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Five Steps to Online Income Success

By: Fred Raley

Who is this for: Novice to Expert online marketers

What it is about: Critical steps you need to take to succeed

When will you use it: Immediately

Why do you need it: To learn how to set up your own retirement-income business systems.

1. Background

I see online marketers flailing in their efforts to bring in income all the time; making marketing mistakes like there is no tomorrow. They think they are making a difference but when you pull back the covers, they are just spinning their wheels (and spending their money) with no results to show for it.

The good news is these folks are trying.

The bad news is they are doing it all wrong.

There are some critical lessons that new marketers must learn to see success.

That's where this article comes in!

Here are the five critical factors every online marketer needs to put in place to start marketing like a professional and getting results like a professional.

Building your own retirement-income business systems is not hard... you just need to do it right the first time to avoid frustration.



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2. Defining your target market

One of the most critical mistakes that online marketers make is in failing to define their perfect customer. Frequently, the delusion sets in that “everyone” is a prospect for their product or service. Most often, this is so far off the target as to be laughable.

The problem is in learning how to define that perfect customer. Most marketers try to define what their prospect needs based on what they need.

That's 180° out of alignment!

You should define your perfect customer based on their needs, problems and desires... not YOURS.

By defining your target prospect you can then start to design your marketing to solve THOSE types of issues. When you shift your marketing advertising to this concept, you will start to resonate with your prospect (“oh, this sounds like it would solve MY problems... I should take a closer look”)

Let's look at a scenario.

You are targeting people who have failed in a home business.

So what would be the things they THINK they need most to be successful:

- a. More leads
- b. Better marketing system
- c. An automated marketing system
- d. A business in a box
- e. A turnkey business system
- f. A system that finds hot prospects for them
- g. Training on how to get new leads from <pick a source>



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Knowing this, you could target any of those areas in your advertising and teach a topic or two from this list.

That launches you into a far more professional position: Trainer, teacher, helper.

I have a whole training series on this topic in my [Email Marketing Mastery course](#)

3. Establish your professional online web property

What is that?

It's a company that has lots of computers (called servers) hooked up to the internet who can provide space for your websites upon which you will create your websites.

Some big web hosts that you probably have heard of are like www.comcast.net or www.amazon.com. They both sell space to you if you want to put your domain on them.

So why to you need to get your own domain?

1. To be seen as a professional in this industry
2. To avoid being lumped in with the spammers who use "free" stuff (like Gmail or Hotmail) in their sleazy craft.

For a few bucks, you get all that. Well worth the small investment in your business to become a professional

I use a company called "Bluehost.com" to host ALL of my domains. For just a few bucks per month, they will let you have unlimited space to host unlimited domains.

There are several reasons I keep all my sites on BlueHost

1. Their **up-time is 99.93%**. This is phenomenal and beats most all other hosts I have seen.



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2. Their **24/7 customer service is top notch**. Not only will they help you with the tough technical stuff that you have no idea how to do (if you happen to need that), but they also are great at just helping you with easy stuff. Phone and IM support is top notch for pros and newbies.
3. The other thing I like about [BlueHost](#) is that they keep you up to date with things like security updates from Google.com. See [latest Google posts about secure webhosting](#). It's good to have someone like this in your corner!

4. Build your list

If you haven't started building an email list yet and you're already making money online, then you need to stop and start monetizing all of the traffic.

I cannot emphasize this point enough. I've likely lost tens of thousands of dollars by not starting my email collection early in my internet marketing career.

Don't make this mistake.

Look at these stats about email marketing:

- Email marketing is used by **82%** of Business-to-Business (B2B) and Business-to-Consumer (B2C) companies.
- **89%** of marketers rate email as their primary channel for high paying customers acquisition.
- **75%** of Gmail's 900 million users access their accounts on mobile devices.
- For every \$1 spend on email marketing, the average **return on investment** is \$44.25

***80% of all sales are made between the
5th and the 12th contact.***

Your list enables you put a lot of that repetitive contact in automatic.



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E-mail marketing is by far one of the **most powerful assets to any business** nowadays. To skip over it and not pay it any mind is only hurting you in the long run because you won't be able to drive massive traffic consisting of people that “trust” you already to any offer you have.

I recommend [Aweber](#) as the autoresponder for managing your email campaigns over all others.

I have a whole training series on this topic in my [Email Marketing Mastery course](#)

5. Create professional marketing sites

Remember my article above: “Build your list”?

The basis of that is getting people who are interested in what you have to offer to give you their email address in exchange for something free you might have; a free PDF report, a video, an audio, an email series, etc.

In order to do that, you have to put your web form onto a Lead Capture Page (LCP).

Here's a quick list of the reasons that show why having a LCP is so important:

- It attracts a response from **exactly the right prospects** that you want to target
- It **improves the response** to all of your advertising
- It gets prospects to willingly give you contact information when they respond to your ad, mail, website form, etc.
- It immediately **sets you and your business apart**.
- With a catchy, benefit-oriented title, it increases interest in what you have to say.
- It positions you as an **EXPERT**.



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- It creates the opportunity for you to **sell in automatic** – where the sole focus is on ONLY the information you provide.

The BEST way to learn how to make those, is with [The Conversion Pros](#). (TCP)

David Dubbs created [TCP](#) for marketers and has by FAR the easiest, cheapest and most versatile Lead Capture Page maker that you will find anywhere. And you get a complete host of other marketing tools included at no extra charge.

I can't say enough about [The Conversion Pros](#) to use for all of your marketing needs.

And they pay you nicely for referring others. Nice to have a product in your bag that all marketers need!

As famed marketer Russel Brunson says
"You're Just ONE Funnel Away From:"

- Financial Freedom...
- Providing For Your Family...
- More Time Freedom...
- Serving More People...
- Quitting Your Job...

I have a whole training series on this topic in my [Email Marketing Mastery course](#)

6. Advertise a LOT

This goes without saying but you would be surprised how many “serious” marketers put out one ad then quit.

That's the time to ramp up!

Keep trying.



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I have whole courses, articles and training on advertising, headline writing, copywriting and more. Use these to learn, get better, do testing and keep improving.

But don't quit.

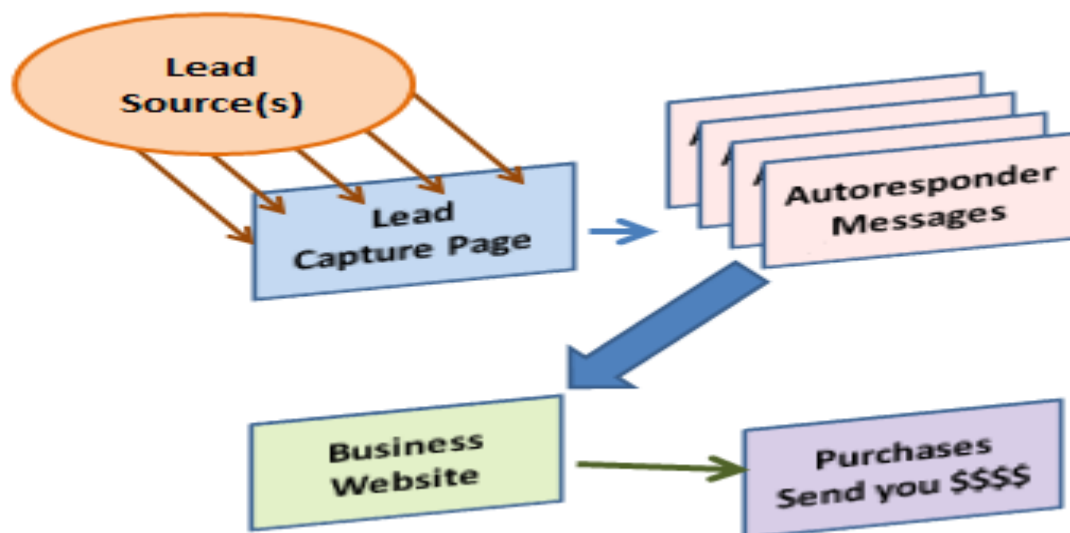
That's a perfect way to be a failure.

Use it as a learning experience. Thomas Edison said *"I didn't fail 1,000 times in trying different substances for the light bulb. I just found 1,000 ways that didn't work."*

So, rather than lengthening this article even more with more advertising resources and training, let's just say the lesson learned here is persistence.

You must keep advertising, tracking your results and getting better (or at worst, learning what doesn't work) in your advertising.

Here's a short graphic to explain visually what this article is about:



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For More Helpful Free Training

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