

\$ GET PROFITS FAST



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Short Intro

Thanks for taking action and downloading this Cheat Sheet!

Even though this a free Cheat Sheet, do not underestimate the value it brings.

My name is Welly Mulia and I come from a South East Asian country called Indonesia. Yes, I'm not in the US, Canada, UK, nor Australia.

Here's a picture of me:



(yes I'm Chinese and please excuse Spiderman – I just happen to like him a lot...)

I first got started in Internet business in June 2006 and it wasn't till 2008 that I finally did this full time.

I'm, however, not an Internet Marketing "guru", I'm just your typical normal guy who happened to stumble upon this thing called Internet Marketing before you and now I'm keen to share some of the valuable lessons I've learned over the past few years with you.

I don't want to bore you with my personal story. If you want to get to know me better, [here's a longer version of who I am.](#)

Throughout this Cheat Sheet, you're welcome to have your own judgments to the methods and techniques I relate. They are simply my own personal experiences which

have allowed me to enjoy a full time online income today. Remember, there are many ways to reach your goal.

It is my hope that after reading this Cheat Sheet, you don't simply leave it in your hard disk to collect dust (which, by the way, is what a lot of people do). I really do hope that you take **some kind of ACTION, however small that may be.**

Taking any kind of action (even though it's wrong) is still way, way better than not taking any action at all. To err is human, making mistakes is forgivable. Failure to take any kind of action, on the other hand, is unforgivable! The most important thing is when you make mistakes you learn from them, do not repeat the same mistakes again, and you get up again and start taking more action!

Which may lead you to failing more often. But hey, it's all a learning process isn't it? Even Bill Gates still makes mistakes! So do Michael Dell and every other billionaire out there!

It is my sincere hope that after reading this Cheat Sheet and applying the methods and techniques, you'll be able to replace your job.

And boy I promise you too that you won't achieve it overnight. You need to work on your basics and foundation and just keep your brain open to learn new things.

You need real efforts, dedication and time to REALLY replace your job with an Internet business. The first steps are always the hardest to take, but once you've managed to successfully achieve that first \$100 of yours, getting your next \$500, \$1000, and \$5000 will be much easier (but I'm not saying it's easy though, I assure you it's definitely NOT).

So take it one step at a time and be patient. There are no such things as overnight success! Please keep in mind this is not a get-rich-quick-scheme. If you're looking for get-rich-quick-scheme, you're in the wrong place buddy!

What Exactly Is Internet Marketing?

Internet marketing is the process of marketing products or services through the Internet.

For example, let's say that John operates an auto repair shop in Los Angeles. To increase the number of potential customers to his shop, apart from doing the usual offline marketing activities such as distributing flyers to nearby households, John decides to do some online marketing activities such as putting up his banners on other peoples' websites and blogs, participating in related forum discussions, etc.

These activities all have 1 goal in mind: to increase the number of potential customers going to John's auto repair shop.

So in this case, John is using the Internet to help him get more customers. The Internet simply acts as a medium for him to promote his offline business.

Simple concept right?

However, within the past few years Internet Marketing has evolved to more than just using the Internet to promote one's own offline business. Now, a lot of people are using Internet Marketing as a means of earning money from the Internet even though they have no offline businesses.

(now, when people talk about Internet Marketing, it usually means the same thing as Internet business, or online business, or make money online...)

I'm going to assume that you, reader of this Cheat Sheet, belong to this category: that is, you don't have an offline business yet you want to make money through Internet Marketing.

This is entirely possible, as what I will show you through the rest of this Cheat Sheet.

Now before I go any further, I'd like to point out to you some of the benefits of building an Internet business (Internet Marketing).

Why Internet Marketing

Engaging in the business of Internet Marketing can bring you several benefits / advantages:

1. You don't have to endure any more traffic jam going to and from the office. In the process you save time and are less stressful. You also save transportation costs.
2. Minimal risks involved compared to operating a brick and mortar business. Can you imagine what it would have cost you to open just a little store in your neighborhood mall? Talk about rental costs, staffs' salaries, electricity costs, inventory costs, transportation costs, etc. If you run an Internet Marketing business, you only have internet service provider (ISP) costs, domain and hosting costs, and the cost of having a computer.
3. You have more free time for your family and hobby, and your time is much more flexible. With Internet Marketing, *almost* everything can be automated and you can run your Internet business with minimal time involvement (once you have set up systems in place, of course).
4. You can work anywhere in the world you want and whenever you want, as long as you have a laptop and an Internet connection. Really!
5. If you're currently still working a 9-5 job and you switch over to Internet Marketing full time, of course you'd lose your fix income. This means that you'll become a NetPreneur (Internet Entrepreneur), and what this in turn means is that when you're just starting out your income from Internet Marketing is GUARANTEED to be less than that of your fix income. However as you eventually learn the ropes of this business, you are also GUARANTEED to have a much greater Internet Marketing income. 100% GUARANTEED.

Internet Marketing Is NOT Easy

If you have spent any amount of time online trying to figure out ways to make money online, there is a 99.99% chance that people have been telling you that making money online is easy.

You just click this and that with your mouse, then you just sit and do nothing, and easy money will start rolling into your bank accounts.

Sounds familiar eh?

You might also have come across websites with all their hypey sales letter persuading you to buy product A or product B right here right now, and you'd be rich with all the money in just 1 month, 1 week or even 1 day (my oh my!) without doing anything.

This is AbZy (abosolutely crazy)!

Well I'm here to tell you that making money online is definitely NOT easy!

If it were really that easy, everybody would have quit their 9-5 job and switch their careers over to Internet Marketing, and everyone would have been rich.

Reality: This is definitely not the case. If it were truthfully that easy, why is that A LOT of beginners trying their hands to build an Internet business fail miserably?

However, hard does not mean it's impossible to earn any real money from Internet Marketing. If you are very strong-willed, are really determined to succeed at any costs, are tired and fed up of the mediocre life you've been living thus far, are willing to do **WHATEVER IT TAKES** to change your financial situation, you CAN really succeed.

I do, however, need to warn you beforehand that to get your first real money from the Internet, it is best that you mentally prepare yourself that you probably aren't going to make any money online for the first few months.

(...I say "probably" because there are some RARE people who actually are able to earn money online within just 1 month – but these people are GENIUS and you should NOT use them as standards. For the majority of people like you and me, it's going to takes us longer than that)

Once you know how to make your first \$100, making your next \$500 becomes much easier. Then target yourself for \$1000 and more.

The key is to do this step by step and you will reap your rewards at the end 😊

3 Types Of Online Income

There are generally 3 types of online income:

1. You sell your own products and services (Product Creation & Marketing)
2. You sell other people's products and services (Affiliate Marketing)
3. You sell ad space within your website (Ads Marketing)

Selling your own products and services (Product Creation & Marketing) is the most profitable of all. It also requires the most effort and time.

Selling other people's products and services (Affiliate Marketing) means that you are acting as a representative to the company in question. Whenever you manage to get someone to do a specific action, say buy something from the company, you get paid, meaning you earn commissions.

In the world of Internet Marketing, your commissions for digital products (those that are downloadable) are usually 50-75% of the price of the product.

Ads Marketing simply means that you have websites where you can sell ad space to advertisers and make money in the process. The grand daddy of Ads Marketing is of course, Google AdSense.

How To Sell Effectively

Before we go any further you have to understand why people buy the things they buy. In other words, why are people willing to hand over their hard earned cash in exchange for products and services?

If you are in the field of sales or marketing, you probably already knew the answer. Anyhow just allow me to continue with what I have to say alright? 😊

Human beings have problems. Problems are part and parcel of our everyday lives. There is not a single person on earth who is problem-free.

Most of the times they don't know how to solve their problems, or if they know how, they'd have to spend huge amounts of time and effort to overcome these problems.

I'm sure you've heard this many times before, but I still want to stress out to you that simply hearing and knowing is not enough, you must actually DO IT.

Your job as well as mine are to identify what the problems are and **HELP** (not force) them solve these problems by offering them **REAL** solutions.

If you offer them solutions that are not related to the problem at hand, you are not going to be able to sell to them ever. GUARANTEED 1000%!

For example, let's say you have the best weight loss pill in the world that is bound to shed tons of weight off whoever consumes it. But you market this pill to skinny people who are looking to gain weight. Can you imagine that? You will sell absolutely NOTHING!

I know the example above is a bit extreme, but I just want to point out to you that in order to successfully sell something, you must offer the **right** solutions to the **right** people.

Targeting Your Market / Niche

Before you make any money online, you have to identify your market, or more specifically, your niche.

Using the example above, your niche would be weight loss, and your target audiences are people who are obese and want to lose weight.

I recommend that you select you a niche that you are familiar with and one which you really understand the ins and outs of. Selecting a niche this way provides a greater possibility for you to make more money online.

It would even be better if you can select a niche that you know the ins and outs of **AND** one that you also love.

Why?

Well because if you love what you are doing, then you will always be motivated to work on your Internet Marketing business since you enjoy it. No “what’s in it for me” or anything like that, just pure excitement and joy.

For example, let’s say you love to play Playstation games. If you were to select this as your niche, would you get tired when you’re asked to talk about Playstation games? Of course not!

You can, however, also target a niche that you don’t understand or like. Just bear in mind that if you choose to go this path, it will be a lot harder for you to make money online.

I’m sure there are a lot of Internet Marketing “gurus” who will disagree with me on this “choose a niche that you understand or love” theory. They’ll say that you should have multiple streams of income coming to you from various different niches and that you don’t have to understand or love your niche.

Well, maybe they are right after all. But, at least for me, experience tells me that if I go for a niche that I really understand and love, the monetary gains that I get is better than if I were to be involved in several different niches that I don’t understand or love.

For me, I’d rather be an expert in 1 niche, than to be someone who is only fairly good in 10 different niches. I’d rather go deep than go wide.

Do you get my point? I hope so 😊

Even if you choose to focus on 1 niche only, you can also enjoy multiple streams of income flowing to your bank account.

Let's take another example: Say you are targeting the golf niche and your target audience is of course people who play or like golf. To make money online, you could set up a blog about golf, and then:

1. Put up Google AdSense ads on your blog – this is the simplest method but also brings about the least profits
2. Sell your own ad space on your blog without any third party vendor
3. Do some affiliate marketing selling golf shoes, golf bags, golf racquets, golf books, golf shirts, etc through Amazon.com and other affiliate networks
4. Create your golf information product that teaches beginners how they can achieve relatively good golf skills even if they are complete beginners

As you can see, you can also enjoy multiple streams of income even if you're focusing your efforts on only 1 niche.

But before you can successfully earn any amount of money online, you need to have visitors to your blog, and you need to build beneficial and trusting relationships with them.

Why is this so? Because people buy from people they know, like, and trust. Especially online where everyone is hiding behind their computers and where rampant fraud is taking place every minute, people are becoming more and more wary of doing transactions online.

It is for this reason that you must always build beneficial and trusting relationships with your visitors if you want to sell them something. This must be your **TOP PRIORITY**.

If you've managed to build really great relationships with your visitors, this would certainly come in handy when you have your own products to sell to them.

As the saying goes, before you can run, you must first learn how to walk.

Is There Demand For Your Niche?

Now that you have selected your niche, it's time to make sure that this niche has enough demand. Are people searching for your niche? Are they looking for what you have to offer?

It will be meaningless to target a niche that you are very good at and love it so much but there are no people searching for it.

To make sure the niche you are targeting (golf in this example) has enough demand, there are 2 ways you can do this.

Way #1

Use the [Google Adwords Keyword Tool](https://adwords.google.com/select/KeywordToolExternal) (<https://adwords.google.com/select/KeywordToolExternal>):

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive word [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. You are responsible for the keywords you select and for ensuring that your use of the laws.

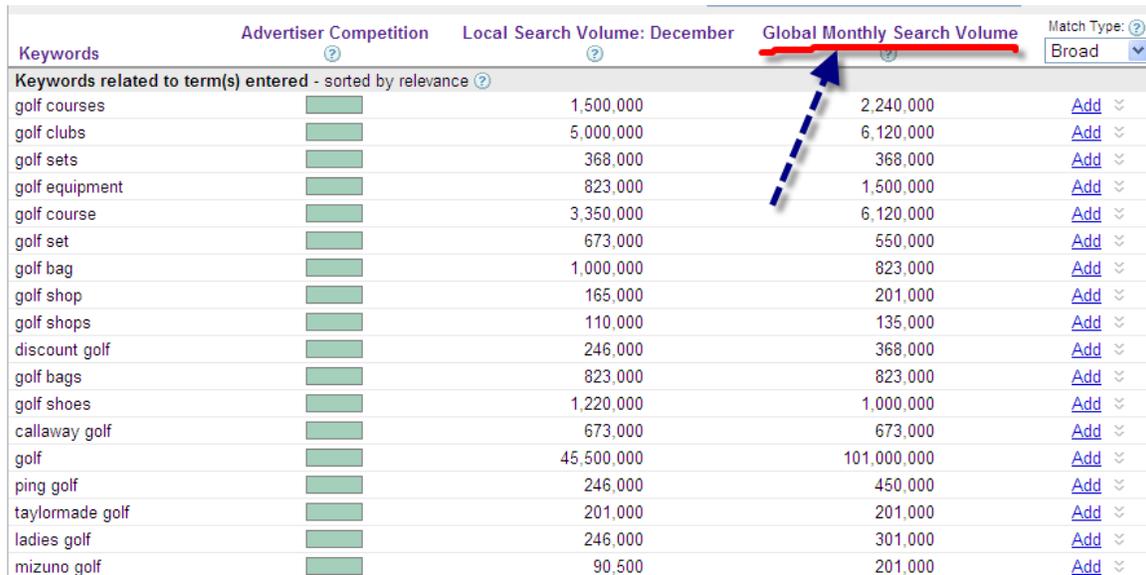
Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas ma

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="golf"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Type the characters you see in the 
	<input type="text" value="hneqqn"/>
	<small>Letters are not case-sensitive</small>
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Let's use the golf example again. Say that the niche you target is golf.

Enter “golf” as shown above, key in the captcha, and klik “get keyword ideas”.



Keywords	Advertiser Competition	Local Search Volume: December	Global Monthly Search Volume	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
golf courses		1,500,000	2,240,000	Add
golf clubs		5,000,000	6,120,000	Add
golf sets		368,000	368,000	Add
golf equipment		823,000	1,500,000	Add
golf course		3,350,000	6,120,000	Add
golf set		673,000	550,000	Add
golf bag		1,000,000	823,000	Add
golf shop		165,000	201,000	Add
golf shops		110,000	135,000	Add
discount golf		246,000	368,000	Add
golf bags		823,000	823,000	Add
golf shoes		1,220,000	1,000,000	Add
callaway golf		673,000	673,000	Add
golf		45,500,000	101,000,000	Add
ping golf		246,000	450,000	Add
taylormade golf		201,000	201,000	Add
ladies golf		246,000	301,000	Add
mizuno golf		90,500	201,000	Add

This tool will give you words that are related to “golf”. As can be seen from above, words/phrases such as “golf courses”, “golf clubs”, “gold sets”, “golf equipment”, etc are returned.

Pay attention to the column where it says “Global monthly search volume”. This column tells us how popular a keyword phrase is.

“Golf courses” gets searched 2,240,000 times per MONTH.

“Golf clubs” gets searched 6,120,000 times per MONTH.

“Golf sets” gets searched 368,000 times per MONTH.

Though the number of searches is not very accurate, it gives us a general idea of how popular a keyword phrase is.

Since the purpose here is to find if there is DEMAND for the golf niche in general, you add up the total number of searches for the different golf keyword phrases (as shown above; actually the list continues even after this screenshot).

If you add up the numbers, you can see that golf and its variant keywords are searched millions of times every month.

This is a good indication that there is a high demand for the golf market.

Maybe you’re thinking: “How am I going to sell information products in this market when the keyword phrases above all relate to physical golf products”?

Well, if you scroll down further (not shown in the screenshot above), you can actually spot some keyword phrases like this:

golf training		246,000	165,000
golf vacation		110,000	135,000
golf vacations		74,000	90,500
pro golf		301,000	301,000
wilson golf clubs		40,500	60,500
golf components		18,100	40,500
golf videos		22,200	40,500
gps golf		550,000	301,000
golf stores online		6,600	6,600
golf smith		33,100	40,500
golf gifts		450,000	550,000
golf pro shop		22,200	33,100
golf school		110,000	135,000

“Golf training, golf videos, golf school” – these keyword phrases, with their high search volume, tells us that you can actually create and sell golf information products.

Usually, a niche that has high demand also means that there are a lot of competitors. Even though this is the case, I still believe that you can achieve success in a highly competitive niche.

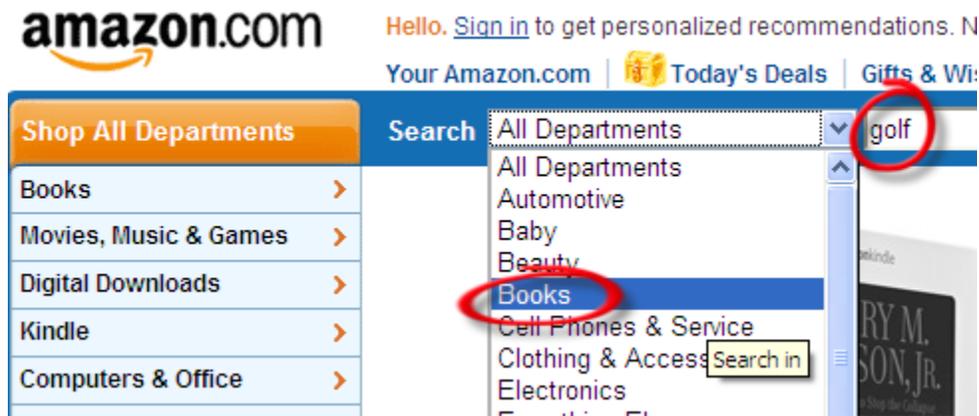
Do things differently from your competitors. If all they do is sell, sell, and sell to their potential customers, you give, give, and give tips and valuable information related to golf.

If your competitors don’t build good relationships with their potential customers, you build mutually beneficial and meaningful relationships with yours.

Be different and stand out from the crowd. Make your customers remember you, make them recognize you, make them buy from you!

Way #2

Go to <http://amazon.com>:



Select "books" from the drop-down list and type in "golf", then hit "enter" on your keyboard.



Amazon returns 217,787 results related to golf books (which is a lot). Remember that these are physical books.

So what about physical books?

Since there are costs such as manufacturing costs, inventory costs, shipping costs, etc related to producing a physical book, to actually produce one - the publisher has already researched the market and knew that producing that book is going to make them money. If there is no demand, of course they're not going to produce it.

So thank these physical books for making your research much easier.

What Is An Affiliate Link?

Though the best way to build a sustainable and consistent Internet business is by creating and selling your own information products, there is another method which you can use to add more profits to your bottom line...

And that is by promoting other people's products (affiliate marketing).

To promote other people's products and services, you need what is called an affiliate link.

An affiliate link is a link an affiliate uses to promote other people's products and services. Say, for example, John wants to promote company X's golf shoes online. John's unique affiliate link would look something like this:

<http://companyxgolfshoes.com/?id=john>

Different affiliates have different affiliate links because each affiliate's link is unique only to him or her. John's affiliate link is different from Alex's affiliate link, and both of their affiliate links are different from Lisa's affiliate link as well.

Every time someone clicks John's affiliate link and purchases something from company X, John earns a commission from company X. All John needs to do is to get as many people to click on his affiliate link as possible.

Even though it is not mandatory to have a website of your own to do affiliate marketing, it is **MANDATORY** that you have your own website if you create and sell your own information products (Product Creation & Marketing).

Why?

Because if you don't have a website, your potential customers will not know who you are, and you can't build beneficial relationships with them. On the other hand, if you have your own website, you can build great relationships with them and offer them related offers in the future.

Nowadays, it is very easy to set up your own website. And it's even FREE as well if you have no budget at all.

Create Your Very Own Website (FREE)

The easiest way to create your very own website is to create a blog. To create a FREE blog, you can go to [Blogger](#), which is owned by Google.



I'm not going into the fancy details on how to set up your Blogger blog. You can read about the tutorials and help on its site, and it's pretty intuitive, so I think you should have no problem.

Just remember to choose a blog url that reflects your niche. For example, if you are in the golf niche, choosing a blog url like <http://Golf.Blogspot.com> or <http://GolfEnthusiasts.Blogspot.com> is definitely better than <http://MyCoolSite.Blogspot.com>

Please take note that every Blogger blog ends with "Blogspot.com".

Create Your Very Own Website (NOT FREE)

If you have a little budget (around \$10/month), I highly advise that you get your own domain (one that ends in .com) and hosting to set up your own blog instead of using the Free Blogger blog.

Domain is the name of your website/blog. For example, www.google.com and www.yahoo.com are both domains.

Hosting is the place to hold your domain. Think of it this way: your home address is your domain. On this address there is a house. Your house is your hosting.

Does this make sense?

The cost of getting a domain name is typically around \$10/year. I buy a lot of my domains from [GoDaddy](#) (not affiliate link), but you don't have to get it from there if you don't want to. Search around using Google to [find the best deal out there](#).

At the time of this writing, you can use the following GoDaddy coupons to get yourself a discount when registering domains:

.com \$7.69

coupon:

PODCAST749

.org \$7.69

coupon:

goaorg01a

Companies like GoDaddy and other domain registrars usually run some kind of special promo price every now and then. So be sure to check them out once in a while. Who knows you may be in luck.

For hosting I use [Hostgator](#) (affiliate link). Hostgator is one of the top leading hosting companies around and I've been using their services since I first got started in Internet marketing. In a nutshell, I've always been a happy customer.

You are [entitled to a \\$9.94 discount](#) on your first month when hosting there. **This means you only need to pay \$0.01 (1 cent)!** All you need to do is simply enter this coupon code when signing up:

wellymulia

Only **after** the first month (2nd month, 3rd month, etc) do you need to pay the normal fee of \$9.95/month for hosting unlimited domains, unlimited disk space, and unlimited bandwidth, which is still an unbeatable price!

Of course, you can always do a search on Google and locate other hosting companies who may offer better deals. Whatever hosting company you choose though, make sure that it uses cPanel for managing your hosting account.

Lookout for the cPanel logo:



cPanel is a system for managing your hosting account easily and efficiently without you having to know a thing about coding and scripting. 99% of Internet Marketers use cPanel to manage their hosting accounts (and yes, that includes me).

Nowadays, it is very easy to find hosting companies that use cPanel. [Hostgator](#), the hosting company I use and recommend, also uses cPanel.

Now, you may be asking yourself: “Why in the world would I want to pay for creating my blog when I can have it for FREE?”

That is a very good question, and one that I often got as well. Below I’ve listed some of the pros and cons:

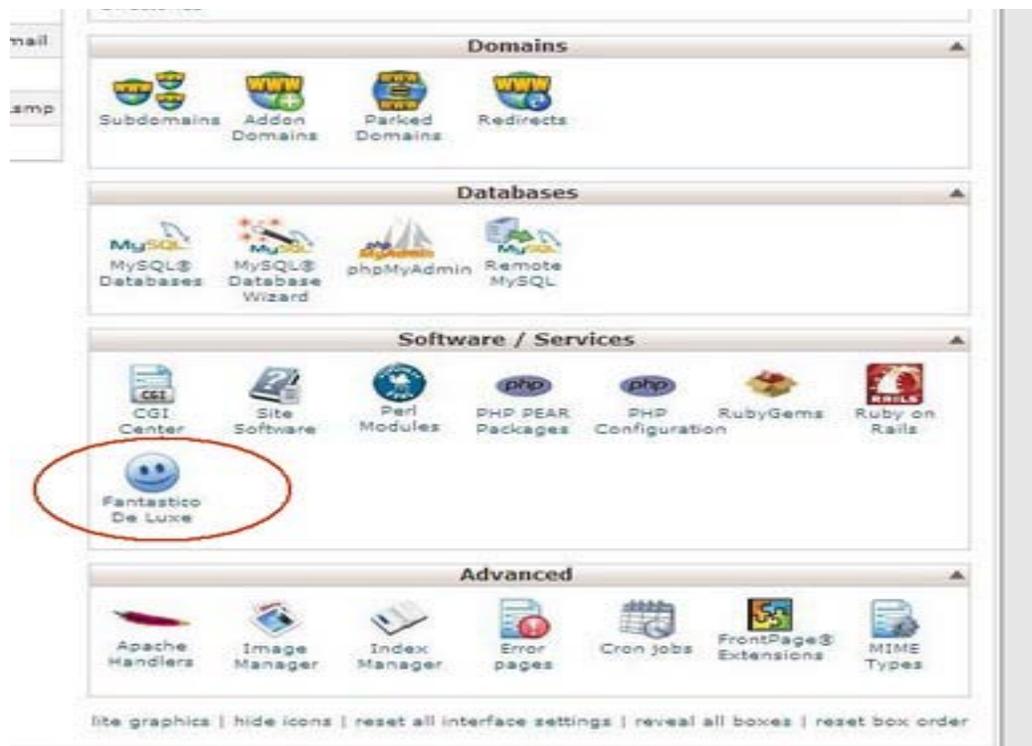
Free Blog (Blogger.com)	NOT Free Blog (Wordpress)
You do not own the blog. Blogger.com does. Anytime they want to shut down your blog for whatever reason, you can say goodbye to your blog and your business.	You own the blog, you are the owner. You can do whatever you want with your blog. You have full control.
Not professional. Answer this honestly: which one do you think is more professional: http://GolfSpace.com or http://GolfSpace.Blogspot.com ?	Looks and sounds professional. You can even have email like info@golfspace.com as compared to infogolfspace@yahoo.com or infogolfspace@gmail.com
Blogger.com is not flexible and lacks a lot features and plugins	Very flexible, has a lot of features and plugins, very customizable

So there you have it. The pros and cons are all laid out for you. If you do have a little budget, I highly recommend that you buy and host your own blog.

If you choose to go this route, using a blogging platform like [Wordpress](#) is the best choice. Wordpress is open source, meaning you can use its script free of charge, you just have to pay for your own domain and hosting.

Below I've outlined the steps required to install your own Wordpress blog on your own domain:

1. Login to your cPanel account:



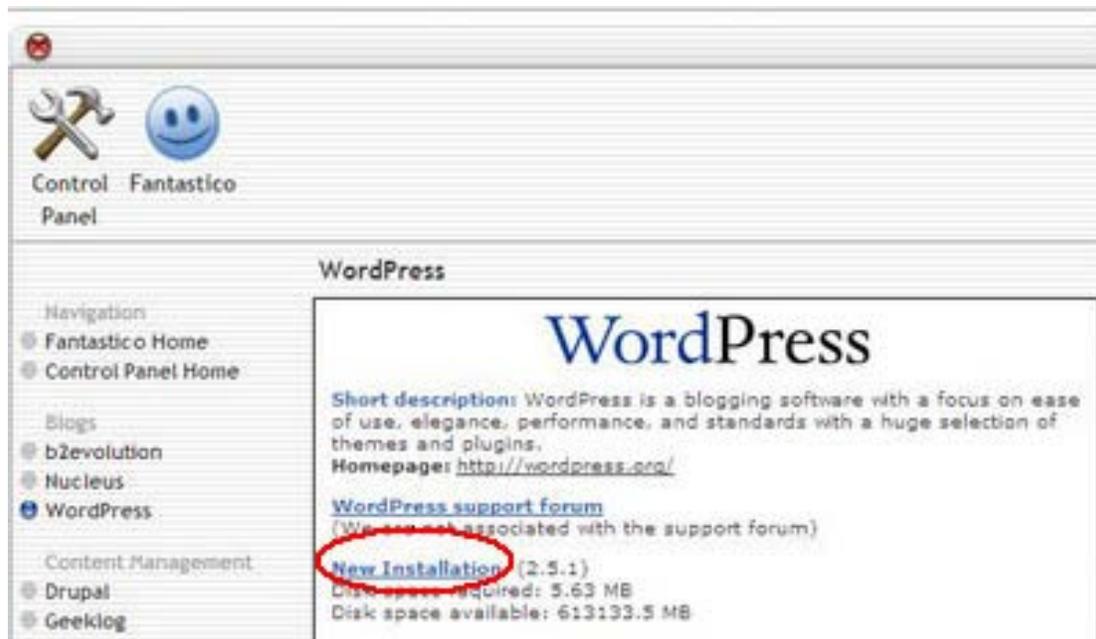
Click “Fantastico De Luxe”.

2. The screen below will appear:



Click “Wordpress”.

3.



Click "New Installation".

4.

The screenshot shows the WordPress installation wizard. On the left is a navigation menu with categories like Navigation, Blogs, Content Management, Customer Relationship, Discussion Boards, and E-Commerce. The main content area is titled 'WordPress' and 'Install WordPress (1/3)'. It includes sections for 'Installation location', 'Admin access data', and 'Base configuration'. The 'Installation location' section has a dropdown for 'Install on domain' (set to a redacted domain) and a text input for 'Install in directory'. The 'Admin access data' section has text inputs for 'Administrator-username' (set to 'admin') and 'Password' (set to 'password'). The 'Base configuration' section has text inputs for 'Admin nickname' (set to 'your name'), 'Admin e-mail' (set to 'your email'), 'Site name' (set to 'your blog name'), and 'Description' (set to 'your blog description'). An 'Install WordPress' button is at the bottom right.

Install on domain: choose the domain where you want your Wordpress blog installed.

Install in directory: leave this blank

Administrator-username: enter your desired username

Password: enter your desired password

Admin nickname: enter your name

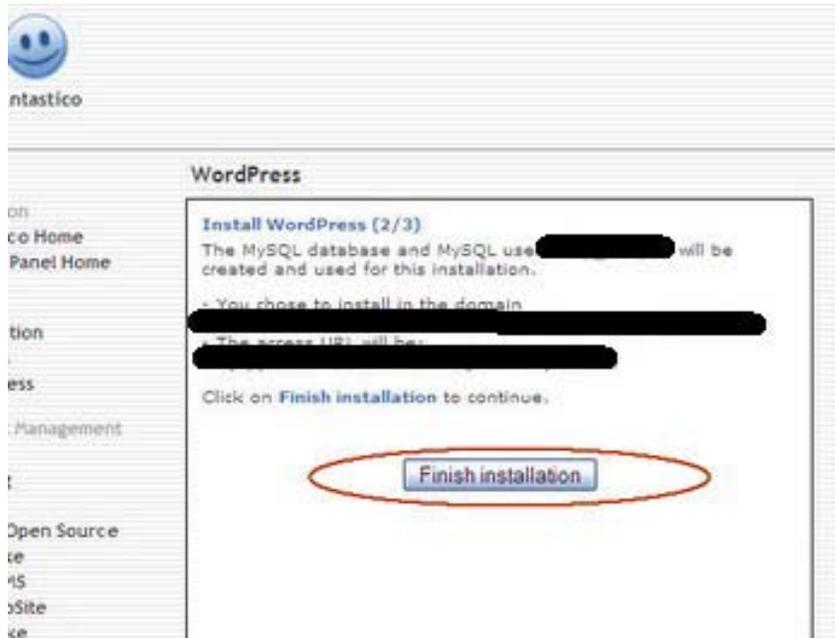
Admin e-mail: enter your email

Site name: Your blog name, for example "The Best Golf Blog"

Description: Enter your blog description (very brief 1 sentence)

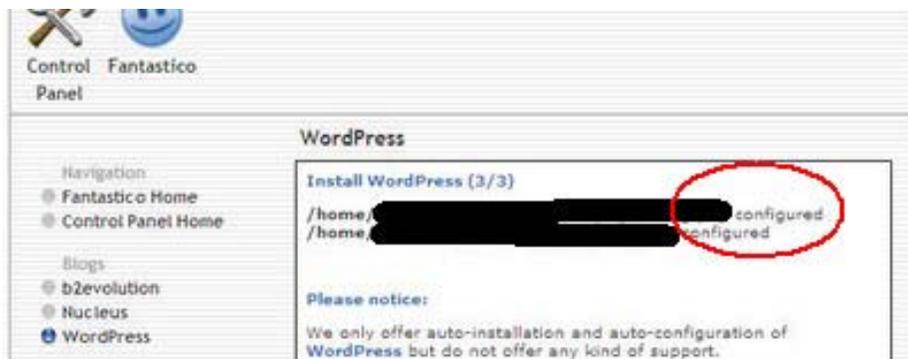
Click “Install Wordpress”.

5.



Click “Finish Installation”

6.



Congratulations! You have just successfully installed your very own Wordpress blog. To view the blog, simply go to <http://YourDomainName.com>

Again, I'm not going into the details on how to customize the settings and work on the features of your Wordpress blog. It is beyond the scope of this Cheat Sheet. Please go to the [Wordpress](http://www.wordpress.org) site and learn more from there.

How To Write Content For Your Blog & At The Same Time Make Money

Now that you have created your blog, it's time to fill it with some content. Let's continue to use the golf example again. This means that your niche is golf, and your target audience is people who like or want to play golf.

Below are some ways in which you can fill your golf blog with solid content, AND at the same time make money:

1. Do product reviews on affiliate products. Say that you want to promote a golf book that teaches how to play better golf. You could write a review on your blog about the book.

You could write:

- If the book can really help golfers to play better golf (in your opinion). Is it really that good?

- If it's good, why?

- Is it worth the price tag? Is it worth buying?

- Be sure to point out the negative sides of the book as well. If you just talk about all the good points and how great the book is, people will be suspicious of you. They will think that you are not being honest and are just concerned of squeezing as much money as you can from them.

- The most important thing is that the pros must outweigh the cons, and that you actually recommend something that is really of high quality, not just some "trash".

2. Apart from writing product reviews, you could also write about anything that is related to golf. For example, you might tell your readers how you first came into contact with golf, or maybe how you discovered a little-known secret that will allow golfers to increase their skills fast. You can write all these on your blog. Share them with your readers.

Write in an informal way, write like you talk.

This will allow you to build better relationships with them. They'll get to know you better; they'll view you as a normal down-to-earth person and someone who resembles them when they were just starting out to play golf.

By building better relationships with them, they'll trust you more and it makes things much easier the next time you recommend a product to them. For sure, they'll be more receptive to your recommendations.

The important thing to remember is that you need to give, give, and give free, valuable content to your readers.

3. Your blog is installed with comments features, meaning your visitors can leave comments on your blog.

By having your visitors leave their comments on your blog, you can interact with them and ask for their feedback and opinions about specific areas of golf they want to see discussed on the blog. Apart from this, you can get to know them better and vice-versa. You build relationships with them.

They can even ask you questions and you can answer them. People appreciate when their questions are answered. It shows that you care for them and that you're a real person, not just some computer.

Answering their questions will also motivate them to visit your blog again, because they are expecting that you'll answer them and thus will keep coming back to check on your blog.

And the best thing is, if your visitors find that the content on your blog is top notch and bring a lot of benefits, they are going to recommend to their friends about your blog. Talk about free publicity!

4. You could also write about yourself as a person. Talk about you personally.

Who are you? Where are you from? What is your interest other than golf? What do you usually do other than playing golf? Put your pictures on your blog.

The point is: just interact with your visitors like you would to an offline friend of yours. Let them get to know you, so that you can get to know them better.

This will allow them to trust you more and it will be much easier for you to sell to them in the future.

5. Give your visitors/readers some kind of freebies.

What are freebies? Freebies are valuable things that that you give away for free. For example, a free report on how to have the best golf swing is a freebie. A free e-book that teaches you how to get golf goodies at discounted prices is also a

freebie.

This Cheat Sheet that you are reading right now is also a freebie.

6. Of course, you can and are encouraged to create and sell your own information products as well. After all, the majority of your income is going to come from the selling of your own products.

Again, the key to successful selling is to make the RIGHT offer at the RIGHT time to the RIGHT audience. The RIGHT audience must know and realize that they have a serious problem they want solved, and that you have a solution for that problem.

If you can make them know, like, and trust you, then selling becomes a lot easier.

Did you notice that all of the above points focus on one thing? Yes, all of them are about the art of giving, giving, and giving. Have you heard of the saying “[Give and you shall receive](#)”?

If you focus your efforts on giving first without expecting anything in return, the sales will come automatically. Yes, automatically. Believe me big time when I say that 😊

Sales = \$\$\$

Most people are only interested in selling, selling, and selling. They sell all the time without giving their visitors/readers any benefits, without building trusting relationships with them. This is a very FATAL mistake!

Nobody in the world is going to buy from you if all you do is give sales pitches. People HATE sales pitches. They resent being sold to. What you must do is build relationships with them so that they trust you and believe whatever you recommend them.

It must be noted that to achieve this feat (people buy whatever you recommend them) is a process that takes lots of effort and time. It's not an overnight thing where you can just cast a magic spell and people will start miraculously trust you and buy from you. It does not work that way.

Nowadays, people have a lot of choices when it comes to buying something. Want to buy sports shoes? Well we have Nike, Adidas, Reebok, Puma, and Converse. Want to buy luxury cars? We have BMW, Mercedes, Audi, Jaguar, Volvo and Lexus.

Do you get the point? People have many different choices. The question you should be

asking yourself is: “If I’m the same as everybody else, what makes people want to buy from me?”

The answer to that, my friend, is to be different than the others. Be unique. Stand out from the crowd. If your competitors are only selling and selling all the time, you give and give free benefits.

This is especially true when you’re just starting out and nobody knows who you are. You must build a distinguished brand of your own. You must build your brand to a point where if people are talking about golf, your name pops up in their minds automatically.

How To Get Traffic To Your Website/Blog

You can have the best blog in the world with the best content, and the best product out there in the marketplace, but if no one knew about the existence of your blog and product, everything else is meaningless. This is why it is very important that you learn how to drive visitors to your blog.

In Internet Marketing terms, visitors are often called traffic.

There are a few ways to drive traffic to your blog:

1. SEO (Search Engine Optimization)

This is a very popular topic, and it seems that every Internet Marketing forum has a section specifically devoted to this topic.

SEO is a technique to boost your blog's ranking in search engines results pages like Google, Yahoo, or Live for a specific set of keywords.

Take for example: John wants to increase his golf skills and he goes to Google and types in "increase golf skills" and hit enter. It is your hope as a blog owner that your blog would be at the number 1 position for this set of keywords. If your blog lies on the 3rd or 4th page of Google's results, John is likely not to go that far to find what he's looking for.

Bottom line: If your blog is on the 1st page of Google's results, there is a high chance that John might click on your blog and you get a targeted visitor. If your blog is on the 3rd or 4th page, John is unlikely to notice your blog and thus would not be a visitor to your blog.

A lot of "Gurus" will say to you that SEO is very complex and that you have to do this and that. I'm not saying that SEO is easy, however I do believe that SEO is not as complex as what these "Gurus" claim to be.

And I'm not saying that I'm an expert at SEO, because frankly, I'm not!

I just happen to know, based on my personal experience, that there are only 4 things that you really need to take note of:

A. The number of incoming links to your site – this means how many sites are linking to your site.

B. The anchor text of the links to your site – this means when other sites link to you, what are the text used to link to your site. It may be “click here” (which doesn’t really help your ranking because nobody is going to type in “click here” to find what they are looking for), or it might be “increase golf skills” (which is great because it’s telling Google that our site is about “increase golf skills”).

C. The title tag of your site – every site has a title tag. If you go to [Amazon.com](https://www.amazon.com) (not affiliate link), the title tag is “*Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more*”. A good rule of thumb is to use the keywords you are targeting in the title tag. So for example if you are targeting the keywords “increase golf skills”, you might put “Increase golf skills” as the title tag for your site.

D. The body content – the body content simply means your site’s content. If you are targeting the keyword phrase “increase golf skills”, be sure to insert this phrase a few times within your site’s content. You don’t have to insert it umpteen times, 2 or 3 times would do.

If you only do 2 of the things above, be sure it’s A and B as they are the most important out of the 4. They probably account for 90% (just a wild guess) of the results.

2. Article Marketing

Article marketing means you write articles related to your niche and then you submit them to various article sites. These article sites that store your articles are called article directories.

When you write articles, you are allowed to include an author’s resource box at the end of the article that basically tells readers who the author of the article is, and you are allowed to link back to your site.

This is a great place to advertise who you are and what you do. Be sure to write great resource boxes that compel readers to click on the link that takes them to your site. Include benefits along the lines of “For a Free report on how you can increase your golf skills in 30 days or less, click here”.

Apart from the possibility that readers will click on your resource box link, the link from article directories to your site also counts as a one-way backlink to your site, which will improve search engine rankings.

There are a lot (and I really mean a lot) of article directories out there. A lot of them are worthless and not worth your time. Here are some great article directories that, in my opinion, are worth submitting your articles to:

[Ezine Articles](#)
[Article Dashboard](#)
[Article Alley](#)
[Go Articles](#)
[Article Cube](#)

3. Web 2.0 Marketing

This is the Internet community now!

Web 1.0 (sites a few years back) can only deliver content one way, that is site owners to visitors. Visitors can't give feedback or voice out their opinions toward a certain subject.

But now with Web 2.0, participation not only becomes a possibility, but is a must for site owners and visitors to interact with one another.

With the introduction of social networking sites, social bookmarking sites, and blogs that can accept comments, the Internet today is becoming a more user-oriented community where everyone and his uncle can voice out their opinions on every topic imaginable.

Social networking sites can help deliver traffic to your site. [FaceBook](#) and [Twitter](#) anyone? People go to FaceBook and Twitter to network and find new friends. Virtually anyone with an Internet connection and a computer can network with one another.

Other than networking with your offline friends on these sites, you can also find like-minded people who share the same hobbies. Taking the golf example, you could find people who like golf and befriend them. However, don't try to sell them anything when you just got to know them.

Instead give them freebies first without expecting anything in return. Build relationships with them first and brand yourself as the go-to guy for anything related to golf.

Social bookmarking sites are just like bookmarks on your Internet browser. Let's say you stumble upon this interesting site that you really like, so you bookmark this site on your Firefox or Internet Explorer so that you can come back later.

With social bookmarking sites, the difference is that you can "share" your list of interesting sites that you have bookmarked to everyone out there.

So you stumble upon an interesting site, and instead of personally bookmarking that site on your Internet browser, you “socially bookmark” that site publicly so that everyone knows it’s a great site worth visiting.

Every social bookmark made towards a site by a 1 person counts as 1 vote. The more votes the more popular the site is, and the more popular the site is, the more visitors it will receive.

Tip: You can set up an account with each of the different social bookmarking sites, and within each account bookmark your own site. However, be sure that you bookmark other sites as well, because if you only bookmark your own site, your activity will be marked as spam and you’ll lose your social bookmarking accounts.

A good balance is: whenever you bookmark 1 of YOUR sites, bookmark 5 OTHER sites that are NOT yours.

Some popular social bookmarking sites are:

Del.icio.us

Digg

StumbleUpon

Technorati

You can also use a free social bookmarking software called Onlywire to semi-automate the bookmarking process.

4. Forum Marketing

Forum is a place where like-minded people gather and hang out. Forum is also a great place to promote yourself and your business.

Since you are in the golf niche, you would, of course, do a search on Google to find out which golf forums are popular. Find 2 -3 popular forums and start posting on the forums with interesting topics, ask questions as well as answer questions.

Typically, you’re allowed to put signatures at the bottom of your every post. Use this to your advantage and write something along the lines of “For a Free report on how to play excellent golf click here”.

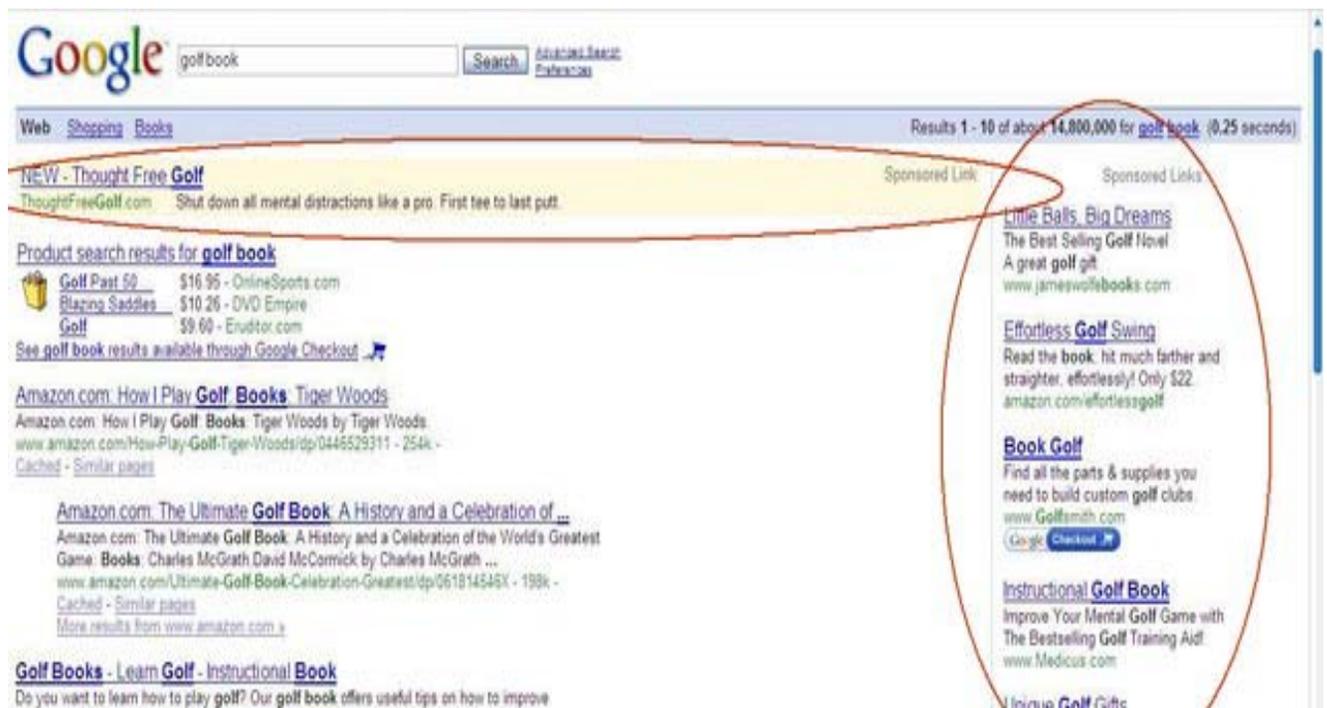
People are always asking questions in forums, and you can help them by giving them your honest opinions. Do not try to sell anything when you are new to the forum. Just concentrate on being helpful to others.

As time goes by and your reputation grows, people will start to recognize who you are, and eventually they will visit your blog. If you're really THAT good, they'll even promote you free of charge through word-of-mouth marketing.

5. PPC (Pay-Per-Click) Marketing

Pay-per-click marketing means that you pay every time someone clicks on a link that goes to your site. This is exactly the opposite of Google AdSense where they pay you every time someone clicks on an ad on your site.

The most popular PPC marketing is [Google Adwords](#) (not affiliate link). If you go to Google and type in "golf book", you will get results similar to this:



Those that are within the red ovals are PPC ads. Notice the words "Sponsored Links". This means that every time someone clicks on one of these ads, the advertiser pays Google.

The higher the position, usually the more expensive the advertiser has to pay. There are actually other factors to consider as well, but generally speaking the higher ad position costs more money.

This is only for one keyword phrase “golf book”. There are literally millions of keyword combinations spread across hundreds of different niches.

Can you now start to see why Google is so rich? How many people go to Google to search for something every second? What about this very moment as you read this?

If you have the budget and are familiar with Google Adwords, you can go ahead and advertise your site.

But if you were just starting out, I bet you don’t have the budget and you don’t know a thing about Google Adwords. If this is you, then DO NOT advertise with Adwords yet!

I have heard of people who don’t know a thing about Adwords but they continue to use it anyway, and they ended up burning a hole in their pockets! You can always use other forms of traffic generation methods such as those mentioned above (SEO, article marketing, web 2.0 marketing, and forum marketing).

10 Steps To REPLACE YOUR JOB On The Internet

I know you eagerly want to know what the 10 steps are to replacing your job on the Internet, but before I lay them out to you, you need to understand what a **Continuity Program** is first.

A continuity program (from our perspective as a business owner) is a business where customers pay us a MONTHLY fee to access our products and/or services.

We see continuity programs every day, even though you may not be aware. For example, the hosting fee you pay every month is a type of continuity program. Your Internet service provider which you pay your monthly fee is another. Your cable TV provider is also another one.

Why Do Businesses Build Continuity Programs?

Because it's VERY PROFITABLE. You see, there's only a ONE-TIME INITIAL marketing cost to get that customer to join your continuity program for the FIRST TIME.

Once he joins your continuity program, he will pay you a monthly fee for using your product or service. This means that you incur ZERO marketing costs to attain this customer for the second, third, fourth, and subsequent months.

This translates to you achieving a very high profit margin for this customer since you only pay the marketing cost ONCE at the beginning of your interaction with him.

Your profit margin is going to be even higher if you run an Internet information business where your products are informational and digital in nature like showing and teaching people how to do this and that for a specific topic and delivering your teachings to customers electronically via digital downloads.

You don't have any manufacturing costs, no inventory costs, and no delivery costs. Most of the time you only pay for hosting services (\$10/month for shared hosting and can accommodate unlimited domains), your high speed Internet connection (\$30/month), a domain name that you pay yearly (\$10/year), and some initial investment in buying a computer and some software, and of course, your electricity bill.

Can you see the power of building a continuity program for your Internet business?

You get CONSISTENT monthly income EVERY month!

Here's A Tip

When you sell your continuity program (sometimes known as “membership site” as well in the Internet marketing arena), do NOT use the word “continuity program” or “membership site” in your marketing messages.

Why?

Because people do NOT want to join a “continuity program” or a “membership site”. Instead use a much more appealing terminology such as “coaching program”.

Coaching program just sounds A LOT more valuable and personalized, and it’s perceived (at least by your customers) to be more “worth their money” than just a “continuity program” or “membership site”.

Think about it: I want you to answer me honestly...

Which one seems/sounds more attractive?

A coaching program that costs \$97/month, or a continuity program that costs \$97/month?

How about this: \$97/month coaching program or \$97/month membership site?

How Do You Build A Successful Continuity Program?

Okay, now that you know the importance of building a continuity business and generating CONSISTENT monthly income, the next question is: “how do you build one”?

Well here are the 10 Steps To Building A CONSISTENT Online Business FAST Using A Continuity Program so that you can REPLACE YOUR JOB!

Step 1 - Overcome Information Overload And Focus On ONE Thing Only

With all the information out there about making money online, I’m 100% sure that you’re suffering from information overload. The first step you need to do is to overcome this illness.

Stop chasing one business opportunity after another. Stop looking for the “next big thing” because there is no “next big thing”. There is only hype attached to the “next big thing”.

Focus your mind and attention on only ONE thing - and that is to build a CONSISTENT Online Business FAST so that you can REPLACE YOUR JOB. Ignore the rest that have nothing to do with this.

Please pay special attention to the word “CONSISTENT” - you want your income to be consistent month in and month out. So what if you can generate \$1000 today but fail to make any money tomorrow and the day later.

What you want is CONSISTENT income every month so that you can have a REAL business and peace of mind.

Step 2 - Learn Direct Response Marketing Skills

When soldiers go to war and fight for their country, they equip themselves with weapons and shields. You need to do the same by equipping yourself with Direct Response Marketing skills.

Why?

You are a small entrepreneur with limited budget to spend on your online business, thus you need to make the best use of your money.

You can't afford to spend (and WASTE) BIG money like all the Fortune 500 companies. Every dollar counts, which is why you MUST learn direct response marketing skills so that you spend your money wisely on things that do WORK!

Step 3 - Learn Technical Skills

A lot of the “make money online” sites and gurus say BOLDLY that you don't need to have ANY technical skills at all to be able to succeed in your online business.

(worse, they claim that you only need to click a few buttons on your mouse and you'll make thousands instantly...)

I COMPLETELY DISAGREE!

Don't cringe first at the thought of learning technical skills...

What I'm saying is that you MUST, at the very least, learn basic technical skills such as:

- how to connect your domain and hosting together so that when people type www.yourdomain.com, they are actually directed to your website
- how to create a BASIC html static web page
- how to set up a WordPress blog from scratch

No, you don't have to learn programming. You can outsource the programming stuff to professional programmers who know what they're doing and who can do the job A LOT BETTER and MUCH FASTER than you.

Why don't you also outsource the three skills I mentioned above as well?

Because if you outsource even the most basic skills such as these three skills, then you'd have to wait for your technical guy to fix it for you if you need to make even the smallest change to your web page. This will take up a lot of time with the back and forth communication. Another reason is of course to cut down your expenses.

Step 4 - Create Your High Quality Freebie

Make sure that you actually create a HIGH QUALITY freebie that you give away to your website visitors in exchange for their email addresses. Don't simply put together some low quality PLR stuff and use it as your freebie.

This will hurt your image and brand, and once it's tarnished, it's VERY DIFFICULT to regain and make people trust you again.

Before you create your freebie, think of it as a paid product that you're going to sell. This way, your mind will focus on delivering high quality content since it (your mind) thinks that it's going to be a paid product.

Step 5 - Set Up Your Squeeze Page To Capture Leads

Now that you have your freebie ready, the next step is to set up a squeeze page to capture the names and email addresses of those people who requested your freebie.

The basic HTML skills that you've learned earlier (in step 3) will help a lot in creating and setting up a simple squeeze page.

Of course, you should have some nice and professional (but not too fancy) design to your squeeze page and freebie, and you can do that by outsourcing this to graphic designers. This will increase your squeeze page conversion rate.

Step 6 - Create Your Continuity Program

This is the MEAT of what your customers are paying you money for. They pay you money to access your VALUABLE content to solve their problems.

The content of your continuity program, of course, have to be GOOD (as should your FREE content).

When people give their names and email addresses to get your freebie, they should be IMMEDIATELY presented with your continuity program offer.

Why immediately?

Because people's interests change VERY QUICKLY all the time. If you don't ask for the sale immediately, then they might no longer be interested in your topic a few days later.

And one more tip: you do NOT have to create ALL the content beforehand before you actually roll out your continuity program. In fact, you only need to have the first lesson created and you're good to go.

Step 7 - Package Your Continuity Program To Make It SELL

With tight competition in almost every market, simply presenting your "naked" continuity program for sale is not going to be good enough.

You need to MASSIVELY PACKAGE your continuity program so that it becomes irresistible and really ENTICING. Package it in such a way so that if people do not take up your continuity offer, they'll really miss out on a lot of good, cool stuff.

You want to make your prospects think like this in their minds:

Join your continuity program = I can solve my problems

Don't join your continuity program = My problems remain unsolved and I'll continue to feel excruciating PAIN

Step 8 - Generate Visitors To Your Squeeze Page

I'm sure you've heard and seen this a thousand times before, but without visitors to your website, then everything is useless.

You can have the best continuity program in the world, but if nobody knows the existence of your program, then not a single soul is going to join your program.

This means zero sales and zero profits.

Once you have your freebie, your irresistible continuity program that is MASSIVELY PACKAGED, then you can start driving traffic to your squeeze page.

A small percentage of that traffic will be your customers, and most will just be freebie seekers who won't join your continuity program. This is perfectly fine, because in EVERY

MARKET that you operate and sell information products in, there are only a small percentage of buyers compared to freebie seekers.

Step 9 - Build DEEP Relationships With Your Leads/Subscribers

After visitors opt-in to get your freebie, they are presented with your continuity program offer. Let's say that the conversion rate for your continuity program is 2%. This means that for every 100 people who see your offer, only 2 join your program and the remaining 98 did not join.

So what happens to these 98 people?

Simply leave them alone?

NO WAY!

What you should do is to build deep, trusting, and beneficial relationships with them via email marketing. Remember that they've already given you their email addresses!

Give them cool and valuable content that will help them solve their problems, and give them on a CONSISTENT basis.

Frequency is key here.

The Internet is full of scams and is filled with tons of dishonest people. You want them to receive REPETITIVE exposure from you that will result in a POSITIVE perception of you being a nice, trustworthy person whom they regard as their trusted advisor.

Step 10 - Use KILLER Email Marketing Tactics To SELL Your Continuity Program

In Step 9, you build deep relationships with your subscribers by giving them valuable free content that they can use. In Step 10, you SELL your offer.

Simply giving away free content all the time won't make you money. SELLING your continuity program will!

Therefore, even though you often give your subscribers free content, be sure to sell to them also. Otherwise ALL your efforts will be gone to waste.

The way to do this is to have a mixture of free content and sales pitch emails. For example, you can use the following tactic:

Email 1: Free content

Email 2: Sales pitch

Email 3: Free content

Email 4: Sales pitch

Etc.

Final Words

Once again, thank you for taking the time to read through this Cheat Sheet. I sincerely hope that you find the information I share here beneficial to you, so that you can start **TAKING ACTION NOW** and **REPLACE YOUR JOB** in the shortest time possible.

Taking even just a small action (even though it's wrong) is still way, way better than not taking any action at all. To err is human, making mistakes is forgivable. Failure to take any kind of action, on the other hand, is unforgivable! The most important thing is when you make mistakes you learn from them, do not repeat the same mistakes again, and you get up again and start taking more action!

If you like this Cheat Sheet and feel that it has benefited you in one way or another, or if you have any questions regarding the material covered here, I'd really appreciate it if you could [take just 1 minute and let me know what you think about this Cheat Sheet](#). There, you can also see what other like-minded people like you have to say about this resource.

What Next?

The methods and strategies covered in this Cheat Sheet - **especially the section on “10 Steps To Replace Your Job On The Internet”** - when implemented correctly, can allow you to quit your job and replace it with a profitable Internet business.

However, if you want a **Beginners STEP-BY-STEP** (and I really do mean STEP-BY-STEP, unlike all the sites out there when they say it's step by step when it's actually FAR from it) **Blueprint To REPLACING YOUR JOB On The Internet**, then my “Step 1 do this, Step 2 do that, Step 3 do this, and if you have any questions while building your Internet business ask me...” [Get Profits Fast GOLD Coaching](#) is for you.

(hint: for a LIMITED TIME, it only costs you \$1 to get started on my GOLD Coaching. [Check out NOW](#) to see if the offer is still available...)



Wishing You The Very Best!
Welly Mulia

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