Provide Great Customer Service*

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*It's true to state that adept customer service is critical to a company's survival. What's comparatively new to this business axiom is that well designed and responsive customer service is even more vital for net commerce. Your clients are global and for most of them you're an anonymous seller. Your smile, your staff, your shop atmosphere are not going to help you win and keep clients online. As with so much else on the Net, performance is what counts.*

## **Service**

Begin by becoming your own client. Walk through every aspect of the site and see if everything works and is easy to use. Yes, you might pay a site expert to maintain your site, but it's your business.

Make it simple to buy. Once your buyer has made a choice and entered the shopping cart, the last thing you wish to do is get in the way of the sale. Make all promotion survey questions optional and give them a bonus to answer them. This might be the most crucial part of your site to walk through yourself. If the procedure of purchasing isn't effortless, your business will lose.

Comprehend the importance of fast, effective site navigation. Navigation through a site is merely the ways your client moves from one page or function to some other. Your buyer sees a beautiful sweater and wants to get a look at all the color choices. She clicks on the Colors link. If she goes directly to a graphic of the sweater in an assortment of colors, you're one step closer to a sale. If the link goes wrong and she can't move ahead, chances are she will click not just off that page but off your site. After all, there are tons of places to purchase sweaters online.

Cautiously consider all the ways you encourage your buyer to contact you. Let's suppose you have a Contact Us page, with a mailing address, an e-mail address and a number. You likewise have a Live Chat choice, so clients may get prompt live help or answers to their questions. You likewise offer a feedback link and a link to your site expert, so buyers may report site problems. That's 6 common ways to



let your buyer contact you. Every one of those contact details needs to be regularly serviced. If a buyer responds to your invitation and gets no answer, you've produced a negative shopping experience.

Utilize an auto responder as a 1st contact, not your only reply. You've probably experienced at least one auto response at some time. You e-mail a business with an inquiry and before you close down your computer there's an e-mail in your inbox thanking you for the contact. It's a nice, positive gesture, but it's not a reply to a question. Consider it as a placeholder. It tells your buyer that you've received their e-mail and may expect a true answer before long. Even if the response e-mail is likewise a form answer instead of a customized one, don't neglect the act on this important process.

Remember that there will always be a question that doesn't fall under a convenient category. Plan for it. This service separates the OK business from the first-class one. When a buyer receives an e-mail that's clearly a personalized response to their unique question, the marketing bump is hard to exaggerate. Sure, it takes some effort and expense, but it's the mark of a true pro.

Write this down and keep it where you are able to see it daily: its second-rate customer service to promise more than you are able to deliver. As you start to weigh all the possible customer service choices you could offer, be very matter-of-fact. Only offer what you are able to really deliver now. As you grow and produce a loyal client base, you can add services. Your repeat buyers will know you always do what you promise to do and that's a solid gold foundation for a prosperous business.

# Chapter 8:

## *Can You Relax*

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*Nowadays life can be highly hectic. As adults we juggle a lot of tasks daily, and often we're left fatigued and without energy. I learned this easy routine a lot of years ago, and have found it helpful to utilize during stress filled times as well as those times when I require a little boost. Whether you're mildly strained, extremely stressed or just need a lift taking 10 minutes out of your day to complete this easy exercise will help give you inner peace and an altogether relaxed feeling.*

## **Be Good To Yourself**

You'll need a comfy place where you are able to lie down to reach level best relaxation. You are able to utilize a yoga mat or any comfy place that is quiet and out of the way. It should be dimly lit and free from too much beguilement. Lie on your back with your arms slackly at your sides.

Focus first on your breathing. A lot of times when we're strained our breathing becomes atypical. If you discover yourself sighing, hiccougging or even momentarily holding your breath you know you are strained. Close your eyes and center on the tip of your nose. Slowly take a rich breath in to the count of 10. Hesitate and expel your breath to the slow count of 10. Do this at least five -ten times till you feel your breathing decelerate and come back to a normal state.

Following move onto your eyes. Slightly clinch them like you are squinting and hold counting slowly for five seconds. Unstrain and repeat at least 5 more times. You'll feel the muscles in your temples and behind your eyes tighten up and loosen up each time.

Clench your teeth for 5 seconds and hold. Then free your tightened jaw and let it drop. You'll feel the force on your jaw tighten then relax. Repeating at least five times. If you tend to hold your tension in your jaw duplicate slowly for another five repetitions till you feel the tension leaving your jaw.

Individuals who are strained tend to bear a lot of stress in their shoulders. In order to expel the stress push them down utilizing the muscles in your shoulders and hold as you slowly count to 5. Loosen up your shoulder muscles, and repeat another four more times. If you bear your stress here you can carry on till you have completed ten repetitions. You'll feel the tension leaving your shoulders.

A different place tension likes to collect is in the lower back. Many individuals will complain of a back ache, and this may be due to stress. To relieve tension in the lower back pull your knees up till your feet are flat on the top of your mat. Press your lower back into the surface and hold for five seconds. This might affect your breathing, so make certain you're still taking rich and relaxing breaths. Duplicate the exercise another for times for a total of 5 repetitions. If you still feel tension in your lower back repeat for another five repetitions.

The final place to center is on your feet and legs. Point your toes in an upwardly position towards your shin. Hold this pose for a slow count of 5 seconds. Repeat an additional 5 times to release the tension from your legs and feet. Envisage the last of your stress flowing out of your body and leaving you altogether relaxed.

## **Wrapping Up**

A lot of individuals, including you, might have a lot of doubts about your skills and your power to make more income fast. Most of the worry comes from your deficiency of skills. To have the best advantage, attempt focusing your marketing efforts on one strategy and, after you become an authority at that one technique, learn another one. Inside a very short time, you'll have discovered just how fast you'll be able to make money when using more than one strategy at a time.

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