

# Three Steps to Internet Success

By Stuart Reid

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Marketing is a funny old game. Everywhere you turn there's conflicting opinions and it's hard to know where to start. For the newbie starting out it's all too easy to be drowned in a flood of e-mails and end up being a "free associate" of countless affiliate programs.

What every newbie is crying out for is a succinct, clear outline of what you should do. The detail can be filled in later, learned from e-books or other web sites, but there is a need for a general heading. Something to kick you off.

This is the shortest I could make this list. These three steps are really everything you need to do to make a profit, and a quick one at that. The practicalities are easily mastered and this is a time-proven formula used by most of the top Internet Marketers today.

So here are "The Three Steps to Internet Success":

## Step One: Identify Your Market

Before you do anything else you need a targeted group of people. If you are after quick profits you'd target the affluent end of the spectrum. These would be groups such as Business Owners, Lawyers, Professionals etc. If you want a mass market, you could target groups such as Students or Housewives. Whatever your market you need a rough idea of it's size and it's disposable income.

## Step Two: Identify Your Product

A "Product" could be almost anything. You could take a ready made product and sell that by either joining an Affiliate

Program (for profit sharing) or buying the Re-Sale Rights and selling it as your own. The other choice is to develop a product yourself, which brings other benefits but also other costs. If you have the money you could sub-contract the development.

### Step Three: Promote Your Product

Finally, with a Product aimed at a targeted market you need to get the word out. This is usually done through Advertising but there are other methods such as press releases or word-of-mouth (viral) marketing. Advertising costs money to be effective, the other methods can be free.

There are very flexible approaches to using these three steps. You can target small, rich markets with a high-ticket item or you can target mass-markets with a low-ticket item. Work out the math, find out your average cost per person (for which you'll need to know your response rate) and you'll know how much you can afford to spend on advertising.

Example 1: Super Deluxe Widget, \$140 profit per Item. Targeted at a rich market, 5% response rate. If you mailed 100 people then 5 would buy, i.e. a profit of \$700. You could afford to spend \$7 per person advertising.

Example 2: Budget Widget, \$20 profit per Item. Targeted at the mass market with a 1% response rate. Mailing 10000 means 100 will buy, that's \$2000 profit. This means you could afford to spend \$5 per person advertising.

Figures like these are infinitely variable, but there are really two ways to make it all work. You need either a very large market or a very high profit.

That's it. Short and sweet, and workable. Stick within this guideline and you won't go far wrong!

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Stuart Reid is the publisher of Netpreneur News - a weekly e-zine dedicated to helping people of all levels with all aspects of building a profitable Internet Business. Membership of Netpreneur News gives you access to netpreneurnow.com, packed full of valuable e-books and resources.

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