

## A Special Report

# Sometimes, You Have To Ask Yourself, "Can I Really Make Money Online?"

Yes, you really CAN make money online. You can even start from scratch, like I did, and fumble and find your way to the pot of gold. (For me it's a pot of coins and one dollar bills)



**Riley West**

But it's not going to go the way you might think it is.

One of the reasons so many people quit in the Internet Marketing Learning Curve is because they've been sold a lie. First big lie – It's EASY!

You've all heard it and you've heard it all and that's why it falls on deaf ears, stokes skepticism, and elicits disdain from your in-laws. There's been a lot of scams!

"Get Rich Quick!" "This Is The Latest Weapon And Will Destroy your Competition!" and "I Made Four Thousand Dollars the First Week!"

It's stupid, really, but it is very big.

Hard selling, hardcore tactics, pressure sales, loud ads, annoying salesmen....all of these things add up to the average person tuning out. Or being put off.

If you are looking for a way to make money and a product or guru offers you a "way to go" you'll be sorely tempted and usually disappointed.

**And, what is "it" that we are talking about?** Among online marketers a "business" is commonly described as an automated website, that can sell the product, take the money, deliver the product, and commence an automated email follow up message series. After that, the business carries on, growing and spinning off more profits. Nice idea, isn't it? That's why I'm going for it!

Not everybody can be a red-hot copy writer! Not everyone is a graphics designer. Not everyone is a marketer (salesperson).

**Is there is a way for a regular person** to make their way in this business without having to become someone other than themselves?

**See the last page of this report for an even more basic and easier way to Make Money online.**

So, how does a normal, non-marketing type, actually GET themselves an automated online business that delivers profits into their accounts while they sleep? I'll tell you. I did it. I might have been able to do it another way, possibly a simpler way, but, for some reasons I picked this method.

I started a wordpress blog. That was easy! I wanted to blog about my experience progressing from a newbie to a "marketer in the making".

I learned to build "little web pages" and put offers on them. [Here is where I got the basics for doing that.](#)

I learned to do some article marketing for targeted traffic and I started to sell a few of my products. I'm building a list. This is the first quarter of 2009. I started on this project in October 2008

Doing this wasn't easy. It wasn't Hard. It took Persistence! And it took too long. Five months and I'm just starting to roll. That's a lot of set up and learning. Still, it's doable AND having done it once I see all

kinds of opportunity for enhancing my business and getting sales and profits up. Plus...it will be FAR easier next time!

**Here are the requirements of personality:**

1. You need to be fairly smart and have common sense. (otherwise you'll get ripped off)
2. You have to be a "self-starter". (otherwise you won't get started)
3. You have to be persistent. (otherwise you'll quit)
4. You have to want it. (this fuels the persistence)

**Here are the requirements of infrastructure:**

1. You need to learn how to make a simple web page, buy hosting, and upload your web page (sales page) to your domain name. Should take a week. [Here's a great start!](#)
2. Same thing with a blog.
3. You need to know how to generate traffic to the pages on your website and blog. I do article marketing.

**Recap:**

**Even as a beginner you can learn how to make and put up a web page in a week or two if you work on it for a few hours everyday.**

**Same goes for the blog.**

**And ditto for driving traffic to the pages.**

You see, you are going to put "content" and offers on the pages!

Google **LIKES** "content" and Google **LOVES** "fresh content".

You'll learn to drive traffic to your page that is actually interested in what you have to say and offer, greatly **INCREASING** your chances of sales.

There is a simple formula for making money in direct sales via the web. (Direct sales is when you sell *directly* to your customer.)

**Here is the formula... Offers + Buyers = Sales.**

Another is Traffic + Conversion = Sales. This means traffic (buyers) come to your web page and "Convert" into a sale. It's a commonly presented formula. And it's basically the same.

But the Bottom Line in Internet Marketing is Having an Offer (Sales Page) at a hosted URL (Domain name=url) AND getting traffic to that address (url=domain name).

But not just any old traffic! You want people coming to your Sales Page (website) that are actually interested in what you have to offer!

### **Here's what you need to do it!**

Now, since you have a website, because you went through the effort to learn how a while back, you can put an offer on it. Try this without having the knowledge of how to use websites and it won't work!

And, since you have a blog, because you learned how and actually did it, you can start aggregating content that is relevant to your offer! That draws traffic to your blog that is potentially interested in what you have to offer.

Example: Your offer is "Cure Acne Fast". Your content is about curing acne fast. You put links in your blog to your web page offer.

To speed things up and build reputation you can write an article about Fast Acne Cures and submit it to article directories. At the bottom, in your resource box, you'll put a link to a good article or post on your blog that presells the visitor on your web page or blog page offer (this could EASILY be a Clickbank offer) and has a link to that same offer right there. Maybe read that last paragraph a few times.

Now you have an offer with traffic going to it that is actually interested in buying what you offer **AND you are your own boss and your own person**. You're NOT one of ten thousand guys trying to use the Gurus latest invention.

To make it grow you write more articles. The more the better. Periodically add more good content to your blog and you are providing VALUE which is what people want.

To make money, for most people in this world, requires one to GIVE VALUE in order to GET VALUE. Not the other way around. You don't work at AIG. This is the real world. Golden Rule time!

So you make continuous little improvements on your web pages, offers, blog posts and content.

Here is the Headline for this **Big Internet Marketing Plan**.

## **Who Else Wants To Work Their Behinds Off for Months, Spending Money and Struggling To Learn As you Go, In Order To Eventually Make Your first Sale!**

Well, that's what I did and it **can't** be the easiest way, but it may be one of the surest.

And, I have to tell you, you'll get a real kick out of your first sale. It's big.

And, here is another tidbit of information. Once you make your first sale... and it occurred for a reason (something you did)...you ramp that up by repeating what you did AND doing it with higher traffic numbers! It's a numbers game.

I hope this gives you the idea to start learning...not start earning.

If this seems realistic to you AND you have those personality traits listed above AND you like the idea of learning what is necessary, and you'll start working **now and stick with it**, you'll do just fine!

If you are that person I hope I meet you someday.

Here's to your success,

**Riley West - An Internet Marketer in the Making.**



**Riley West**

PS: 95% of The Formula For Success is "Showing Up" and "Being There".

**[How To Get Started! Go here.](#)**

Making Web pages, blog pages, and article marketing really only need one thing to be complete...an Autoresponder!

Everybody I know uses Aweber... so I do too. It's \$19 and change per month and easy to use.

**[See Aweber Here.](#)**

**To tie it all together you need [Hosting and a Domain Name!](#)**

**Finally, here is a link to my [proven money maker web page PDF](#) that makes it easy for ANYONE to earn some money with PLR rights...the "Viral" way.**

**It's Called ...**

## **10 Basic Things You Must Know for Successful Internet Marketing.**

PSPS: I didn't tell you this would be simple. It's a little complex at first. But it is EASY labor! This isn't ditch digging. If you are one of those intrepid souls who has what it takes to learn the business, I would be happy to show you some things that will make your journey easier. The FIRST THING you should do is go to my Internet Marketing InfoBlog and sign up for the email sequence. You won't be sorry. You won't get endless pitches to buy something. You WILL get Tips, Tools, Training and General Advice.

I hope you take advantage of it. – Riley West – Internet Marketer In The Making.

### **News Flash:**

More and more people are getting by in their marketing efforts using ONLY a wordpress blog. You CAN put your offer on a blog page and link to that. It would be a quicker way to get started.

I'm old school and I think you will be WAY better off if you learn some basic html (web page building).

But...think about it.

You go to [Hostgator](#) and get [your first Domain Name and hosting account](#). It's \$15 for the name and \$7.95 for UNLIMITED web hosting. That means you can put MANY Domains on that hosting plan. [It's too cool.](#)

Now populate your blog with (any market) acne cure reports and an acne cure offer or two.

Drive traffic looking for acne info (article marketing) to your blog and collect money.

That's WAY simpler than I did it (make money). So, with [my \\$19 bundle](#) of tutorials, free software, and a [hosting account at Hostgator](#) you can have a blog up and producing profits in a few days. (One day once you get the hang of it.)

**Don't Quit Here – Riley West – [An Internet Marketer In The Making.](#)**

**PS: Remember...you aren't in the game until you have traffic going to one of your offers!**

**And you can't do that without a Domain Name and Hosting – Once again I stress Hostgator because they are reasonably priced AND (a BIG "and") ...AND they are SUPER HELPFUL!**

**When I am doing something unfamiliar at Hostgator, I just open up a "chat" box and they walk me through it step by step! They make it simple.**

## **[Hostgator.](#)**



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