

imMagazine

Internet Marketing Magazine



Web Marketing For Profit

WEB AND PRODUCT DESIGNERS

Online Business

SETUP AND MANAGE VARIOUS
TYPES OF ONLINE BUSINESSES
AND SIDE HUSTLES

ARTICLES:

- Web Sites
- Content
- Graphics
- eCommerce
- Communications
- QR Code
- Video Marketing
- Security

3 Bonus Sites

Photoshop, Magazines and Cyber
Security video tutorials available

Video Tutorials:

WATCH AND LAERN
WITH OUR EASY TO FOLLOW
VIDEO TUTORIALS

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LETS GET YOU STARTED!
CLAIM YOUR SUCCESS RIGHT NOW!



Hi my name is Quentin Brown and I have been running my online business since 1999. I started building websites, then developed software and finally developed a range of training programs. I am now retired and sharing my knowledge.

Introduction

In this magazine we are going to go through a wide range of topics to help you build, manage and develop your online business and website.

To do this we will show you a bunch of ours and what we are planning in the future so you can see it first hand.

Add to this we have some great bonuses for you where you can learn some new skills or refresh some old ones.

We don't have a lot to sell and most of the tutorials will be free.

Obviously I cannot share all of it here in this magazine however we have a full training course in the link below with over 500 video tutorials and 60 workshops all delivered on USB3 and online. I hope you enjoy the magazines and look forward to hearing from you

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Building A Website

To build a website you need three main things.

1. A Plan
2. A Domain Name
3. Hosting

Obviously there are more things however you will look at most of them in the plan.

1. A Plan

Because it can be a bit complex building a website there are some things you can do to make it easier.

a. Pick Your Niche – whether your building a website for your current business or starting a whole new venture doing some research into what people are looking for will help a lot in the future.

Identify problems you can solve. ...

Research your competition. ...

Determine the profitability of your niche. ...

Test your idea.

b. Pick Your Website – This is where a lot of people get confused because you have the choice of an online system like Wix or Duda and then you have a hosted one on a server with your own domain and using Wordpress. All have a learning curve.

c. Collect your Graphics and Text & Media – No matter what system you choose they all need the same thing. CONTENT

Organising your content before you start building will save you a lot of time and money and can be added to or edited on the fly.

Text – write in a conversation style like your reading now and avoid big words unless you think your audience needs them.

Graphics – always make your graphics as small as possible so your site will load quickly. Come and do our free [Photoshop video tutorials](#) for some quick skills.

Media – video and audio are great technologies for your website to make it more interesting. If you cant make your own there are lots of generic videos and audios you can use.

d. Selling Online – we have a whole section later on to help you organise the ecommerce minefield.



e. Logistic – delivering your products, whether digital or physical, is where a lot of businesses fall over. All I can say is test and test again and use some friends to test.

f. Follow Up – just as important as the actual site is your followup. Set up a system so you can follow up on all your devices both automatically and personally. I use gmail as I can use it on my phone etc. Escape the desk.

g. Enjoy – In the end people who are passionate about their products and services are more likely to succeed as there is a lot more but we will get into it.

2. A Domain Name

Tip 1 – Make sure when you start looking for domain names that you are ready to buy. I am sure there are programs out there looking at what you enter and if you don't buy it there and then you could come back tomorrow and see it gone. It has happened to me a few times.

Tip 2 – Always buy your domain names through a registrar like Name Cheap, after all you want control. Early in my time on the internet I bought one with my hosting and it did quite well. Unfortunately the hosting company didn't and it was very hard to get my domain name back so I could change hosting companies.

I have had a few key business names and then shortened them down as I spread out. Web Marketing For Profit then became WMFP.

3 Hosting

WEBHOSTING: is the business of housing, serving, and maintaining files for one or more Web sites.

We will be talking about you becoming the hosting provider in this workshop so it is important not to get this confused with buying a normal hosting account.

There are three types of hosting. One is a simple one site package that usually has lots of space and data.

The second is reseller hosting which is a wholesale account and provides a certain amount of space and data and you can break it up into packages and sell retail.

The third package is VPS which is a dedicated server and great if you have special software etc you need to run. We sell trackable QR Codes and use VPS because we have quite a large database and need the speed.

Before we continue there is one last thing to discuss before we get into the mechanics. Keep good accounts. Always make sure you have scheduled when a package is coming up for renewal and advise the customer. Again it is all about providing excellent service. All the services I suggest have this built in or it can be added on.

Lastly have a good accounting system. I use Waveapps as it organises my <https://www.waveapps.com> recurring sales and can be paid online.

Managing A Website

This is more about having a website business and managing your customer websites.

Providing websites for customers will mean all yours will be free. Using reseller hosting means you will get a number of streams of income.

It is important to develop your own different packages for example sites with Wordpress, WooCommerce etc already loaded.

Offer additional services like audio and video work, converting brochures etc to PDF. These will be your point of difference.

IMPORTANT: Contact your customers once a month and remind them to back up. This is also a great way to introduce any new products you might have to release and also to send them some articles or information to help them.

Don't make it a big selling frenzy. Just be open and caring.



Creating Content

If you are smart when you create your content you can repurpose it over and over again. You write a quality blog post and then you link it to your social media sites.

Now you can turn it into a report and offer it as a free product to gather names and addresses for marketing. Upload to a number of sites that deal with reports.

Next use it to create a powerpoint presentation about your products and services. Upload it to [powerpoint sites](#) like slideshare and others.

Now you can convert to a video and podcast. We also used to upload them to article site but they are not so good these days.

Once you have a number of articles you can compile an ebook or a magazine like this.

As you can see if you spend some time and write a good quality article or blog post it can be used over and over.



QR Codes

Hand Crafted Quick Response Codes
For Mobile Marketing Using Mobile
Websites or Coupon Codes

Tracking Plus QR Code

[QRcodesaustralia.com.au](https://qrcodesaustralia.com.au)

Creating Graphics

I am no graphic designer so getting graphics for customers and myself was quite difficult when I started. I learnt quickly where to get the.

Firstly I hired a graphic artist however they were quite expensive. I then found some student who were a lot cheaper. I then bought photoshop which i never worked out how to use until a friend showed me some secrets.

You see Photoshop deals in layers and thousands if not millions of artists make graphics for photoshop that are free. By dragging and dropping then editing these layers you can make a huge range of professional graphics for free. See our free offer at the end.

Add to this the automation files which help you create amazing looking graphics from scratch and it is definitely the best option. You don't need the latest version. I picked mine cs4 at an auction.

I also discovered some online graphics programs which let me do simple graphics on the fly. <https://pixlr.com/>

There is also a newish one called Canva which is a bit simpler <https://www.canva.com/>



eCommerce

There are a number of ways you can include in both yours and your clients website. If your using Wordpress then you can easily add WooCommerce as the shopping cart and a free plugin.

When setting up your eCommerce there are two main payment options I use. They are [Paypal](#) and [Stripe](#) which is mainly just for Credit Cards.

Luckily there are plenty of video tutorial to show how to set it all up and also lots of help. If your using WooCommerce then it explains each one.



There are also specific online programs that are already set up and all you have to do is add your products.

[ETSY](#) is a free shopping cart for those producing handcrafts

[Shopify](#) is a more but expensive solution

[Mals eCommerce](#) is another free shopping cart you can use

There are also some local ones in your area you should checkout.

There is also an online [Wordpress shopping cart](#) like the ones above.

Which ever system you use it is just a matter of following the rules and attack it a bit at a time. Most horror stories come from people going outside the boundaries. I have been doing this for 20 years and very rarely have any problems.

Communications

Communications covers a number of areas but mainly it is about interacting with customers, prospects and staff. This can be done on a phone, computer or tablets.

Being able to access all your different communications on each of these devices enables you to better manage your business.

I work from home and like to go out and experience the world each day so need to be able to communicate on my phone. To do this I add all my email accounts to one Gmail account and use the app on my phone.

An integrated approach means whenever you communicate with customers you carry the same message or, at the very least, a variation of the same theme.

To maximise the benefits that may be experienced from a good communication strategy, carry your strategy throughout your entire business. Think for a moment about the brands you know well and trust – time and again you will find a consistency in everything they do. This can be as simple as using your business's colours or slogan on your business cards, point of sale items and promotional activity.

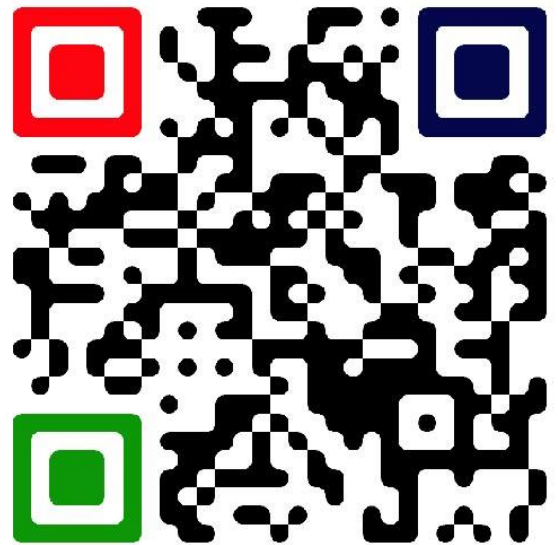
We primarily use Google because they integrate well into our various communication platforms. In saying this you can use any different platforms but we may not be able to help you as much.

QR Codes

A QR Code (stands for “Quick Response”) is a mobile phone readable barcode that’s been big in Japan forever, broke into Europe a while back, and is now getting traction in USA and Australia.

A QR Code can contain a wide range of information and is being used by businesses all over the world as a marketing tool.

If you have a smart phone, and have one of the many free QR Code reading apps installed, simply take a picture of the code provided and you will see the mobile version of our QR Code Website on your device..



How It Works

A QR Code is basically a graphic generated by software. There are two types. A static QR Code and a Dynamic one.

A static one is created and cannot be changed. Great if you don’t need stats etc.

A dynamic one is generated on a data base and can be edited any time and provides statistics like where it was scanned, what device scanned it and more.

You can read more about them at QR Codes Australia

Video Marketing

Marketing Your Business on YouTube

Uploading a commercial won't fly on YouTube. You have to be subtle, but if you are creative and not too heavy handed and not so obviously shilling your product, you might be able to score lots of free marketing online.

When most people think of YouTube, most likely they think of guys dancing on treadmills and bootleg clips of Stephen Colbert, from Comedy Central's Colbert Report.

[Charles Smith](#), a pottery artist from Mobile, Ala., thinks about the tens of thousands of people worldwide who have clicked on [his videos](#) to watch him create works of art on his pottery wheel only to ***break them up at the end.***

“You’ve got to have a gimmick, so I broke up the pots,” says Smith, who says about 90 percent of that traffic is students, but 10 percent is actually generating sales.

Before YouTube, Smith's ability to market his pottery was limited to driving from town to town hitting as many art shows as possible and hoping for that occasional local news feature story to generate business.

Video Marketing

Marketing Your Business on YouTube

“Now I don’t have to go to the art fairs as much. It’s too expensive with the price of gas anyway. I’ve got the website and YouTube. It’s so much better. I’m hearing from heavy collectors and galleries who’ve watched my videos. You never know who’s watching them. I’m hearing from people as far away as Japan. It’s a great tool and best of all – it’s free,” says Smith.

Michael Miller, author of *YouTube for Business: Online Video Marketing for Any Business*, points to Smith as a perfect example of how a small business owner or entrepreneur can hit it big on YouTube.

The information presented in the training is sure to benefit anyone interested in this topic regardless of your technical knowledge or prior experience. You will receive a detailed training guide that is over 30,000 words and professionally written. The guide will cover topics such as: video marketing basics, current trends, how to use video to drive traffic and conversions, strategies, Facebook, YouTube, Instagram, Twitter, Snapchat, Vine, ROI, and case studies.



Cyber Security

Again you can set this up as a separate business, use it as lead generation etc.

Successful security within a business of any size relies on management support, good internal communication and individuals taking personal responsibility for their online activities.

Because we are helping to secure a small businesses from cyber attacks and do not have the luxury to use high end expensive software and systems we cannot guarantee a fully secure system.

In fact even the large cyber security firms we talked to said baring unplugging all computers and being an absolute tyrant over any staff there was no way to completely protect a business.

The alternative that we are suggesting you use is making sure they at least have some sort of system incorporated with a good backup plan so if anything catastrophic happens you could get them up and running within 24 hours or so from scratch by simply replacing a hard drive. This works great for ransom ware.

We have been doing this for about 5 years now and training your clients to observe some basic security procedures and have a good backup plan will certainly make their business a lot more secure.

Product Creation

Here are some of the products you can create right now!

- **Video tutorials** for popular or free software.
- **Audio Interviews** of top people in your niche
- **eBooks** on how to do different things
- **Affiliate Marketing** sell other peoples products
- **Private Label Resale Rights** buy rights to sell products.

When you first start it is a little like flying a plane.

The take off is where the plane expends the most energy and is the most dangerous time. If you set up your system right from the beginning then later it will be smooth flying.

No one judges a book by its cover, right?

Right. Well, your ebook, audio product or video course had better be properly packaged or your sales will most definitely suffer. Just because you're selling digital e-products doesn't mean that the critical role packaging plays in the marketing process has changed.

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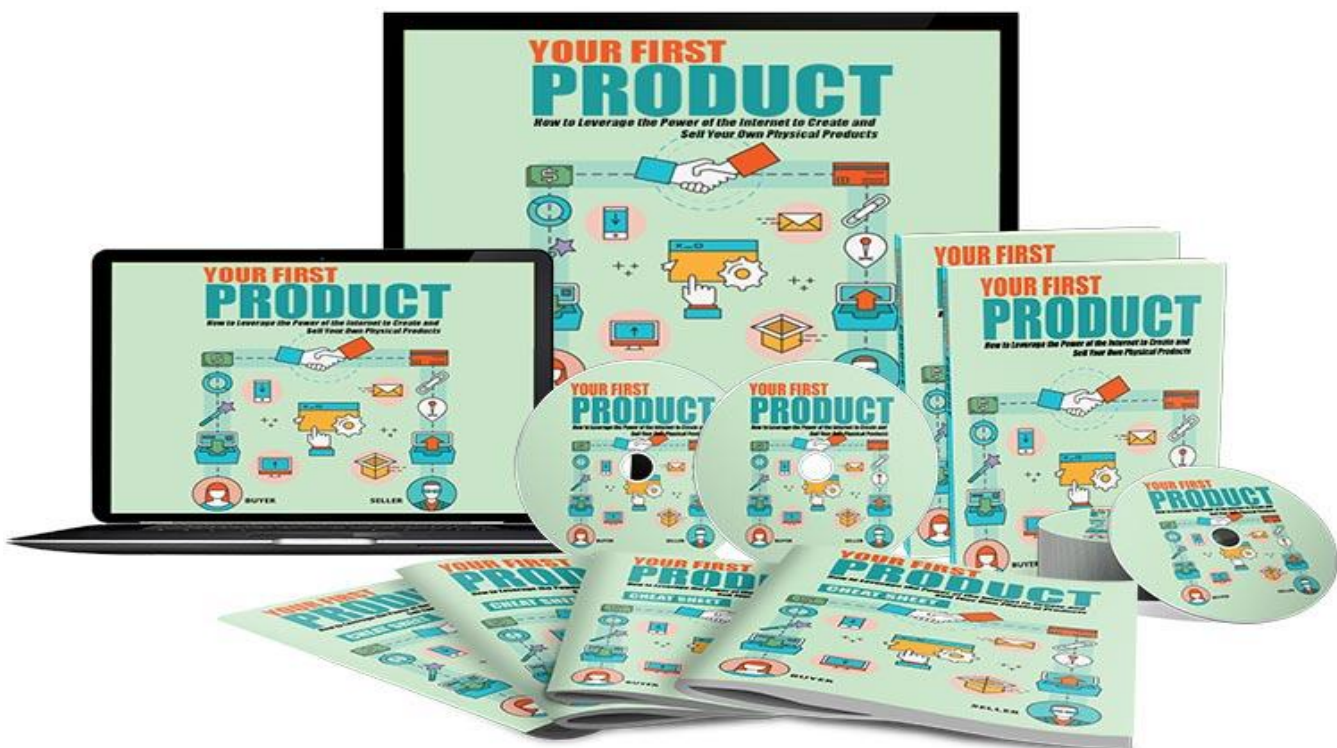
Product Creation

If your writing an ebook, report or anything for your business try and make it look as professional as you can.

When I was researching this product I was amazed how many poor quality products were online. This is good for us because it is not hard to stand out from the crowd.

There are so many great resources out there that help you make your products look like they were designed by a professional.

Templates are quick and easy way to make your product look good. Here are a bunch of templates form the crew at Microsoft. Below is a good course to get you started.



Physical Products

In today's market we are lucky to have access to all sorts of side hustles with various physical products. Dropshipping, Alibaba, Aliexpress etc where you can buy wholesale to sell retail.

I did this many years ago with a local producer as well. He made rocks for fish tanks however did not sell online so I became his online retailer and collected the orders and money then passed it on to him to produce and ship.

The biggest problem these days is postage so go small or go expensive.

I also sell a lot of products on USB which I buy in bulk. While today pretty well everything is downloadable I have found that people still like getting things in the mail.

For some reason China can send mail free all over Australia so drop shipping seems to do very well and times have dropped. Here is one of my drop shipping sites.

<https://lightupyourworld.com.au/>



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Bonus Website for Mobiles



19 Years of Experience On A USB Stick

Websites - Graphics - eCommerce - Product Creation

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Attention Photoshop Newbies Discover my proven Secrets of how to **create thousands of** **Quality Graphics** with very little knowledge of Photoshop

Many people who own Photoshop have given up simply because all the tutorials are just too complicated or they don't understand the process. Photoshop beginner tutorials will have you creating great graphics in minutes.

WARNING

These Photoshop Video Tutorials
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