



Welcome to

"9 Deadly Mistakes to Avoid When Starting an Online Business"!

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(Just getting the legal stuff out of the way so we can get on with it! :)

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Fellow Internet Marketer,

The purpose of this book is simply to explain the mistakes that are most commonly made when starting an online business and to help you avoid them by making the right decisions right from the very start.

Avoiding these mistakes will set you on the right track to making money, hopefully lots of it, on the Internet.

This eBook is written from a thousand plus hours of research mixed with real life experience and execution. I have personally researched, bought, and read manuals, eBooks, and hard back books on ecommerce and have formulated my ideas, trials and successes into this eBook.

This book is not a compilation from "so called" experts, although that could prove to be a valuable resource, no doubt. This book is a compilation of information that I have found to be useful through trial an error, wasted time and money, and research. I'm not an expert and most likely never will be...if I stay at it long enough maybe I'll eventually be an expert but that isn't my goal. My goal is to simply make money and help other people be successful online...

SIDE NOTE

With regards to what "expert" means: Like anything else, if you ask 10 people to define something, you'll most likely get 10 different answers. People in the Internet marketing world throw the term "expert" around loosely...don't be fooled. In my humble opinion, if the person isn't making at least over \$150,000 every year, it's hard to tout them as an expert.

Still, some of these experts may not want to make that much, although they could if they truly are experts. And, I'm sure there are lots of experts out there who do not self promote all the time. In my view, if you truly are an expert, there's no need to self promote, your success should be doing that for you anyway as a result of your efforts.

(Granted, letting people know of success is a great tool, I'm just talking about people who use it in almost all their marketing messages.)

I love communicating with experts. It's probably the most valuable thing you can do to get started off right. An expert can save you lots of time and money with one quick tip...after all, they have lived through their own trials and errors and know what works and what is a waste of time.

The Internet changes quickly, stay in touch with as many people that you respect online as you can...create relationships that are ongoing and make sure you treat everyone with respect.

Continuing the Introduction...


This eBook is a condensed guide of ideas by keeping it simple and the information here will limit your **opportunity costs** by avoiding basic mistakes that can kill your business before you even get started. This eBook is also filled with recommendations of certain products that are tried, tested, and worth the buy. If you take my advice and purchase these products, you'll save yourself hours of time and, more importantly, you won't waste money.

This version is only an excerpt or "mini" version, the full copy has many more sections with tricks, tips, experiences, etc. This mini version is about 1/4th the size of the **full** copy of

"9 Deadly Mistakes To Avoid When Starting An Online Business"!

A little about me even though its not important, its about you!

I am a regular guy who is now enjoying freedoms I never had because of my business online. I have no advanced degree, I have no 'secret' of sorts. I'm just persistent and thorough and that's all it really takes. Yes, it does take money to get started but hopefully this book will greatly limit your expenditures.

I publish "**Starting Smart!**", an ezine which is filled with real life examples, tips, tricks and more that help the newbie and semi-seasoned marketer succeed online. If you haven't signed up yet, please do so now by clicking here  "**Starting Smart!**" and filling in the form at the bottom of the page.

See past issues of "Starting Smart" here.

Note: My auto responder will not allow duplicate emails so if you aren't sure if you have subscribed for "**Starting Smart!**", it won't hurt to fill in the form below...you won't get 2 emails if you are already subscribed.

I hope that you enjoy reading this eBook and use it to get started on the right track to make a comfortable living online. The opportunity costs of the mistakes outlined in this book are severe enough that, if not avoided, will cripple your online business.

Don't put yourself at a disadvantage by taking the information in this book lightly, no matter how simple the information may seem. I am living proof that the "**9 Deadly Mistakes to Avoid When Starting an Online Business**" are for REAL and that this book is invaluable to your money making success online.

Enjoy.

Karl Augustine

Mistake #5

"Not putting enough energy into building and nurturing a list from day one"

NOTE: In the full copy of "**9 Deadly Mistakes To Avoid When Starting An Online Business**", you'll be shown other sure fire ways of list building and my customizable email templates I use to contact potential JV partners. I also show you what exactly to say when you contact another publisher or marketing expert to inquire about a JV, all you need to do is fill in the blanks.

There are about 25 pages missing from this section that are in the full copy of "**9 Deadly Mistakes To Avoid When Starting An Online Business**".

A brief bit about email marketing...

You need to understand how to email market before you can do it. Get started off right by reading **Planet Ocean's "A Business Course in Permission Email Marketing"**.

Like everything **Planet Ocean** does or produces, this is pure quality, and it is concise yet detailed. This was the very first book I bought online and it is still on my desktop.

I now use it as a reference manual every once in a while...it's worth every penny I paid for it. The book gives you step by step instructions and information on how to effectively market via email.

Do NOT spam. I know you've heard it before, just don't do it.

What you are looking for out of a list and emails, is permission or "opt-in" lists. People on these lists asked for your product offering or information about it. In **Planet Ocean's book**, spamming, opt in lists, email marketing, etc. is all covered and explained.

It really is exciting when you think of marketing via email and the internet; there is no LIMIT to the amount of money that can be made if it's done right. Wait till you make your first sale, it's a great feeling.

So how do you build a list? There are literally hundreds and hundreds of ways to build a list, many of which are obvious, many aren't so obvious.

Since list building is critical to your success online, you should spend more time on this portion of your business than any other until you're automatically getting a steady stream of new subscribers.

Your goal is to build a list of people who **WANT** your product offering or information, and want to continue to stay in touch with you for some specific reason...it could be that they want to see if there's other offers you may have, maybe they like your newsletter, etc.

The point is to build and nurture the list and plan around how you're going to build the list.

Take a portion of each day and devote that time to list building. I could NEVER effectively tell you in 1 section of this eBook how to build a quality list; it requires much more attention than I could give it here. But, we can discuss the basics of list building to get you started.

To build your list, use any and all combinations of the following:

Newsletter sign ups, pop ups, traffic, joint ventures, contests, follow up email series via your auto responder, and affiliates.

I'll discuss newsletter sign ups and contests in this book (**FULL version only**) in more detail than the others mentioned, which will get you started with ideas for list building.

The source that I have found to have the most impact on my list building success is Paul Myers' book, "**Amazing List Machine**".

Paul Myers is a pure expert when it comes to list building. His newsletter has been around for years and he's been extremely successful online. Paul frequently is a guest speaker at online marketing seminars and he's recognized as an expert in this field.

Before you do ANYTHING else regarding researching how to build a list, buy this book. Having read it and used it repeatedly, I'd have paid triple if not more for it, it is that good.

Paul explains the value of lists, their importance regardless of size, and gives you step by step instructions and strategies to build a high quality list rather quickly.

There's a LOT of information included but it is an easy read.

“The Amazing List Machine” is one of my reference manuals and I refer back to it often. Paul describes the mindset behind quality list building and a lot of the strategies are simple but you most likely would have never thought of them.

Its almost as if a light bulb goes off in your mind when you are reading Paul's book...he discusses things that aren't rocket science but they're obvious once you are told how to implement them.

When reading The Amazing List Machine, you'll undoubtedly think to yourself "Of course!" or "Oh yeah".

Paul GUARANTEES the book gives you all you'll need to know to get as many high quality people, leads, customers, etc on your list...guess what?

He's right, I am living proof.

You get free lifetime upgrades too.

Get **Amazing List Machine** here

Software to manage your list...

I researched quite a few products to support the "list management" need...if you want the best out there, get **Mailloop 6.0**. This is offered by Corey Rudl the 7 M\$ per year guy.

Mailloop 6.0 is powerful software that allows you to:

- Merge multiple lists
- Send blanket and bulk email in text or HTML format all with customized messages (the email would have the customers name in the heading& this is 1 feature, many more available)
- Set up incoming email filters to manage the list
- Much more.

Cory spent the time to put together videos that visually train you to use the software& these videos certainly are NOT necessary because the software is easy to use even though its complex.

The videos are a nice touch though. I use **Mailloop 6.0** for 85% of my email I send that isn't sent out via my autoresponder. Yes, you'll get free lifetime upgrades& of course, I'm sure you expected that.

Also, Corey's team WILL answer your questions and help you any way they can, great customer service which is very important to me.

This software is pricey, no doubt. But, I've used it so much that I've gotten my money's worth and then some from it. Just from me sending ads and articles to my lists have allowed me to profit from it.

There are other email options out there, but if you are serious, go straight to **Mailloop 6.0**...I did and couldn't be happier with it.

HINT: If you're strapped for money and just starting out, using the broadcast feature of your auto responder will suffice. **Only** use Mailloop if your list is large and you've got the need for multiple merges.(Multiple merging is combining common traits of members of many lists into another new list. If you only have 1 list that your building, you won't really need to merge anything.)

What is so useful about auto responders?

Auto responders are the best tool to use to direct market in my opinion. Someone travels to your site, sees the promo about a product or newsletter, types in their name and email, and BAM!, they receive a message instantly in their Inbox...powerful.

The message can be customized with their name, and can deliver whatever type of message you like. I use different auto responders for my site...one for the "thank you for buying" message, one for confirming the subscriber to my "opt-in" list and various others.

I suggest **Aweber** or **GetResponse** for auto responders. Both are excellent services. Some people swear by Pro Auto Responder also.

Both Aweber and GetResponse allow you to easily access the names and emails of the people who have signed up on your "opt-in" list or bought your products. If you are just starting out, Aweber or GetResponse are easy to use, affordable and worth every penny.

Both services have excellent customer service as well...that's key in my humble opinion. **Get Response** has unlimited follow up messages, which made the difference to me.

Get Response Smart Pro Auto Responder features that make you money:

- Broadcast messaging, almost unlimited! (100 per day, you'll never use that many)
- Easy to use interface
- Complete list management – including having as many separate lists as you like! **Great feature.**
- They give you the code you need for pop ups, web forms, etc.
- You can customize all messages, it's very easy
- You can schedule to have an unlimited number of messages sent at certain time intervals
- Get Response gives you the option of making a customized that displays to the viewer when he/she unsubscribes or removes from the list. This is an important feature because you get one more chance to convince them on your Unique Selling Proposition.
- **Get Response** allows for the sequence of auto responder messages to be "truncated"...someone can request that they get all messages instantly instead of waiting. This is a good feature for people to use when receiving e-courses or series of reports.
- More...

Special SIDE NOTE: The names and emails of your "opt-in" subscribers are kept on their servers so you only need simple web hosting if you have a simple site...no real need for dedicated servers or anything like that.

Sign up for **Get Response here!**

Use web forms to capture names and emails of your opt in list...

Get Response auto responder service will give you the necessary code to put into your web page for your "Subscribe", "Send me FREE Reports", or whatever else you'd like to use to capture the names and emails of your prospects...they make it very easy for you to begin building a list.

When I first started, I wondered if I needed to be a webmaster to make a web form...much to my pleasant surprise, all I needed was an HTML editor like Dreamweaver.

Get Response supplied the code for me for the web form...and it is very easy to make a web form like on the URL e-zine archive.

Scroll down to the bottom of e-zine archive where the Newsletter "Subscribe" fields are---that web form took me about 2 minutes to make and Get Response gave me the code to do it. If you are truly a newbie and need an auto responder service, sign up for Get Response, you cannot go wrong.


With the right mindset and the recommended tools and products, you can build and cultivate a high quality list for deep profits online.

Click [HERE](#) to visit the site of the person who gave you this book!

Mistake #5 addendum: Using web forms via Get Response auto responder to build your list

Web forms are simple effective tools you can use to capture 'would be' subscribers name and email addresses to build your list. You can use web forms on your web pages, in any eBook (free, paid, or re-brand able), and in pop ups on your website.

When someone puts their name and email in a web form and clicks the "Subscribe" or "Send me the reports", etc. button, their name and email is stored in the GetResponse database for you automatically. You should have your auto responder send a message instantly to that subscriber with your offer, USP, etc.


Here's an example of code from a web form via GetResponse. This web form can be seen by clicking here  [EzineArchive](#)

I put 5 numbers in so I can refer to certain portions of this code for explanation.

```
1. <form action="http://www.getresponse.com/cgi-bin/add.cgi"
method="post">
<table width="350" border="0" cellspacing="0" bgcolor="#E7E7DE"
bordercolor="#000000">
<tr>
<td rowspan=3> <a href="http://www.getresponse.com/?90000">
</a></td>
<td><font face="Arial, Helvetica, sans-serif"><strong>Your
Name</strong>:</font></td>
<td><input type="text" name="category2" size="14"></td>
</tr>
<tr>
<td><font face="Arial, Helvetica, sans-serif"><strong>Your E-
Mail</strong>:</font></td>
<td><input type="text" name="category3" size="14"></td>
</tr>
<tr>
<td></td>
<td><input name="submit" type="submit" value="Subscribe"></td>
</tr>
</table>
<p>
2. <input type="hidden" name="category1" value="NAME">
```

```
3. <input type="hidden" name="confirmation"
value="http://www.9mistakes-online.com/thxforjoining.htm">
4. <input type="hidden" name="error_page"
value="http://www.9mistakes-online.com/oops-fix.htm">
<input type="hidden" name="misc" value="">
5. <input type="hidden" name="ref" value="003">
</p>
</form>
```

Explanation of code

1. This begins the form, tells the data to be 'posted' to the database.
2. This identifies my auto responder name for that auto responder account. (I replaced my real auto responder name with "NAME"). If someone sent an email to NAME@getresponse.com, they would receive back my "welcome and thanks for subscribing" email.
3. This tells the auto responder which web page to load to the user after he/she has successfully subscribed to the newsletter. The name of this "Confirmation" web page is "thxforjoining.htm" which you can view by clicking here  <http://www.9mistakes-online.com/thxforjoining.thm>
4. This is the page that loads if the user puts in an email that isn't valid. This page is named "oops-fix.htm" and it prompts the user to go back and type their name and email in again because there was an error.
5. The "003" is the number I use to track where the subscriber came from. In this instance, 003 means that the subscriber subscribed via the web form on the "ezinearchive.htm" web page on my site.

You can use any number you'd like to track where subscribers come from...of course, the same message is sent to the subscriber no matter what the number because all subscribers are going to get the message from the auto responder named "NAME". (As noted before, the real name of the auto responder has been replaced with "NAME".)

The automatic follow up emails that come from your auto responder after the person buys, subscribes, etc. should be professional and pertinent to the theme of why they entered their information into the web form. Use the opportunity to reinforce your marketing message, offer any directions if need be, and thank them for subscribing or purchasing. Let them know they did business with a professional...the trust building and subsequent list nurturing begins.

Click [HERE](#) to visit the site of the person who gave you this book!

Mistake #5 addendum: Get Response Information

Get Response is one of the most successful auto responder services on the Internet. Get Response has solid online customer service and has over 300,000 users...it is a terrific service.

An auto responder is actually one account, meaning that you can only have one set of auto response emails from that one account. You can have as many follow up auto response emails as you like from that account (up to 99), but the account has to have a unique name.

Example: Let's say you had opt-in web forms where people enter their name and email to subscribe to your newsletter. The auto ~~responder~~ that sends the welcome message and other follow up messages automatically to those subscribers is named "newsletter".

In addition, suppose you sell software on your site. The auto responder that would send automatic follow up messages to the people who purchased your software might be named "software". You wouldn't be able to get both uses (newsletter subscription follow up and "thanks for purchasing" email follow ups) from one autoresponder, you'd need 2...in this example, one is named "newsletter" and one is named "software".

Although you can send up to 99 automatic emails as you like per account, it would be impossible to mix and match your messages with one account if you needed the auto responders for both of the above reasons.

Get Response offers a free auto responder but every message you send will have Get Response advertisement in it. If you are serious about your business, don't use the free service. Anyone who has any credibility at all will not take your messages seriously if you use a free account.

Join GetResponse here.

Mistake #6

“Choosing the wrong web hosting company”

This mistake can seriously impact opportunity cost. Having a website down can be a rough pill to swallow and will cost you money and time, a “double whammie”.

Choosing the right web hosting company depends on your needs.

If you plan on running a full blown ecommerce site, it will get costly. If you are running a simple ecommerce site (shopping cart included) or running a simple 1-3 page site, you should be able to get by with \$25-\$30 a month easily for web hosting.

The biggest thing to remember is you get what you pay for. You will likely need to start small and as you gain a revenue stream, re-invest into beefing up your web infrastructure.

The 99.999% uptime sales pitch

First off, don't believe it, it really means nothing. ALL web hosting companies have disclaimers in their fine print that get them off the hook if there is downtime. There is no way they can guarantee anything and you will most likely not be afforded any compensation for downtime.

Even if you assess your income per minute and can prove it to the web hosting company, it won't matter...they won't compensate you for downtime.

The reason they won't really guarantee you 99.999% uptime?

They can't, there's too many outside influences that can cause technical issues...a hacker could run a security slam (DDoS-Distributed Denial of Service) on the URL or infrastructure, another site that you may share web server space with may have unforeseen traffic increases that crash the servers, etc.

Web hosting is a tough business and the technical infrastructure and customer support costs are substantial.

You will never get a guaranteed 99.999% uptime for the \$49.95 a month price or whatever price a potential company will list to try to "upsell" you (or 99% for that matter).

These kinds of uptime numbers require multiple, dedicated servers (web and database), and sophisticated load balancing hardware and techniques. Lots of \$...

Rule #1.

"You get what you pay for."

Rule #2.

"Refer to rule #1"

Things to look for in a web host, questions to ask, things to remember

Remember that bigger does NOT always mean better. Some larger web hosting companies have slow moving technical integrations, and they get by with selling customers on their size and stability while they slowly integrate new infrastructure to support new technology, .NET for example.

If you've ever lived through having a poor web host, you know how trying it can be. If you haven't you are lucky!

I was with one of the largest and well known web hosting companies out there. I couldn't believe the problems we had...crashed servers, poor technical support, etc. BIGGER does not always = "better"...this company is in the top 5 web hosts (size, # of customers) in the country.

Look for a company that is “multi-homed”. This means they have multiple connections to multiple upstream bandwidth providers. It is also important that they have relationships with Tier-1 providers. These are the big boys like AT&T, Worldcom, Level-3, Cable & Wireless, Time Warner, Genuity, Qwest, Uunet. The Tier-1 classification is not hard and fast.

The point is, you want the ISP to be buying their bandwidth directly from the major Internet carriers, not through a middle-man.

The best route to the end user is more important than big pipes or optical bandwidth. Once the information leaves the hosting company, it is subject to the wild and wooly Internet.

Finally, go to the web-hosting company’s website. If it isn’t snappy in its response...do you think they’ll be more likely to have good resolution processes?

Not.

Ask the proposed web hosting company about their customer service, what the “ticket” escalation process is, and find out what their average problem resolution time is.

One way hosting companies make extra money is by customer bandwidth utilization. Ask any prospective web hosting company what they charge if you oversubscribe your monthly transfer& shouldn't be more than \$2.50 per gig at max.

If you have a simple site, you most likely will not need your own server, you’ll be on a shared server. If you end up using the web hosts database, ask the web host how many seats they have on the server you’d be sharing. If it’s 80+, look elsewhere....you may run into resource issues if you have multiple concurrent users or lots of banner loads simultaneously.

Note: You won't need a dedicated database server from the web host unless you have people logging into your site and using your applications with session variables. Session variables could include specific items of information specific to the user. Sites that host sports games is an example ☺

If you have multiple products sold from the same site, you'll most likely need to use the database server from the web host...in these cases, use a shopping cart.

If you have a simple site, like www.9mistakes-online.com, all you need is a web hosting service, you most likely won't need to use the database server because you won't need the database for anything.

You'll get your names and emails from the auto responder company. Still, **if you do** need the database server, the web host should offer direct access to your portion of that database server.

Make sure their servers are stacked, air conditioned, and monitored 24X7. The building should also have some disaster planning built into it & generators for power and earthquake safety precautions. The best thing is if they have multiple, geographically diverse locations. This can increase your uptime immensely but be prepared to pay extra.

Find out what the prospective web host means when it sells "monitoring". Do they call you if your site is down? How will you know if there are problems?

Backups

Regular backups are a requirement. Some companies actually try to charge you extra for this service. You should be able to feel secure that, if there is a server issue, any data that you have gathered will be preserved and at most only one or two days of data would be lost. Some companies offer a monthly CD for an additional price. If you can afford it, get the CD.

Make sure the web host doesn't charge extra for a SSL solution (above the actual cost of the SSL itself) and make sure its simple to integrate one. An SSL like Verisign or Thawte.

Do not go crazy with your use of SSL, you will bring a server to its knees if you overdo it. Only secure that which is necessary (logins and \$\$ transactions).

Make sure you have instant and easy access to the database.

Make sure the company can support the latest technology and versions of technology if you need it...MS SQL Server 2000, Oracle 11x, .NET, J2EE, Perl, My SQL, PHP, CGI, etc. If the web host doesn't support new technology, go elsewhere.

It is imperative (and more important) that the company follows best practices and applies patches regularly to their operating systems and applications (Web and database servers). Ask for details on how they do this.

The web hosting company needs to be vigilant or you will suffer downtime.

Make sure the email accounts are pop3 so you aren't forced to use the web hosts own email software...this way you'll be able to forward directly to your personal email client (Outlook, Eudora, etc.)

CGI bin-necessary for affiliate or add tracking and Perl scripts

If you have a simple site like www.9mistakes-online.com, use web hosts with Unix based servers, the CGI bin will work much better than it would with Windows based servers.

For simple sites that have a few products or one product, **Host4Profit** has it all. All the information about web hosts is just to help you choose the right one if you don't go with **Host4Profit**.

Host4Profit has reasonably priced packages and they make it easy on you.

Host4Profit has deep bandwidth and they get their access from tier 1 providers...their level of service is outstanding.

If you have a simple site, web hosting shouldn't be a pain and **Host4Profit** makes it very easy...they have great customer service also. Questions are usually answered within 2 hours by their support staff and they also fixed a Perl script I had running, which they did not have to do. They went the extra step to help me...when I was with that large web host company I talked about earlier, it took forever to get problems fixed!

Host4Profit has an easy to use interface, easy access to the MySQL Database, web logs, mail manager, re-direct manager, etc. And, you DON'T have to sign up for a year if you don't want to...

Use Host4Profit...you can't go wrong...and, they've got deep bandwidth.

One last thing, if you need 2 domains hosted, you can get additional domains at \$5 a month!

Security

You may become a target for hacking if the information on your site has things like social security numbers or credit card info. If you have this kind of information, you probably aren't looking for web hosting anyway.

You will be better served by having a "white-hat" security company try to hack your site before it goes live. Work this security penetration attempt into your plan with plenty of time to fix whatever they find wrong (and they will!) with your web site.

These types of analyses are usually very expensive but well worth the cost if you plan on staying up. Hackers may destroy the site which will equate to downtime.

Web hosting should be reliable and relatively easy to decide on... web hosting is a tool like anything else.

A little more about security...

You received Bagdan Ravaru's HTML Security Report as a FREE bonus if you purchased the full copy of this book...take a look at it.

One last thing...

If you do not have a website, don't think it is tough to make one, it isn't. Of course, you'll need some skills, but once you learn, you realize that it isn't that tough. Website design, graphics, etc. is definitely a skill that is learned. Website maintenance is easy once you get the hang of it.

Get yourself an HTML editor (like Dreamweaver) and start using it...non-technical people can easily learn to use an HTML editor and you don't have to know HTML...the editor does the code for you.

Click [HERE](#) to visit the site of the person who gave you this book!

Mistake #8

“Choosing the wrong payment option”

This is a common mistake 1st time marketers make, unless they happen to do research. There are a few ways to go with payment, and rather than give you a definitive answer, let's look at a few of the options.

I could give you all kinds of numbers and statistics of why you should accept credit cards online, but hopefully this was a “given” in your mind.

If you have the money to invest, order by fax and Internet check or also viable options, but should only be used as additional payment options to accepting credit cards.

The question is “what type of service should you use?”

That depends on your business. Since this eBook is geared towards people who are just starting out, we'll not include the idea of having your own secure (SSL) server in your place of business.

But, when you grow your business to the point that you can afford and maintain your own servers, it's the optimal solution if you intend to have multiple products and lots of transactions. You'll still need a gateway and merchant account if you have your own servers.

Merchant account vs. a service such as PayPal, Nettlel, or Clickbank

The merchant account is more detailed, will take more time to get, and will certainly cost you more initially, but, after a certain amount (\$ amount, not actual number of transactions) of sales per month, it makes more sense to have a merchant account.

At about \$20,000 in sales per month, it's cheaper to have a merchant account than to have Clickbank or PayPal.

Merchant accounts have lots of benefits:

They display an easy-to-use and understand interface for your visitors

They allow you to tailor your message, selling strategy and order process

Calculate shipping costs/taxes

Allow the owner to put all his/her customer data into one database

Allow the owner to retract customer's credit card number& this makes for tracking chargebacks when you get them

You can select whatever affiliate program you want

Netteller---way too expensive, move on. But, for gaming sites, they are usually the one to go with but they charge a pretty penny& @\$1500 to get started.

PayPal and **ClickBank** are great for products that have a decent to high mark-up that can absorb the substantial purchase cost.

Clickbank has a great affiliate system that works well also.

*At the time of this writing, PayPal's merchant rate is 2.2% of the transaction amount + \$.30 and the standard rate is 2.9% of the transaction amount + \$.30. All business accounts are charged "standard rates" until merchant account status has been achieved. If your transactions exceed \$1000 for 3 months in a row, PayPal will drop the fee to 2.2% of the transaction amount + \$.30

This is based on monetary amount of transactions. To qualify for "merchant account" status, you have to have be a member of PayPal for 90 days and receive \$3,000 in PayPal payments over the previous 90 days. (At the time of this writing, PayPal didn't charge for refunds)

Note: **The user usually needs to have a PayPal account. This is an extra step if the customer doesn't have a PayPal account. (PayPal has added a "choose another method of payment option on some occasions).

While it's easy to get a PayPal account, I only suggest using PayPal if you don't use Clickbank. (I like Clickbank so I may be a little partial here. PayPal works fine too, I've used both.)

I use **Clickbank** as a payment option because with Clickbank the customer can use any valid credit card. If you need to choose between PayPal and Clickbank, I think it makes more sense to go with Clickbank. Even though there is added cost, the affiliate program and the ease of use makes up for it.

*Clickbank takes 7.5% of the transaction plus \$1. More than what PayPal charges, but, like I mentioned earlier, your buyer doesn't have to have a Clickbank account like they would if you used PayPal. With Clickbank, the purchaser can use any valid credit card on the very next page that loads after they click the "Pay" button.

So, it comes down to cost...if you're just starting out and have little budget, go with Clickbank or PayPal. PayPal is free to set up and is relatively easy to integrate to your website...if you're non-technical, you should be able to find a developer to do it for you for about \$50.

Clickbank costs @\$50 to get set up, but it's worth it if you have an information product or something with high margin& take a good look at their affiliate program also. **Clickbank** is the most widely used service it seems, nearly everything I've purchased online has been via **Clickbank** except for the items from people with their own servers.

A BONUS for you--maximizing the way you set up the Clickbank payment option

This really is an easy task once you know how. Hopefully, what I am about to show you will save you lots of your time.

Your primary sales page of your site should send the reader to your order page when they click the "order" button...on your **order page**, they agree to order by clicking the "Order" button.

Re-iterate what the person will get on your order page as well as your guarantee. On your **order page**, there should be an order button that, when clicked, will open up a **Clickbank page** where the user will put in his or her personal information (country, state, zip) to Clickbank.

At this point the user is sent to another **Clickbank page** where the user will put in his or her personal and payment/credit card information.

After the user puts in the credit card information and the sale is approved, Clickbank sends the user to another Clickbank page that has the heading "Click Here to Complete the Sale" and it gives the Clickbank order number on that page.

After the user clicks that "Click Here to Complete the Sale" link, Clickbank will send the user to your **"Thank You"** page.

NOTE: You will have to let Clickbank know where your **"Thank You"** page is located when you sign up with Clickbank...they make it very easy. When Clickbank asks "where its located", they mean the URL of the "Thank You Page".

Make your **"Thank You"** URL page something odd, something that cannot be guessed by someone.

Something like "www.yourwebsite.com/ebk2av184-ntx.html" where "ebk2av184-ntx.html" is the name of the html file of the **"Thank You"** page.

Your **"Thank You"** page would be built in your HTML Editor...it will be an html file that you'll have to upload to your site, just like you would any other web page on your site.

In the example above you would have named the page "ebk2av184-ntx.html".

On your **"Thank You"** page, have your contact information, a "thanks for purchasing" message, etc. Keep it consistent with the way your web site looks and feels, use the same title bar, color scheme.

Most importantly, have a web form on your **"Thank You"** page that has 2 fields; 1 for the person's name, and 1 for the person's email.

On your **"Thank You"** page, put "Enter the Information Here to Complete the Sale" referring to the web form with the 2 fields in it. This way you get the person's name and email so you can follow up later.

After the person enters their name and email into that web form on the "**Thank You**" page and clicks the "Submit" button, their name will be stored in your auto responder's database.

In the code of that web form, there is what Get Response calls a "confirmation URL"...this "confirmation URL" is the URL where the user will be taken to after the "Submit" button is clicked from the "**Thank You**" page...this "confirmation URL" will actually be your download page. (Any good auto responder service will have a "confirmation URL" section of the web page...you don't need to use Get Response.)

On your download page, you'll have step by step instructions to download your product...believe me, having this information on your download page will save you time in answering emails from people asking you how to download your product. On your download page, you'll have a link that the user will click to download your product.

If you set your payment option via Clickbank in this fashion you will:

- *Save yourself time by not having to answer emails about how to download
- *Keep a consistent message throughout the sales process, professionalism
- *Gather the name and email of the person who bought so you can follow up for feedback
- *If you sign up for the Get Response auto responder, setting this up is a breeze...they give you the code you need to put inside your web page to make the web form...its very simple.
- *You'll have to build your "Thank You" and "confirmation URL/Download Page" yourself in your HTML Editor.

Click here to sign up for **Clickbank**.

Resources To Get Started

Mistakes cost money and increase opportunity costs. But, if you take the information in the previous sections seriously, you'll be started on the right track, no doubt about it.

There is no magic formula for making it big online, you need to do what's best for you and stick with what works for you.

This may seem crude but I like to keep things simple.

Mistakes = opportunity cost and money

Information + research + mindset + action = money

Keeping it simple 'bare bones' formula:

1. Define your niche and keywords
2. Do your competitive intelligence to see who your competition is and follow them, watch what they do
3. Choose your URL
4. Establish all website infrastructure and build and launch website
5. Write, develop, launch, and promote your newsletter or Ezine
6. Build your list through your newsletter
7. Define your USP and establish a clear differentiation between your USP and anyone else's in your niche
8. Do as many different types of JV's as you can...repeat this over and over.
9. Sell and promote your product(s) and newsletter

Of course, there's a lot to each of these steps and I left out basic steps like "establish a business entity", read everything you can, and all other things that are overly obvious.

When you look at the above list it doesn't seem daunting at all. The truth is, each of the steps need to be implemented in detail from a tactical and strategic level. #1,

"Define your niche" will take some time in itself...don't make the arrogant mistake of taking any of the above steps lightly, be as detailed and thorough as possible. If you do that, you'll save money in start up costs and make more money when you deliver.

As your business grows, your infrastructure and support needs will change, but that's an easy part of it. The key is relationship building, promotion, and refining your USP.

A big part of your USP is your offering, perceived value, worth, etc. Your USP is about you but your offering will include everything you sell. Make your offering so enticing that people won't be able to refuse it.

How?

Use the right bonuses.

If you can develop a product that has strong value and add on 1 to 2 bonuses that add even more value to your offering, you'll be miles ahead of the game. Really take the time to research as many solid bonuses that complement your main product and pick the 2 or 3 best that make the prospect feel they have gotten their money's worth and then some.

Do not use bonuses that everyone else has or that are older, they must be fresh, pertinent to your offering, and have added or extra value. This is absolutely key to make solid sales. The bonuses optimally will be "**Exclusive**" meaning the prospect cannot get the bonuses anywhere else online! That's a tall order, but it works.

2 ideas for exclusive bonuses:

1. You can interview an expert and make an audio bonus to your prospects. (Take a look at James Maduk's site for learning how to make an audio bonus. Scroll down to "Voices Into Profits -How to Create Audio Book". <http://www.jamesmaduk.com>).

2. You could take a portion of your product (if it is an eBook) and present it as an exclusive report. There's lots of ways to offer exclusive bonuses, these are just 2 ideas.

If you add relevant, complementary **exclusive** bonuses, you'll end up with an offering that people will accept easily because they'll want the entire package not just your main product. Not doing this is a common yet serious mistake for the new online business owner. For those people who have outstanding products, the prospect won't buy because of the bonuses, the bonuses function as the "deal sealers" in those situations.

Take a look at the exclusive bonuses to the full version of this eBook at <http://www.9mistakes-online.com>

Before you read about my product recommendations, let's look at what strategy may be effective for someone who is on a very limited budget.

The 1st place to look is at yourself...what can you write about? What will you sell? If you can't code, make a product, write a book, write a newsletter, etc., you may want to learn all you can about traffic and make a compilation book. Use what you learned about traffic to drive people to your site and give/sell them the compilation book to build a list...have the site visitors give you their name and email in exchange for the book.

You could also join "**Push Button Publishing**" at @\$25 a month and have access to lots of books that you can sell, promote, give away, etc. There's many ways to go here, so look at yourself and what you want to do first. And remember, having your own product is best, but that doesn't mean you have to be the one to develop it.

Example: Joe Kumar 'assembled' his wildly successful product "30 Days To Internet Marketing Success", the experts actually did the writing. Joe had drive and ambition but studied long and hard before he approached the people he interviewed. Joe made 1 key strategic relationship with Mark Joyner to get it all started. From there, he contacted the rest of the group and proposed a JV. The experts who participated got increased sales, free exposure and Joe got his product. The point is, **you** don't have to be the one to make your product, someone else can. **I'm not saying to make a compilation product like Joe, I'm using his product as an example for illustration.**

<http://www.30daystointernetmarketingsuccess.com/home.html>

If you can write effectively, then you might have a much easier time building a list for the long term.

If you have very little money (and a computer with operating system and mail client like Outlook, and a connection to the Internet), consider doing this:

1. Define what you are going to write about or sell within your niche. Research what's in that niche already and look at the players in that niche. Refine your niche based on what your research told you about your niche...find a "**differentiator**" to your offering.

*(In the **full version** of "9 Deadly Mistakes To Avoid When Starting An Online Business", full details are given on how to find your niche).*

2. Name your newsletter or product offering appropriately

3. Choose your URL

4. Go to GoDaddy and get your URL. (As low as \$8.95 a year per domain.)

5. Get an HTML editor like Dreamweaver or lesser. (Dreamweaver is expensive but extremely powerful Dreamweaver was \$399 at the time of this writing. Once your business grows enough to cover the cost of Dreamweaver, consider it then. I mention Dreamweaver now because it is the most popular and powerful HTML editor). Go to Google and type in "HTML Editor" and you'll get a myriad of choices from \$29.95 on up. If you don't know how to choose an HTML editor, go to Anthony Blake's forum and post a message asking if someone can refer a cheap good HTML editor. You'll get plenty of answers to steer you in the right direction.)

6. Get FTP software to upload your web pages to your domain. FLASH FXP works well and it is \$30. CuteFTP is also very good. CuteFTP offers a variety of levels of pricing...you can get unlimited use for \$40 or 30 day use for about \$9.

7. Get your web host. **Host4Profit** has all you need for \$29.95 a month. Take a look at Section 6 for details.

8. Get an auto responder. Host4Profit has auto responder capabilities and you may want to utilize them for a while until you can pay for an auto responder with more features. There is no cost if you use Host4Profit as a web host (most web hosts have this feature) but you'll have to manually manage your list.

When you want to send a broadcast email to your list, you'll have to copy and past emails on your own. If you would like, although I don't recommend it, you can use the free option that GetReponse offers but every message you send will have GetResponse advertisements attached to it. If at all possible, get a professional auto responder. (**GetResponse** annual fee fro Pro auto responder with solid list of features at the time of this writing is \$101.)

9. Develop your website, publish it even if it is one page. Find 1 website owner who will put a link on their site pointing to yours and submit your main URL to Google.

10. Begin building your list. This is the key to it all. People join lists for different reasons...what makes people join your list, what's in it for them? Never forget to ask that question and build from there.

Offer a freebie to someone, get their name and email, and continue from there. Newsletters are the easiest way to build a list and keep a "following". See Section 5. Whatever your list is promoted around, product or newsletter, nurture it.

At this point your annual expenditure will have been:

\$359 (Web Host)

\$101 (GetResponse auto responder)

\$30 (FlashFXP FTP program to upload web pages to your domain)

\$8.95 (GoDaddy for your domain)

\$30 (HTML editor to build web pages)

A total of \$528.95 which is cheap. Remember, the **web host** fees are month to month and you can cancel at any time. So your initial "out of pocket" expenses would be minimal in this example. This will give you all the necessary web infrastructure for if you are truly starting out.

What you do now is up to you. If you can write, publish a newsletter. If you can only write a little bit, publish a newsletter anyway if you can provide useful information. Other newsletter publishers always are looking for other newsletters or ezines where they can publish their articles.

If you don't want to write, drive traffic to your site for a freebie. The point here is to understand that it isn't that hard to get going cheaply, but it will take time to learn what you need to know in order to be successful.

Whatever you decide to do, keep the long term in mind, there are no short cuts. Yes, success can happen fast. But the legwork needs to be done 1st.

Read the next portion below taking into considering which products are most relevant to your situation.

Special Note: Not everyone is going to want, need or purchase the products mentioned below. They are simply what I found to the best available for my situation.

For the newbie with little money, I'd recommend Paul's **Amazing List Machine** and **Corey's course** as "must haves"...the newbie can go forward from there.

Special note about my product recommendations...

All of these products:

- *Are professional, through and through
- *Have, at minimum, 5x the value of its cost
- *Are time tested and yields proven results, over and over
- *Are continuously on the cutting/bleeding edge of the market it dominates
- *Have an iron clad guarantee of satisfaction
- *There is NO regret in purchasing it because the VALUE is ongoing...100% quality.

Note: This book will be updated with new product recommendations and every owner will be given upgraded and updated versions for free for life.

What are you gonna do now?

The key is to **act**, that's it.

*Get your product idea and/or define your niche if you haven't already. Go to www.nichemarketresearch.com and download their free eBook.

*Learn how to market your product, purchase THEE best resource available anywhere for online marketing. Corey Rudl's **"The Insider Secrets To Marketing Your Business On The Internet"**

Here's why.

Corey Rudl's online marketing course entitled "The Insider Secrets To Marketing Your Business On The Internet" is the standard.

Corey is the sole author of this course, which has outsold any other of its kind on the Internet, and I know why.

Corey's course is thorough, it a MUST if you're going to be successful online. Corey sells over \$6 million worth of products online per year and is an Internet marketing expert whose name is synonymous with online marketing.

This course is so successful, that over 99% of the people who buy **"The Insider Secrets To Marketing Your Business On The Internet"** also subscribe to Corey's newsletter.

Some of Corey's clients include Microsoft, Coca Cola, and Hasbro just to name a few.

This course is thorough research...you'll be a step ahead of the game after you read and learn this course through and through. Purchase, read, and learn **this course** before you do **anything** regarding your business.

The best thing is, you won't need to buy any other course, this one has it all and is easily worth 10X its cost. I consider it invaluable and would have bought it at 3X its cost.

Get the course here  **Corey's course**

**Figure out what keywords you should be using in your website text and URL...go to www.WordTracker.com or www.goodkeywords.com

*Start building that list, learn how from the authority on the subject, Paul Myers. Purchase “The Amazing List Machine” . Do not wait to do this...don't put it off, it'll save you...

NOTE: if you are starting out small, use the auto responder service to manage and build your list. Use **Aweber** or **GetResponse**

*Learn the tricks of search engine rankings from the authority on the subject...read Planet Ocean's “**Winning the Search Engine Wars**”

*Find some JV partners!

Don't waste your time on some of e-Courses that are being offered...I've signed up for a lot of the free ones just to see what they were about and none have been worth the time. Just go right to **Corey's course** and save yourself the time of having to read useless emails you'd get if you sign up for an e-Course.

2 more things of MAJOR importance...do yourself a favor!

1) Sign up for the **Directory of Ezines** also. It is a great place to get information regarding Ezines that you will use when marketing your product or service. Their newsletter, the DOE Insider, is like Paul Myers' newsletter...it has value. I actually look forward to receiving the newsletter and read it...the DOE Insider also offers special savings on eBooks and other products that are of value.

DOE website

2) The next eBook you should read as soon as you can – “**The Whole Truth**”. I've read about 125 eBooks about Internet marketing, how to be successful online, etc. Most aren't worth the time and don't give valuable and “use-able” information.

In addition, a lot of the eBooks out there read don't come from people who have “been there and done that” so to speak, they come from people who are trying to make it but haven't yet.

This book is different, it is from a marketer who knows the game and consistently hits \$30K + per month.

The book contains invaluable information about Google and getting laser accurate traffic to your site. The traffic section alone is worth 10X the price of admission. The author, Stephen Pierce, gives you the formula to solid rankings on Google for very specific keywords and he's a master at getting heavy, targeted traffic to websites.

If I was starting out, his book would be the 2nd book I'd read after this one and Paul's "**Amazing List Machine**". Even if Stephen's Smart Pages aren't still the talk of the Internet, **his book has strong value** otherwise, regardless of the concept of smart pages.

Hopefully the information in this min version of "**9 Deadly Mistakes to Avoid When Starting an Online Business**" gives you a solid starting ground for success, the rest is up to you. If you're diligent, smart, and thorough, you'll be able to have online success.

Your goal could be to make as much money as you can while enriching other people's lives. Your goal could be to have a residual income or to get a little extra.

Whatever the case, if you get your mindset right from the beginning, an online business can make a drastic difference in your life...it is really a lot of fun also, it's almost addicting.

Thanks for reading.

Karl Augustine

Subscribe to "Starting Smart!" here

www.9mistakes-online.com

Click [HERE](#) to visit the site of the person who gave you this book!

A handwritten signature in black ink that reads "Karl Augustine". The signature is written in a cursive, flowing style with a long horizontal stroke extending to the right.