



Mark Mason <masonworld@gmail.com>

[LNIM] Day 5 - Time To Get To Work Mark

Mark Mason (LateNight IM) <mark@latenightim.com>
To: Mark Mason <service@masonworld.com>

Sun, Jul 28, 2013 at 12:24 PM

[Web Archive](#)[Join Us](#) [Facebook](#) [Twitter](#)

Internet Marketing eCourse - Day 5

Starting Your Affiliate Marketing Business?

You made it Mark. It's day 5 of our eCourse on internet marketing. The goal of this eCourse was to get you to a good starting point (if you are new to internet marketing) or to get your head back in the right place (if you are stuck and looking for help).

Success? I hope so.

Let's review what we have learned:

- Understanding **why you want to build a business** online AND what kind of business objectives motivate you is critical to your success.
- No matter what, your business **must create value** to succeed.
- You **can succeed** in internet marketing. Be careful not to quit too soon. I see many people get frustrated and quite just as they are on the brink of success.
- There are **many different ways** to make money on the internet, including selling physical products, digital products, and affiliate marketing.
- Of all the business models, my favorite economic model for new marketers is affiliate marketing because of the **low complexity and minimal startup costs**.

So that gets us to today, and leaves the open and obvious question of "**what next**"?

The Big Problem

I mean, seriously - if you have decided that you would like to have an affiliate marketing business, where do you start? There is so much free information about affiliate marketing (sometimes called niche marketing) out there that it is **easy to get overwhelmed**.

Worse than that, there are a ton of paid courses out there. Some are great and some are total garbage and it's hard to know which is which. And you can **waste a great deal of time**, money and emotional energy trying to figure it all out.

Wouldn't it be nice if there was a free resource out there that you could use to get started in affiliate marketing? From someone you knew? From someone you could trust?

Well, I feel the same way, and **I have decided to do something about it**.

The Big Picture (and resources)

I think beginning internet marketers should get started with affiliate marketing, and I love to help people. So, I have **"put my money where my mouth is"** and made a free resource on affiliate marketing the "core content" of my site at LateNighIM.com.

What people need is a roadmap for affiliate marketing, and that is exactly what I have created here;

<http://www.latenightim.com/affiliate-marketing-roadmap/>

When you read the roadmap, you'll learn that if you want to create an affiliate marketing business, you need a few things.

- You'll need to decide what kind of area you want to focus on. I recommend you choose an area that you are interested in, where customers are currently spending money, and where there are products that can be sold on the internet. We call this "niche selection," This is a real sticking point for a lot of people because it feels like a major decision. Don't worry, because my free resource contains an entire section on niche selection. (<http://www.latenightim.com/how-to-find-a-niche/>)
- Once you've decided on a niche, you'll need a website. This also creates a sticking point because it seems both complicated and expensive. But creating a website is really cheap and easy. In fact, in terms of expenses, you can get started with \$10 for a domain name and \$10/month in hosting. That's about all the money you need to spend. I detail everything that you need to know in my resource on building a website here: (<http://www.latenightim.com/how-to-build-your-website/>)

- With your niche selected and your site up and running, you need to fill it with great content. I have a no-nonsense plan for content creation here: (<http://www.latenightim.com/how-to-create-awesome-content/>) I that resource, I offer 11 different strategies for finding stuff to write about.
- Once your site is full of outstanding content that helps people, you'll need to find people to help. More correctly, you'll need those people to find you. We call those people "traffic" and I have and section to get you started here: (<http://www.latenightim.com/how-to-generate-traffic/>)

All of that is enough to get you started. **More than enough.**

Best of all, it's freely available on LateNightIM.com

Thank You So Much

I've enjoyed spending five days with you in your inbox, Mark. Our 5 day course is over, but don't worry. You'll be hearing from me in about a week.

In the mean time, if you have a question, please be sure to hit me up on the facebook fan page:

<http://www.LateNightIM.com/facebook>

I'll talk to you soon.

Regards,

Mark



Mark Mason helps people just like you understand how to start and build a profitable internet business on-line in their spare time



Visit my **Recommended Resources page** to see the tools I use for success with my Internet Marketing



Subscribe to **The Late Night Internet Marketing Podcast**

Copyright © 2007-2013 LateNightIM.com

You may reprint this newsletter in its entirety, without revision.

[Privacy](#) | [Disclaimer](#) | [Disclosure](#)

MasonWorld Enterprises, LLC
1314 W. McDermott #106-606
Allen, TX 75013
214-444-8655
[Unsubscribe](#) | [Change Subscriber Options](#)