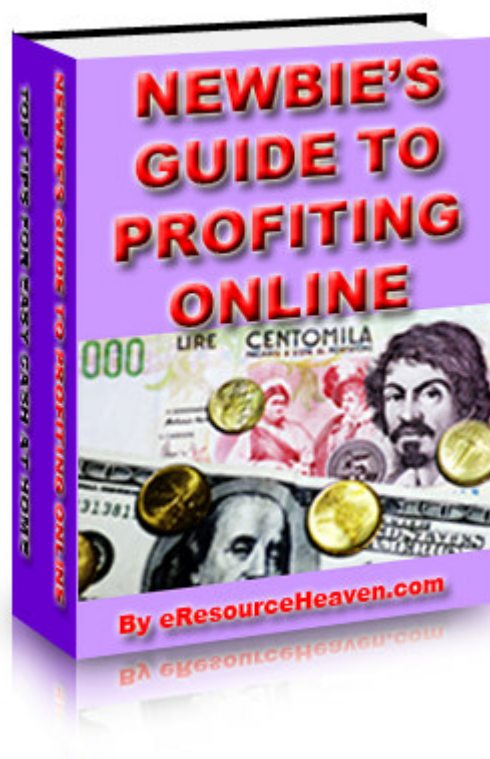


Copyright© 2007 eResourceHeaven

The Newbie's Guide To Profiting Online



This Product Proudly Brought To You By

Bill Brown and Aaron Vidgeon.
Owners of eResourceHeaven.

eResourceHeaven is a low-cost membership site where you can get hundreds of eResources that will not only help you learn how to build a successful business online, but will also give you either resell, master resell or private label rights to most of those resources so that you can get started straight away in building your own business.

Copyright© 2007 eResourceHeaven

ALL RIGHTS RESERVED

No part of this report may be reproduced or transmitted in any form whatsoever, including photocopying, mechanical, electronic or by any informational retrieval or storage system without consent and permission from the author.

DISCLAIMER AND LEGAL NOTICE

Care has been taken to represent information in this report with utmost accuracy as of the date of publication. However, because of the speed at which things change on the Internet, the author reserves the right to change the content and update his opinions at any time.

The author will not be held liable for any damages arising from the use of the information here.

The author and his resellers also cannot assume any responsibility for any omissions, errors or inaccuracies.

The information presented is strictly for educational purposes only and does not constitute any business advice.

The client is expected to seek proper legal aid and advice if in doubt.

IMPORTANT INFORMATION

This book may be freely distributed with the understanding that you do not have the right to alter or change the look, feel or content of this book in any shape, form or fashion. You may not change the copyright or attempt to take credit for the creation of this book.

REBRANDING

If you wish to re-brand this book with your own links then you may [Click Here](#) for your own **FREE** unbranded copy of this book.

The following links are able to be re-branded: [eResourceHeaven](#), [NameCheap](#), [2tillprofit](#), [BizzyBlogz](#), [The_Secret_Of_Deliberate_Creation](#), [OptiMindZation](#), [Mind_Power_University](#), [Prizes4Pixels](#), [Hot_Conference](#).

As you can see, we have made every effort to ensure that you can re-brand any of the links where there is a value to you, unlike many other so called re-branding books where the authors keep the lucrative links to themselves. However, having been in contact with Alertpay, due to the strange characters in the Alertpay url, this link is unable to be re-branded. Should a resolution to this problem be given, we will also make this link re-brand able.

Copyright© 2007 eResourceHeaven

It's hard isn't it? Knowing just where to begin when you're new to the whole online selling game. With so many others already earning money and touting the praises of their methods, where exactly do you begin?

Many "newbies" give up before they've really begun. That's due in part to the unrelenting maze of courses, ebooks, and other assorted sources available as soon as you log in! It's confusing. Who's right? Who's wrong? And who's in it just to make a quick buck from the inexperienced?

Well, hopefully, this guide will point you in the right direction! After all, that is the purpose of it :-)

Let's first discuss why people feel compelled to sell products online. . .

Copyright© 2007 eResourceHeaven

Why would you want to Sell on line?

E-Z Money

Everyone wants to make money. That's a given. And the internet can present some pretty lucrative possibilities. But it can also create a breeding ground for scammers. Sometimes it's tough to know what is a scam and what isn't. No one can tell you in all honesty that they haven't, at some time in their online career, been taken at least once by a hyped up scam. You have to understand that there are some folks who are a constant source of helpful information, and those that are hanging out looking for the quick cash. While you can make some easy profits doing business on the internet, you still must be vigilant and careful when buying. The old adage still rings true, especially online: "Let The Buyer Beware".

Plus, when you sell products online, generally start up costs are much lower than that of a traditional "brick-and-mortar" store. In many cases your monthly costs would be less than going for a night out. So, turning a profit is much, much easier to accomplish.

Setting Your Own Hours

Who doesn't want to be their own boss?! Deciding when and **if** you work gives you such a sense of freedom. Well, not exactly. A common misconception about home-based business is that you will have much more time to do the things you want to, and less time spent working. You see it all the time if you've seen any type of "infomercial" when you're up late watching television. The fact of the matter is any business is still a business.

Meaning, you have to work at it to taste success. Many times, when running your own "stay at home business", there are more work hours put in, and less time for all the fun things that you thought you'd be doing. This is not meant to be discouraging, just a reality check. So be prepared for this ahead of time.

Copyright© 2007 eResourceHeaven

Limitless Opportunity

Earning money online is virtually limitless. Every single day, millions log on in search of something. Whether it be information, or a specific product. Shopping by internet is a time-saver. Collecting information online is a time-saver. Understand that most folks looking for information are prepared to pay for it. This is a fact. And absolutely anything that you can think up can be turned into an informative product. Remember, there are millions of internet visitors all across the world searching for information. The only "limits" involved with selling online are those you set for yourself.

Add to that the fact that with information selling, you can resell the same "packet" of materials over and over again to as many people who want it, and you have an unstoppable income force! However, it's important to remember that technology is an ever expanding field. So you will have to "change with the times" and be prepared to keep your information up to date. Change is a good thing.

Any "idea" can be cultivated into a product. Does it have to be a great idea? No. But, you do need to make sure that you are offering something that has a value. You can't just go and copy down some free information, change some of the wording, and then expect to make a profit. It doesn't work that way. You must put forth effort to get value from what you're creating. This way, if you value and believe in what you have made, then most likely others will too. Plus, eventually, you'll get caught and be labeled a "scammer". And that, my friend, is a reputation you do not want if you want to make your online business a success.

Copyright© 2007 eResourceHeaven

Where To Sell your products.

The first thing you need to do is have a place to sell your products from. It doesn't matter what you're selling, but it does matter where you sell it from. Let me explain. When you plan to run an online business, treat it like one! You'll make much more money this way, believe me. Sure, you'll have some out of pocket expenses, but that's part of doing business. I cannot stress enough the importance of having your very own domain name and web site space.

There's a big difference between a department store and a yard sale. Think of your business as a specialized department store, and give it a place to "stand". If you try and do every single thing for free, your business will suffer for it in the long run. You need complete control over your business. After all, you are the boss and not just the manager. That's why you need to steer clear of free web hosting sites.

Yeah, they give you your own sub-domain and a limited amount of space, but more importantly, these hosts hinder your earning ability with permanent banner ad placement and file upload limitations. Keeping everything as simple as possible will benefit you in the end and make your job a lot easier. Don't waste your time or energy. It's not worth it.

Copyright© 2007 eResourceHeaven

So, do yourself a big favor and pay for good web hosting. Let me add this, many web hosts are steering away from allowing certain files to be hosted on their servers. This includes .zip, .mp3, .exe, and in some cases .pdf files. Not good for an information business. Most of these web hosts who ban these types of files are offering "shared" hosting. Shared hosting is simply multiple web sites that share the same server. While this isn't a bad system, it still limits what you can do. But, if you are comfortable with that and have found a shared hosting plan that fits your specific needs with a good price, then go for it. But be sure to check their terms of service before you finalize your choice and pay.

Before you set up with a specific web host, you need a domain name. That is an easy enough task. Where you purchase your domain name is just as important as where you purchase your web space hosting. A good company to go with for domain name purchasing is [NameCheap](#). They've been around for a while and they have top notch customer service. Plus, their prices are affordable.

When selecting the right domain name it's a good idea for you to add at least one descriptive word pertaining to your online business. Say for instance you want to sell soccer equipment, you might choose [www.waytogoalsoccer.com](#), or [www.soccersupplier.com](#), or [www.yoursoccersupplies.net](#), [www.justsoccer.com](#), etc. The reason for adding "keyword" in your domain is that when people use search engines your site will come up more frequently. And that means more traffic, which means more sales. Plain and simple.

Be careful where you buy your domain. Although many people are aware that Spam accusations can close your hosting account, most are not aware that several domain suppliers now apply the same rules to your domain name even if you are not hosting with them.

Copyright© 2007 eResourceHeaven

For example, if you check out the terms at Go Daddy, you will see that their terms have a specific Anti Spam policy which states that if they get reports that your domain name is being used for spam purposes, they will redirect or suspend your domain for a **minimum period of no less than 2 days**. You will then have to correspond with Go Daddy via email and if they decide that they will reactivate your domain, they will require a non-refundable reactivation fee to be paid before they will do so. This is big business to domain suppliers in these days of major Spam problems across the internet. Also, what happens if they decide that they will not re-activate your domain? Then you will lose a whole lot of time and money with any promotions you may have running out there, not to mention your loss of reputation.

The best type of domain to have is a .com address. However, if you are low on startup capital, try going for a .info address instead. You can grab one of these for a fraction of the price of a .com at [NameCheap](#).

Once you have your domain name, you will need to get yourself a hosting account.

Copyright© 2007 eResourceHeaven

Free Web Hosting Verses Paid Web Hosting.

The main question that gets asked on a regular basis on the Internet is 'Why should I pay for hosting, I can get it for free!'

Well, this is true. However, as I have always been constantly reminded, you get what you pay for.

The purpose of this information is not to put down any particular method of hosting but to give you an informed reference so that you may choose the method of hosting which fits your needs both current and for the future without giving you the headaches of having to move if, and hopefully, when your website grows.

Free Web Hosting

There are an abundance of free web hosting sites out on the internet and all of these do serve a purpose and fulfill a need otherwise they would not exist.

However, there are various things that you need to be aware of when deciding whether or not to use free hosting.

Free Hosting Advantages:

1. The most obvious benefit is that it's free.
2. Free hosts are fine if you are only ever intending to have a small site without many visitors. For example, you are setting up a small hobby site or personal piece of web space.
3. Free web hosting is great if you wish to practice programming html whilst you are learning.

Free Hosting Disadvantages:

Copyright© 2007 eResourceHeaven

1. If you intend to drive traffic to your site, you run the risk of rapidly running out of bandwidth so you could be wasting time and money on your advertising campaigns. The first time I ever set up a site, I did it on free web space and found that within a week I was exceeding my allocated daily bandwidth and was wasting money as I was not getting half of the visitors I had paid for.
2. The amount of disk space given by free hosting companies is often extremely limited.
3. Free providers normally place banner and text ads in the headers and footers of your site. If you are advertising a product, these adverts may detract from your own information and cause your potential customers to move off of your site before they have even viewed your offer. Remember, these advertisements are how the free hosting company makes their money so they are usually placed prominently to catch your visitor's eye long before they get to your offer.
4. In some cases, free providers cause pop ups to occur on your web page. This will cause your site to be blacklisted on a great majority of traffic exchanges.
5. Your site will be shown as a sub domain or folder of a main website. This can cause your search engine rankings to be poor so if you are trying to get your site known, it will be detrimental to search engines. (A sub domain means your site will be shown as <http://MySite.somefreehost.com>). Due to this, your web address will be rather long and difficult to remember.

Copyright© 2007 eResourceHeaven

6. Using free hosting can have a detrimental effect on your site due to the speed of the hosting. Many customers will not wait for a site to load, so as free web hosts are often hosting huge numbers of free sites, the speed at times to access your site can be tedious.
7. Using free web hosting will often put a potential customer off of doing business with you since you will be perceived as unprofessional. What type of person is willing to give their business to a company who is not even willing to spend as little as \$5 a month on professionally hosting their web page? (There are companies where you can get hosting from as little as \$3 but you must remember that you will need to pay around \$10 a year for a domain name).
8. Most free web hosting will not have the services that are required to run a commercial web site such as MYSQL, PHP or PERL.
9. Free web hosting companies often do not allow you to upload a vast majority of file types that you may require for your web site such as executables or zip files.
10. Once your site grows to be recognized and you need to move to a paid hosting with your own domain, it can be a real problem to move as your web address will change and you will end up losing traffic.
11. If you are lucky enough to find a host that allows you to upload multimedia files, you will run out of your allocated bandwidth very quickly as these types of files use large amounts of bandwidth.
12. Most free web hosting does not have proper FTP facilities. This means that you will not be able to build your site offline and then upload it into place once you have it correct.

Copyright© 2007 eResourceHeaven

13. Free web hosting companies often have very restrictive terms that do not allow you to use things like banner exchanges on your site as these detract from their own advertising.
14. Sometimes free hosts cancel their free service to offer paid hosting only. If this happens (which has happened to me), you either pay their fees, which are often higher than some paid hosting, or you lose your site.
15. Many free hosting services will not allow you to link from another website directly to a picture, or file from your own site.
16. Because they are offering free hosting, the majority of free web hosts tend to offer little, if any support.
17. Many free hosting providers will delete your site after a period of inactivity (often around 30-60 days).
18. Free hosting services tend to come and go quicker than established paid hosting companies, so you run the risk of going to your website one day only to find the hosting no longer exists and your website is no more.
19. Free hosting sites do not come with email capability so you will need to then find a separate free email service.

A lot of the time, first-time web users assume free web hosting is the best way to build a first site. However, many quickly learn that free web hosts rarely offer much-needed assistance and support to non-paying customers. Many of these web users who sign up with free web hosts also often become so frustrated with pop-up banners, limited web space, and the lack of technical support that they soon switch to paid web hosting.

Copyright© 2007 eResourceHeaven

Paid Web Hosting

Paid hosting is everywhere you look on the Internet. However, choosing which is right for you depends on your current site requirements and your future aspirations for your site.

Below are details of the various advantages and disadvantages of paid hosting.

Paid Hosting Advantages:

1. Better bandwidth.
Depending on your individual requirement, paid hosting offers a multitude of options on bandwidth and your cost of hosting will vary according to which option you choose. Most hosting will allow you to buy additional bandwidth on top of your monthly allocated amount should you find that you are running out in any particular month. This can be particularly useful if you have for example purchased a lot of hits over a particular month and you are expecting to have a lot of visitors on a one off basis.

Copyright© 2007 eResourceHeaven

2. Most paid hosting will give you better disk space than free hosting. Like bandwidth, your hosting cost will also be based on the amount of disk space you opt for when setting up your account. However, unlike bandwidth, disk space is not something you can generally buy an additional quantity of for any short period. It is generally fixed and the only way to get more would be to upgrade your account to a higher package. As this is the case, it is always recommended to look at the amount of space you think you are going to require and then add to it to ensure that you will not find yourself running short as your site content grows. I usually start out by adding up the space required by my website and then doubling it. Once I have done this, I look for a hosting package that will give me at least that amount of disk space.
3. With paid hosting, what you place on your website is all that will appear on your website. Unlike many free hosting solutions, there will be no advertising banners unless you place them there. The same applies with pop ups etc.
4. You are in complete control of the content on your web site. This way, you can be sure that if you are intending to promote your page on traffic exchanges, you can ensure that whatever is on your site will not contravene the rules of the various traffic exchanges with unknown pop ups etc.

Copyright© 2007 eResourceHeaven

5. By having paid hosting, you will be able to choose your own web site address (providing it is not already being used by someone else). This means that you can choose something that is easy for potential customers to remember. For example instead of `www.mysite.somesharedhosting.com` you can have a something like `www.myname.com`
6. By having your own web address, you can promote your site and be able to get better search rankings. This will help as the higher up in search engines you are, the more likely it is that you will get people who are browsing for your type of product finding you.
7. Although it is highly likely that when you first purchase your own web space you will be hosted on a shared server with many other sites, most hosting companies restrict the number of sites on one server so your speed of access to your site will be better than with free hosting.
8. Using paid hosting with your own domain name will indicate that you are professional and help customers decide that they want to do business with you. Many customers will not do business with someone who advertises with free web space, as they are perceived as trying to make a fast buck with no concern for their potential customer base.

Copyright© 2007 eResourceHeaven

9. If you are planning on running a commercial web site where you will be
 - a) Allowing customers to log in.
 - b) Hosting a bulletin board
 - c) Collecting email addresses
 - d) Using a shopping cart etc,
You will require paid hosting as they come with all the necessary components such as MYSQL, PHP or PERL. Some paid hosting sites also already come with ready built scripts for things such as shopping carts or bulletin boards.

10. Most paid hosting companies will not restrict either the amount of files you upload to your web space or the type of files you upload. However, remember that if you are intending to have large graphic files or multimedia files, you will need to ensure you have sufficient bandwidth for these to be displayed to your customers.

11. As your site grows in size and popularity, it is normally very easy to upgrade your account with a paid hosting to give you more bandwidth and web space. Since you will only be increasing these aspects, your name will remain the same and you will not be losing any potential customers who are searching for your site during your growth.

12. Paid hosting generally allows you to upload files directly to your website using FTP. This is very handy if you have a large amount of files or if you have developed your website offline as you can normally using some 3rd party FTP software just move entire directories to your domain with one click of a mouse. I tend to use AceFTP 3 as I find it the easiest to use. However, any good FTP program will do just as well.

Copyright© 2007 eResourceHeaven

13. Paid hosting is a lot more flexible on what you put on your web site and with what type of website you have. However, be careful to read terms and conditions as most hosting companies have restrictions on sites that have heavy email traffic or are high usage sites such as auto surfs. Most hosting companies insist you buy premium services to run these types of sites so they can protect their other users and ensure that all sites hosted on their servers continue to run efficiently.

14. With paid hosting, should the site either go out of business or become too expensive for you to continue with them, it is very easy for you to move your site to another hosting company without losing too many potential customers. Since you already own your own domain name, all you would need to do is purchase hosting from another company, re-upload your site to the new space and then point your domain name to the I.P. address of your new hosting company. Within 48 hours, all of your traffic will be going to the new location. If you are moving hosting and the old hosting still exists, you will not lose any potential customers by doing this as depending on where they are during the changeover, they will still see your site even if it is the copy in the old location.

Copyright© 2007 eResourceHeaven

15. With paid hosting there is normally no restriction on what or where you link to other files from your main site. For example, you may have a multimedia video stored on your site and require that a business associate link to that file from their site to show their customers your video. There is generally no reason why you cannot do this with paid hosting providing you have sufficient bandwidth.
16. Most paid hosts offer a greater level of support than free hosting. For example all will offer email support and many will offer live chat via methods such as Skype. Some of them even provide toll-free phone support.
17. Regardless of whether there is any activity on your web space or not, you will not lose your website providing you keep up with your payments.
18. Paid hosting is often more reliable than free hosting. For example, if you use a company that has been in existence for some time, they are less likely to just disappear than free web hosts. You will also find that most offer guarantees of service to ensure that you experience as little down time as possible when problems with hosting occur.
19. Once you pay for web hosting, you now actually own something. Ownership gives you more control of your online presence.

Copyright© 2007 eResourceHeaven

20. When you pay for hosting, you will normally have the ability to create sufficient e-mail addresses to accommodate your business needs. This means that if you have different methods of advertising, you could set up different email addresses for each method and see which method works best in bringing in business. Also, should you decide that you are doing the general advertising methods such as classified ads, safelists and traffic exchanges, you can set up specific email addresses for these and then purchase inexpensive email cleaners to auto delete the large amount of junk email you will receive whilst advertising through these methods without having to manually spend time removing all those junk emails that you have no interest in reading. You will also find that many more advertising services will allow you access with your own domain email accounts as they tend to favor these over free email addresses such as yahoo that cause server problems for them.

Paid Hosting Disadvantages:

1. The main disadvantage is that you will incur either a monthly, quarterly or yearly cost for your web space.
2. You will need to pay for your own domain name (i.e. your own web site address).

Before you decide whether you should choose free or paid hosting you need to ask yourself this: Where do I want to be with my website a year from now? If you are only aiming on keeping a minor personal page consisting of just a few html pages then free hosting will be sufficient. However, if you plan to run a website with the aim of making money on the internet, even if it is only to supplement your existing income, I recommend to look for quality paid hosting.

Copyright© 2007 eResourceHeaven

After all, for the sake of a few dollars a month, you could be turning away more potential business that could be making the difference between earning from your site and going nowhere fast.

I overheard a conversation the other day where some people were talking about setting up a website as a hobby. When asked if they aimed to run this as a business, they answered that it was purely for a hobby and to earn a few bucks extra a month to make ends meet. The person then replied that if they were looking to earn any money from their site they were in fact setting up a business rather than just a hobby site.

It could be tempting to entertain the thought that free web hosting is good point to start from, but it is not something you would want to consider if you are looking to establish your business as a serious web presence. The cost of a paid web hosting solution is small compared with the boost it gives to your online presence. Yes, the boosting of your image, the way everyone else will view your online presence.

After all, if you take a look at [LowCost_Webospace](#), you will see that the smallest package offered is 500mb disk space, 2500mb bandwidth and 5 email addresses together with a whole host of other features, including a 99% uptime guarantee, all for a low \$2.99 a month. Couple this with the [MBC_email_cleaning](#) service from [LowCost_Webospace](#) with the ability to clean up to 5 pop3 email addresses for \$4.95 a month, you would find you had the ability to set up a reasonable web site, together with the ability to have your own email addresses for your various advertising avenues and be able to auto clean those email addresses without having the aggravation of having to manually keep your mailboxes cleaned out.

Copyright© 2007 eResourceHeaven

If you are planning on making your online business an important factor to you, then you really need to think carefully when coming to the decision of whether to choose free or paid hosting.

Bear in mind that the success of your online presence will be dictated by your image, as perceived by others, and will play a significant role in the future growth of your business.

There is really no good reason why purchasing a domain name and web space should cost you more than \$50 for a year realistically. This is based on the [LowCost_Webospace](#) Economy package (which is the intermediate package giving you 1000mb disk space and 5000mb bandwidth on a monthly basis) and a .info domain name. Although the Economy package at [LowCost_Webospace](#) should give any marketer plenty of room for their business, all of the [LowCost_Webospace](#) solutions are highly affordable and you can upgrade at any time.

All in all, setting up your own online business should cost you no more than \$150.

A few more things you will need before you begin are a merchant account, an eBay account if you are interested in selling there, an HTML editor for making changes to pre-designed sales kits or for creating a sales page, and an image editor for creating graphics for your sales pages and products.

There are several different places that you can pick up your own merchant account. [PayPal](#) being my top choice due to the fact that it's free. Plus, this is the payment system that [LowCost_Webospace](#) uses although they are working on adding other systems at the time of this writing. Now, for those that cannot get a [PayPal](#) account because of restrictions, you can always get a free merchant account from [AlertPay](#). It's basically the same system setup as [PayPal](#).

Copyright© 2007 eResourceHeaven

If you have the money and can afford it, there are other merchant account systems out there too. ClickBank being the first on my list. It will cost around \$50 to set this up. But don't worry, it's just a one time fee. However, be aware that ClickBank also Charge \$1 per every pay period (twice monthly) if your account has had no activity after 90 days. They also will charge a \$10 fee after 365 days of inactivity too so if you are not making any sales, this can become problematic. There is also 2Checkout and they offer a free shopping cart set up service.

Now that you know where you should be selling, it's time to decide on what to sell.

Copyright© 2007 eResourceHeaven

What To Sell.

Information Products

This type of selling is probably the easiest way to make fast money without huge overhead costs. And you also have the ability to sell unlimited amounts of information products to as many customers as you can sell them too. But, you must make sure that the information products that you have in stock come with something called Master Resale Rights. **Master Resale Rights** makes it possible within the product terms to resell not only the product itself, but also the right to resell it to those customers you sell it to.

While there are also Standard/Basic/Full Resale Rights, the definition of this is very different, and you must check what the rights allow you to do. These types of resellable products only give you, the original purchaser of the product to resell it, and not those you sell it to.

Even though Standard/Basic/Full Resale Rights is not a bad thing, having the Master Resale Rights will most certainly bring in more profits based on the fact that your customers can also make money with them as well as learning something at the same time.

With that said, you need to be selective on which resale rights products you buy. What you need to be looking for is a product that is 1. newer, and 2. unique. These criteria usually make for the best sellers. The reason for this is quite simple.

Copyright© 2007 eResourceHeaven

Lots of people jump online searching for an opportunity that will make them some fast cash. The information product business excels in this capacity. That's why so many hop onto the resale rights information selling bandwagon. However, many fail at running a successful information e-business because they have no clue as to what they need to be selling! Or even how to go about selecting a killer product that will generate excellent profits for them without costing them an arm and a leg.

As I said before, you have to be extremely picky. And be wary of "hyped" up sites. Just because the site says that the product is a #1, doesn't mean that it is. There are lots of stinkers out there. Remember that the owner of the website that is in essence "pushing" a specific product are in the same boat you are. They want to earn money. Things like "I'll be raising the price soon", "Time Sensitive Offer", countdown clocks, and similar are all marketing tactics to get you to purchase right away by creating an urgency. It's a good tactic and it works like you wouldn't believe! But being aware that these are simply techniques will help you in choosing a good product as apposed to one that totally sucks eggs.

Copyright© 2007 eResourceHeaven

Along with those urgency techniques, also understand that not everything presented on a "sales page" is what it seems on the surface. Take for instance testimonials. It's important for you to know how some businesses get these and why. First, let's discuss how they get them. A lot of times, authors of products will offer a free copy of their product in exchange for a testimonial. And who wouldn't love something they had to pay nothing for? In some cases, getting that free copy and providing a positive testimonial is a requirement, and not a request. Still yet, other times, the author will ask for feedback to perform final "tweaks" on the product before the official release, and then as a follow up, will ask those that participate for a nice little testimonial to which they offer the participants a "link back" to their own page. It's free publicity. And another darn good way to gain your trust and get you to believe more firmly in the product so that you purchase it.

Furthermore, the reason why those in the online business need these testimonials is to gain your trust in them and their product. Word of mouth carries a lot of weight when it comes to customers purchasing something from you. Again, another marketing tactic that works, and works well.

Always remember that everything you see isn't always so cut-and-dry. There are little things going on "behind the scenes" that you don't know about. Are these things dishonest, maybe, to a certain degree. But there are those that offer testimonials that are completely genuine. Are there sales pages out there that actually speak the truth about the products they are selling? Sure. The unfortunate part is that it's very difficult to know the difference. And the reason for this is that some internet marketers really know what they're doing.

Copyright© 2007 eResourceHeaven

Now, where can you get high quality products for a good deal? One of the best places is through private membership websites. These types of sites are stocked with plenty of resale right information products to get you up and going. Plus, they almost always have quite a number of products that are up to date, or just released recently available for you to download.

Collecting your information products this way will most definitely save you money in the long run. Take for example eResourceHeaven. For a small monthly membership fee, you get a very large amount of resellable products. There are currently two membership levels, basic at \$9.99/month and Pro at \$19.95/month.

Add to this the fact that at the time of writing this there are over 700 products you can actually choose from and decide which you feel are worth selling to your customers. Plus, when you resell these products, which most, if not all, come with resale rights, you stand to make 100% profits from them, excluding selling fees from companies such as [PayPal](#), eBay, etc. I guarantee that having just one high quality resource for your information products, as [eResourceHeaven](#) is, will bring you a much bigger return on your initial investment of having that membership on a monthly basis when you put your selling skills to work.

There is another way to get a decent amount of resellable information products for the cost of but one. You can purchase a "package" of them. Whether this is done by a special sale, or a specific product, you will always get your money's worth if you spend your money in the right places.

Copyright© 2007 eResourceHeaven

With packaged information products, you have to again be very selective. Many resellers use the method I like to call "recycling". This is where they will take a bunch of older products and repackage them giving the overall effect of this package being something new. While in essence it is something new, the outer package, what's inside is just the same old stuff.

The best way to avoid buying those information product titles you already have is to read the sales page and look for a list of products included within the package. Most will have this information up there, including an image. If it doesn't, skip it and move on to the next one. If all it has is a title, skip it. You need an honest description of the package so you can determine whether or not you have those exact products already so you're not "double buying".

[eResourceHeaven](#) has a wide variety of products which not only can be resold, but will aide you in choosing which products to sell and how to sell them. I would suggest that anyone who does not have experience in picking products and/or selling them should take their first months credits to initially download products for their own benefit, which will guide them in taking these first steps

There is one other additional way that can bring you in some pretty outstanding profits. And that is writing up and creating your very own information product. It's really not as difficult as it might sound. And, everyone has a story inside them just itching to get out. Even you! If you're new to writing your own content, which you most likely are :-), you can also use PLR articles (Public Label Rights). These are Pre written Articles that you are allowed to use and put your own name to, however it is advisable not to use them "as is", but do some rewriting by changing parts of it into your own words to avoid Google picking it up as duplicate content. Again eResourceHeaven has a varied selection of PLR articles available to members.

Copyright© 2007 eResourceHeaven

Physical Products

Of course, you can always sell physical products through the internet too. A great way to begin this is by looking around your own home for items that you want to get rid of and sell them using an auction site such as eBay.

Practically anything can sell and fetch a pretty good price on eBay. In fact, one person was able to sell nothing! Yep, it's an honest to goodness fact. I don't recommend you do that personally as there are plenty of rules you must follow, and doing something like this could get you permanently banned from buying or selling on eBay. So just make sure that you have a product to offer ;-).

Also, when selling a physical product on eBay, you'll want to be sure that your descriptions are accurate. If there's a defect with what you're selling, explain it. Put it out there. This won't necessarily hurt your chances of making a sale, but not adding important information like this can.

Remember too, that since you are selling a physical product, it will need to be shipped out to the individual who bid highest or "bought it now". So, you'll need to add those costs into the price. eBay allows for this, but don't go overboard. Only charge what is necessary to ship the product. Don't be greedy. It will bite you in the end! And having over-excessive shipping charges will sometimes make it harder for you to sell your product. Then you'll be stuck with not only the item you were trying to sell, but also the fees to list it.

It's important to add here that any type of information, or digital product you have, that has the resale rights of course, can be converted into a physical product by placing it on a CD. In fact, eBay encourages you to sell information products in this way.

Copyright© 2007 eResourceHeaven

Now, I'm not going to delve into all the specifics of how to do this as that's not my area of expertise. And really, it goes beyond the scope of this guide. You can find some outstanding informative products that will at eResourceHeaven.

Okay, we figured out where to sell our products from, and what we should be selling. So now we need to understand who we should be selling these products to.

Copyright© 2007 eResourceHeaven

Who To Sell Your Products To.

Knowing who you are selling specific products to is just as important, if not more so, than what you are selling them. How exactly can one find out just who their specific customers are? That's pretty simple. Think about the item you are selling. What is it? Who would be most likely to purchase it? Who would benefit from it? These types of questions can really narrow down your core selling base. And it will help you understand how to advertise your product and get a better response. Understanding your product completely will help you be more successful in the selling process, especially when potential customers have questions that you will need to be able to answer for them.

So, now that you know who you should be selling to, where do you go about finding this select group of individuals? Not too difficult. First off, high traffic sites like eBay for instance, are already comprised of hungry buyers. All they need do is put in a few keywords to search for what they seek and BINGO! There is a nice list provided for them. But be sure that you use as many descriptive words, or keywords, as you can when choosing a listing title for your product.

Say, if you are selling a dvd movie about Dracula. Then you might want to select something like this: Classic Dracula Horror DVD. You get the idea here. People searching for not only a DVD movie, but those searching for the keywords: horror, classic, and Dracula, will also see your listing. Always remember to be honest when you list any product anywhere for sale.

Copyright© 2007 eResourceHeaven

Another great way to find customers that are willing to receive notifications from you about certain products you are selling is by starting up your very own mailing list or newsletter. It's easy to start one, and doesn't take too much time to operate. If you decide just to send previous customers special notices when you have new inventory, that's fine. But be sure that these people want to receive these mailings from you. Otherwise, you're pretty much SPAMMING in their eyes. They have to agree to this type of action. It doesn't matter if they bought something from you. All they agreed to receiving at the time of their purchase was the product they paid for. Nothing more. However, if you approach them in a friendly manner and ask them if they would like to receive future notices about your new products, many times they will agree to that if they are satisfied with your performance.

There are other ways to create your own mailing list though. You can create a sign up form on your web site. You can use a pop up or pop under from your web site, but remember there are many people that look on these as an intrusion and find them irritating. Also most people these days use popup blockers so your pop up will never be seen. Other Methods are using free Joint Ventures, or offering free products to those that subscribe.

The bottom line is that previous customers can become repeat customers. And that's what you want!

One of my most valuable tools that I use is [2TillProfit](#). At [2TillProfit](#) you not only get all the tools to set up your mailing lists with automatic subscribe/unsubscribe, you also get ad trackers, rotators, banner advertising, you can make your promotional and lead capture pages, and place ads as well as promote any affiliate programs you are in.

Copyright© 2007 eResourceHeaven

Why would I use another system for my lists when I have my own web site hosted and I could set all this up there. The answer is a simple one. All the resources are already set up and working all I have to do is log in and use them. If I were to do it all myself then I would have to find and get the right scripts, install them, and make sure they are running correctly before even thinking about starting to use them. If you are just starting out you have enough to learn without adding to your workload, and the monthly fee is more than compensated by the amount of time [2TillProfit](#) saves me, not to mention the monthly allocation of visitors that I get included in the package. Yes there are other suppliers but they do not have everything in the one package. You would need to have several different sites to log into instead of one central one. Secondly to get just the responders for the mailing lists would cost almost as much as the total package at [2TillProfit](#).

One last way I'd like to talk about is by getting traffic to your online store or web site. Even if you decide to run a free site, you can still sell products there through the use of banner advertisements, or ad boxes such as those provided by companies like Google. While you may not generate "instant profits" by using this method, you can begin to make a steady trickle of money over time. If you decide to put Google Adsense boxes on your site, then be aware that you should not place your site on traffic exchanges. If you do, and you get any clicks from these, Google may cancel your account and keep any money earned by you for showing their ads.

We're almost to the home stretch! All we need to do now is focus on the ways in which you can begin selling.

Copyright© 2007 eResourceHeaven

How To Sell Your Products.

There are plenty of creative ways that you can start marketing your products to potential customers. Of course these aren't all the processes of profit generation, but those listed are some pretty darn good ones. Take some time to read up on each one and try them out. Everyone's path to success is a different one, and yours will be no exception. Most of the methods listed below are more commonly used for selling information products online, but can be adapted to selling physical products also. The only way to find what suits you and gives you the best results is to try each of them and see. What works for one will not necessarily work for another.

Keep in mind, these methods I've outlined for you below are just basic descriptions and there are many different products available that describe each one or a combination of them in lots more detail. Think of this as your "selling dictionary" so that when you begin learning the actual process of selling, you'll know many of the terms that are discussed ahead of time.

The Traffic Method

Using traffic exchange sites is a great way to begin sending floods of visitors to your online store or web site. If people don't know about your business, then how do you expect to make any money from it? That's where these exchanges come in. Although, it's not without plenty of effort and time that will get those visitors to your site. If you want to participate for free, then expect to spend lots of time looking at other participants web sites to earn credits that go towards getting visitors to your own site.

Copyright© 2007 eResourceHeaven

An alternative is to pay for traffic if this is in your budget. Understand though that just because you pay to get the people visiting your site doesn't mean that they buy, or even stay longer than 30 seconds. I would suggest that you try the free traffic generation options available to test the waters. There have been many informative ebooks written on the subject with new ones cropping up all the time due to the popularity of this method.

The Forum Method

This is a pretty simple, but effective method. Forums have long been an incredible source for information. So why not start participating in them?! Use a basic search engine and find the right forum that discusses the subject matter that pertain to the products you are intending to sell. Join the forum. Read the posts. Offer your own unique perspective on them. Be helpful. Be friendly.

Everything isn't always about selling, even though this is your main goal. There are plenty of routes to get you where you're headed. It's often said that you must give before you can receive. No truer words were ever spoken. Especially when selling online!

You must be prepared to give something away, even if it's just your own experience, friendly advice, or much needed help by those also participating and accessing the forum. Remember also that there is an existing advertising space already available inside almost every single forum. The signature. This is where you want to place a link to your product, web site, or service with a tiny bit of "mouth-watering" descriptive text. Use that space! It's just as important as participating in the forums. You want to get the word out, so do so in a rather unobtrusive way with the signature tag.

Copyright© 2007 eResourceHeaven

Do not make the mistake of many and just go into all the threads you can find in a forum and post an ad for your product. This is spamming and you will quickly find your posts being removed and you also run the risk of getting banned. Always read the rule of each forum as they differ greatly from one to another. When you make a post **STOP**. Before you hit that submit button read your post through, ask yourself the following questions:-

1. Is this post on topic? - by that I mean if the thread is about flower arranging and your post is about anything but flower arranging then it is off topic and does not belong there.

2. If you are on topic does your post have content that will add to the value of the topic. If you just post Hi good info then you are not adding value and it will be looked on as just an excuse to get you signature file in the thread.

The Blogging Method

Starting your own blog is not only easy, it can also be very therapeutic. And in some cases very lucrative! Many bloggers are making nice profits just from their blogs alone. How can you do this? Simple! Set up a product review section that describes your personal opinions on those products listed, and if you like them, be sure to add an affiliate link to them.

Or you could place banner advertisements on your blog and even charge others for placing their advertisement banners inside your blog. Also, you can add Google box ads inside your blog along the side or even within your posts. You could even have people interested in the information you provide inside your blog pay a monthly fee to access it. There are plenty of creative ways to profit from your own blog.

Copyright© 2007 eResourceHeaven

If you have no idea what a blog is, or how to begin one, then I highly recommend you join [BizzyBlogz](#). You can join for free and remain a free member although they do have upgrade options. I personally think it's a great place to get your feet wet so to speak. The owners are great and if you need help there are plenty of people willing to help and guide you. The advantage of [BizzyBlogz](#) is that everything is set out for you all you have to do is select your color theme, and as you fill in the pre defined sections your page is built for you. Now you may think that you will be restricted in designing your Blog, but nothing could be further from the truth. You will find you have a lot of leeway in how things look. If you know the basics of html you can use html code or alternatively there is also a onsite WYSIWYG editor. There is nothing to stop people have multiple blog sites and once you have the hang of it you can always start more blogs and even set up your own as a subdomain of your website. [LowCost_WebSpace](#) for example has available the WP blog module that is available to all hosting clients, enabling them to install and set up their own blog as part of their site or as a subdomain and at no extra cost.

The Affiliate Method

By far, this is the most inexpensive and easiest method to use. Every single day people just like you begin earning money from simply signing up for various affiliate programs. It won't cost you a thing past a few minutes to begin earning. That is, you need to become an affiliate before you can see any rewards. Most all affiliate programs will give you all the information and tools you need to begin seeing profits. They want you to succeed. Otherwise, if you fail, they do too and no money is made for either end.

Copyright© 2007 eResourceHeaven

A word of caution though, not all affiliate programs are created equal. Or even close! Some actually pay their affiliates and some, well, beat around the bush and it could take up to 3-6 months to see even one dime from them. Be sure that you read all information available on any affiliate program beforehand. Time is an extremely valuable commodity when doing business online, and you can't afford to waste it on crappy products or programs that bring you zilch results. By far the best type of Affiliate program is one where they are set up so that you get your commission before they even get their money. i.e. the purchaser sends money to your account direct and then to the sellers account.

The Auction Method

This is another popular method for newbies and experienced sellers alike. Explosive sites like eBay have millions of visitors per day, so it's easy to see why this is such a popular choice for selling products online. It can be incredibly easy to list an item for sale and make quick cash when needed with the use of online auctions. However, you must choose your prices, products, and descriptions very carefully to make good profits. This takes time of course to learn the best ways, but it can be well worth it so long as your earnings stay in the "black", or positive numbers.

To sell through an auction site all you need is an account through the site itself, which is normally free, a product, and a payment processor such as [PayPal](#) to get your money as fast as possible. And, most big auction sites like eBay offer plenty of useful information along with step-by-step instructions to get you up and "auctioning" quick as a flash. If you think this may be a method for you, then [eResourceHeaven](#) has a wide variety of ebooks on this subject to help you master this.

Copyright© 2007 eResourceHeaven

The "Upsell" Method

Upselling is a tactic in where you offer a product to your customers, they purchase it, and then they are given the choice on whether or not they would like to upgrade their purchase with another product. There are different variations of the upsell and it's purpose is similar to that of the back end method. Take for instance a product that comes in three different versions, a lite version (usually something that is free but with limitations put on functionality), a standard version (most commonly with most features enabled within the product but less "comfort creatures" such as 24 hour support, upgrades, etc.), and a pro version (normally this one will have all the "bells and whistles like free lifetime upgrades to the product, a special license to profit from reselling the product, either a resale rights license or an exclusive affiliate program).

Using the lite version of the product, you can give it away as a free gift and then those people you give it to will have the chance to upgrade the product to a less restrictive version. This is upselling in a nutshell. There are plenty of products created out there that use this method to earn more profits.

The Back-End Method

This method is very popular in the ebook information industry. What it does is gives you the power to pull in more profits after you have made the initial sale to your customers by providing you with specific links enabling the reader of the product to buy other related products. Thus creating a built in back-end sales force that runs on autopilot.

Copyright© 2007 eResourceHeaven

Imagine, if you will, having a product that you can not only resell over and over again, but one that has additional purchase links to other associated products within it bringing in more profits to you without you having to do anything more than distribute the original file.

It's a very easy way to earn extra money after the first sale when you have a good product with a strong back-end. Changing these back-end links to point to your own special affiliate links is also referred to as "rebranding". However, full rebranding gives you special permission and tools to change other important details that help drive traffic to your site by providing you with other rebrandible links and text you can change letting your customers know who has provided this rich resource of information to them, and most importantly, where they can get more!

The "FireSale" Method

I'm sure you have seen this or at least heard of it before. This is when a company or organization has a massive sale at an extremely discounted price to move their merchandise. Firesales have gained in popularity because of the sheer amount of profits being pulled in from them. It's not unreal to hear people say that they earned thousands of dollars in just 3 days. That's the power of the Firesale. A good Firesale will offer top quality products for an insanely low price, with the price going up by any given percentage or dollar amount throughout the length of the sale. It builds like a fire! Until it's all over and it has burned out, or run it's course. The firesale method is often commonly referred to now-a-days as a dime sale also.

Copyright© 2007 eResourceHeaven

There are some marketers that sell products online who dismiss these types of sales and never get involved in them. I feel they are doing themselves a great disservice this way. If you can get some great products for an unheard of price, why not? There are specific tools you need to run such a sale but you will need to have your own domain and web space that allows you to upload and access .cgi and, or .php files since many of these types of Firesale programs run on this scripting.

The Membership Method

Creating your own membership site is a very profitable business. It also creates a stable flow of monthly income on a regular basis. That's what makes this method a great one.

Consider this, you could utilize a content management system such as PostNuke or Mambo and run the whole thing just from it. If you're more inclined to offer a place that is specifically for downloading products like those of the information or ebook nature, then a file hosting system may be the way for you to go. Or, you could even run a membership website from your very own web space with a script such as Membership Juggernaut or Membership Site Manager, both of which are available at [eResourceHeaven](http://eResourceHeaven.com).

It's not a very difficult method to use, but it is quite time consuming. And there is a lot of stiff competition with this type of site because it is such a successful method. So, you have to think of a way to put a unique spin on whatever it is you are offering. For instance, you could give your members original content, private forums to build a helpful community, video tutorials, etc. This will bump up the value of your membership site over that of your competition. Usually, this method doesn't do that well on auction sites since many of those searching through there are looking for the lowest price they can find.

Copyright© 2007 eResourceHeaven

The "Recycle" Method

Recycling old products for profit is not a new idea. People have been doing this with paper, cans, and other assorted items for years. When you are offering an unused, or used product in your possession for sale, you are recycling it. So it is with information products too. But, there's a difference here.

When you offer a used physical product for sale, you offer it one time, get paid one time, and that's all there is to it. When you sell an resellable information product, you can sell it as many times as you are able to, and can profit with back-end affiliate links or add a free sign up form for your mailing list, generating new leads and more profits over and over again. Now, when an information reseller has products that are a bit older, they will take these and package them up.

In other words, they recycle them and are able to take something that's been on the market for a while, give it a "face lift" with new graphics, new sales copy, and BAM! They have an all new profit generation system. However, they do need to add a few new things within the collection of the recycled products. It makes it much easier to get buyers this way.

The Viral Method

Ever heard the saying, "You don't get something for nothing."? Well, this method power-blasts that into dust! Just what is a "viral" product? Think of it as a nasty bug. And this little bug carries itself everywhere until it creates a full blown virus. That's what this method is all about.

Copyright© 2007 eResourceHeaven

You create your own unique product on whatever topic you decide on, add lots of good information and affiliate links inside it, and then give it away. Yes. I said give it away. Everyone likes getting something for free. What makes this method even better than just giving great information away is the fact that you create a product that is chock full of back-end affiliate links for those that receive it from you to change those back-end links so they can profit by giving it away.

So how the heck are you suppose to profit after the downloaders have changed all those links? That's easy! By adding your own advertisements that cannot be changed with your affiliate or direct purchase links throughout it! You could put one or two on every single page or before every chapter of your informative product. Even though all the other back-end affiliate links can be changed, those ads cannot. So you'll still generate profits or mailing list sign ups even though you're giving this specific product away.

Copyright© 2007 eResourceHeaven

Things To Avoid

When starting up any business, there are certain pitfalls you need to steer clear of. That's what this section is all about. To arm yourself with the knowledge of techniques that will lead you down the path to failure, whether that is time or money losses, and avoid them. Both are important!

I must add here that these things to avoid are things that I have tried myself and haven't brought me any positive results from using them. So you should be cautious before you attempt any of these listed here.

Email Address Buying

I'm sure that you've seen these companies before. Some work, some don't. The majority of them don't. And, unless you can be sure that these email addresses they are giving you are truly double opt in (this is the process of saying "Sure! Send me information" digitally through a doubled process to be certain that those individuals in fact do want the information that's being sent to their email addresses), and not harvested emails (emails that are randomly collected from around the internet with no idea they are being put on lists), it's like taking a shot in the dark.

Anyone can tell a lie. But it takes a great person to tell the truth. Sad to say, there are not a whole lot of those kinds of people doing business on the internet. But, there are still some folks out there you can trust by building a long relationship with them.

I'll tell you this much, the best way to build your mailing list is to do this on your own. This way, you are 100% sure that the email addresses you have and the people behind them really want what you are sending out to them.

Copyright© 2007 eResourceHeaven

I personally will never ever purchase leads no matter what claims the seller makes about them being double opt in, screened, telephone confirmed, and so on and so on, and I recommend you avoid them just as you would avoid the plague, especially if the price is cheap.

List building Programs

You will find a lot of list building programs on the internet. If you have not already seen them you will eventually will. Headlines like

“Explode your list 100% FREE”,

“Build YOUR list to over 100.000 Even if you have no skills”,

“Build a list of 50.000 subscribers 100% free”.

These at first instance sound like a great idea especially when you read all the hype they have on their sales pages. So why have I put this in the “Things to Avoid” section? Well here is how it works. The owner of the list building program is very often someone with very good connections at or near, the top of the internet marketing world. So they create the program, which is going to have a multi level structure consisting of “Y” levels. You are told all you need to do is recruit “X” number of people and they recruit “X” number of people and so on down through the levels. “Y” can be anything but a favorite number seems to be 10 “X” they keep low normally between 2 and 5 so for this example I will use 3 as the recruits needed and 10 levels which gives us a 3 by 10 matrix.

So you would in theory, if everyone got 3, end up with the following.

Level 0	You
Level 1	3
Level 2	9
Level 3	27
Level 4	81
Level 5	243
Level 6	729
Level 7	2187
Level 8	6561
Level 9	19683
Level 10	59049
Total	88572

This looks very impressive until you look closely.

Copyright© 2007 eResourceHeaven

First point with list builders it is my experience that for everyone you get that will do something and try to build under them, you will get 4 that will do nothing. So the real results will be nowhere near what is depicted in the table.

Secondly, you are not building your own private list, you are building a part of the list of the people above you, and in particular you are building the program owners list. So what is wrong with this? The owner has the ability to email every single person in the program, that is after all why he or she started it, and as mentioned earlier the owner will be close to the source for getting first notification about new programs. So what happens is they join the new program and then blast out an email to ALL the members of the program with their referral link in the email. Those that are interested then sign up using the link sent to them, and lets say you do as well. So you think right I will send out my link to my list, and then sit there scratching your head trying to figure out why you get no referrals. The answer is that those that were instantly interested that are below you already signed up using the link from the owner, or if your upline joined and was faster than you in sending out their link they may have joined with that link, dependant on which email they read first. Either way you are left high and dry no matter how much hard work you put into building your list.

It is my opinion that as a member of such a list the only way you will have a chance of profiting from it is if you are promoting something that no one else above you is ie your own product or program. Yes you could pick up some sales from other programs being promoted by the ones above you but I would not hold my breath on it.

Building your own exclusive list can be a slow and tedious job but at least it is your list. Yes your list members will be members of other lists, so it will be down to you to build a relationship of trust with your members so that if they get an email from you and others about the same product or program they opt to go with you.

Copyright© 2007 eResourceHeaven

Safelist Mailing

In a word, NO! Safelists are comprised of others trying to sell their products to each other. It doesn't work. Most of the time, if not all the time, your email ad will go unnoticed and deleted on site. Sure, safelists can be joined for free, but remember, you get what you pay for.

So, if you're paying nothing, expect the same in return. I have personally paid for safelist memberships and have seen an absolute lack of profit return from mailing to them. The same is true for free safelists. It's a process that's been around for a while, but it simply doesn't work and you'd do well to invest your time in a worthy joint venture give-away instead. At least you'd get something out of it!

SPAMMING

Okay, this one is pretty simple and can be summed up with just one sentence. SPAM is against the law in the U.S. If you're caught doing it, and you will most likely get caught, you will be fined and could have your computer equipment confiscated. There's no reason to SPAM people. It's annoying and doesn't do a thing for you except ruin your reputation. Just because others do it does not make it right and spamming applies not only to e-mail, but also to forums, blogs, and any other form of communication you can think of. Think about this, telemarketing to people not already on a companies existing client list is also a form of spamming.

Copyright© 2007 eResourceHeaven

What constitutes Spam? To answer this I will direct you to <http://en.wikipedia.org/wiki/Spam>. You should make it a point of visiting and reading the spam section fully. To give a short description the following has been taken from the wikipedia Spam site.

Unsolicited commercial e-mail (UCE)

Spam promoting a commercial service or product. This is the most common type of spam, but it excludes spam which are hoaxes (e.g. virus warnings), political advocacy, religious messages and chain, letters sent by a person to many other people. The Term UCE may be most common in the USA.

Time-Wasters

These are a collection of "get rich quick schemes". They are lurking in every corner of the internet. Don't participate in them. Money rotator programs don't work. Pyramid schemes don't work. And the list could go on and on. These are serious time-wasters and will not make you rich. They're crap, plain and simple. The only real people benefiting from these types of programs are the ones who created the darn things! Think about it. You find this program that sounds pretty good. It only costs you a total of \$5.00 to get in. Your member name is put on a list and randomly displayed to get paid for every new member that signs up. But, you only make \$2.00. The program creator/operator makes the other \$3.00.

And they get paid every single time a new member signs up. You however are put in a pot of countless thousands whose member names get randomly rotated. The owner is sure to get paid, you aren't. Plus, you have to get out there and start recruiting others not even sure that you'll get paid by doing so. See what I'm saying here? It's only quick money for those running the program. Not you.

Copyright© 2007 eResourceHeaven

The "Failure" Factor

This is one of the greatest success crushers there is. And it is all caused by negative thinking and giving up! If you don't have a big following of personal supporters like family and friends, don't worry about it! You won't get anywhere positive if you let the negative comments inside your head. You've got to put those things on the back burner to be successful at selling products online. To heck with the naysayers. Are they feeding your family? Are they paying your bills? No. **YOU ARE!**

Every one has the mental capacity within them to be a success at anything they do in life. That includes you. So what if Aunt Sally thinks you're nuts for trying to make money online. Who cares if your brother or sister can't get a grasp on what you're trying to accomplish. What matters is what your goals are and what you believe you can do.

A wonderful saying to remember is: "If you can believe it, You can achieve it!" You **can** do this. It's not brain surgery.

And if your first idea is a total flop, so what?! Get back on that horse and try again. This is where many give up. Not everything you do will be the best course of action. But you will gain the necessary experience through failure. Learn from your mistakes so that you can succeed the next time. But you have to give "next time" a chance. Remember, "If at first you don't succeed, try, try again!". If you give yourself enough time to learn and grow your internal knowledge base, you will succeed.

If you do go through periods of doubt and uncertainty then I highly recommend the following Websites. They are not only excellent for giving you a confidence boost but will help you to learn how to stay on track and keep aiming for your goal.

Copyright© 2007 eResourceHeaven

The first site I highly recommend is [The_Secret_Of_Deliberate_Creation](#) by Dr Robert Anthony. The other 2 sites I recommend are [OptiMindZation](#) and [Mind_Power_University](#) Both by Simon Pierce. These three sites used together help me and I am sure they will help you as well.

"Too Good To Be True" Products Or Sellers

And finally, always remember, if it seems too good to be true, it probably is. Now, not everything will be a "too good to be true" product or service. There are some people and companies out there that have terrific services and products at unbeatable prices.

Never judge a book by it's cover. Read all the details. Make certain you understand everything in a merchant's terms, and If you don't then, **ASK QUESTIONS!** Any reliable merchant should be able, and willing, to answer them. If you do ask, and don't hear one single word back, or it takes them an unexplainable amount of time to provide you with the answers you seek, pass that offer over and move on to the next one.

Copyright© 2007 eResourceHeaven

Summary.

Selling products online can be an exciting and profitable business, but you have to be very careful with everything you do. Every transaction you make. Every friendship you strike up. Use your common sense. Use good practices and be honest. If you think a program sucks then don't promote it. If your heart is not in the program then you may make a few sales but you wont get far with it, because you will not feel the compulsion and drive to give it your best effort. Doing these simple things will carry you far in your quest for internet riches.

Too many people abuse the internet. They give the impression that they think the good etiquette practices that they would use if they had a brick and mortar business do not apply. What ever you do please do not be mislead and end up in this group.

We hope that you have found this e-book helpful and, that if you are new to the internet you have learned something useful from it. For the not so new and the experienced marketer we hope we have given you a different point of view to consider for some of the subjects covered.

What you do now with this knowledge is completely up to you. We wish you all the very best life and the internet has to offer, and please, if you need help, use the contact link provided within this product to speak with Us.

Sincerely,

Bill and Aaron

Co owners

[eResourceHeaven](#)

[LowCost_WebSpace](#)

[Prizes4Pixels](#)

Copyright© 2007 eResourceHeaven

Contact Information.

Messengers

[Skype](#) id: bjantiques.

[PalTalk](#) id: bjantiques

MSN id: ravensbj@hotmail.com

Note: Please do not use this email address it will not be seen.

Telephone

[SkypeIn](#) Telephone number in the USA 1-304-756-8141

Telephone +32(0)496 088838 or +32(0)496 352825

Conference room

[Conference_Room](#) (by appointment at the time of writing).

We also have conference rooms to rent by the hour.

Or you can get your own [Hot_Conference](#) rooms.