



The Quick Start Guide for getting *Fast Results* in Internet Marketing

# Internet Marketing Speed Report<sup>TM</sup> version 2

by James Schramko

<http://www.InternetMarketingSpeed.com/>

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All the required Legal stuff.....

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## About James Schramko

I registered my first domain name in October 2005. Since then my life has changed a LOT.

Back then I had worked my way up to the role of General Manager for a 50 million dollar a year turnover business and my only computer time was after dinner for a few hours, and then the weekends. This forces you to be very disciplined with your time. I had to look after 71 staff, four kids, a wife and a few thousand internet clients located all around the world.

By the end of 2006 I was starting to get the hang of affiliate marketing and got a boost in October by attending a seminar in Sydney. From then it was time to get serious. In early 2007 I published my first information product and added many more since.

Through 2007 I invested a lot of resources into tools, knowledge and many hours into building a solid business foundation.

In 2008 I was able to realize my goal of leaving a high paid job to do business on my terms from home so that I could spend a lot of time with my wife and kids.

I traveled overseas about twelve times in 2009 to mastermind with some of the best online marketing and business minds in the world. I was invited to speak at Stomperlive, Jeff Johnson's event, Chris Howards BAC group and be a guest at John Carlton's workshop. I love to teach others what I know and I sincerely hope this guide helps you too.

In all my products I share whatever I have learned so that you don't have to go through the same learning (and expense) curve I had to. The information in the following sections has generated millions of dollars in sales revenue over the last few years alone so I know it works.

## Introduction

Thanks for downloading the “**Internet Marketing Speed Report**”®. You have made an excellent decision because I am going to show you ways you can be more efficient with your online marketing business. If you apply the techniques I have been using I'm hoping you too will experience:

- More Income
- More Free Time
- Less Stress

My system may seem too simple but that really is the power of it. If you can implement even a fraction of my tips you should see results fairly quickly. This guide is more about **strategy** than **tactics**. Many of [my products](#) teach both tactics and master strategies.

## Keep it simple

The best results come from having a system that is easy, and works. I have researched and reviewed thousands of books, e-books, e-courses, training guides and attended several workshops to arrive at this distilled formula. I have left nothing out and it is the exact same system I use right now to run my business.

## You must take the right actions to get results

A small percentage of business people are action takers. It is no surprise they are the **top earners** in any industry. If something in this report strikes a chord with you, make a note about it and take action. It is almost impossible to fail if you take the right action versus doing nothing. I recommend you make a decision to implement one new thing per day until you have the whole system complete. There is an action list template on the last page you might copy onto a notepad.

## Tips for getting more done

If you are new to Internet Marketing it may seem a little daunting. Many people get overwhelmed. This is a normal reaction to anything you start out for the first time. Even experienced marketers get bogged down with information.

I used the following concepts to free myself from full time employment with just a few hours on the computer per night. You can achieve in weeks what took me a year or two to learn if you follow the blueprint and avoid the mistakes I made.

## Cut out the distractions

Internet marketers send a high volume of emails to our inbox every day and we are being marketed to constantly. Pace yourself. You don't need to join every program right now. **Less is more.**

Marketers know how to push your urgency triggers and play on the fear of missing out. The reality is that almost everything can wait. I use a codename when I join 'lists' then make a label (in Gmail) called 'SPY' for all 'those' emails to slide straight into. You can look at it when YOU are ready.

**Next** – unsubscribe from any email marketer who has not offered you something useful or valuable over the last few mailings or if they suggest things that you know are not right for you. Don't follow them just to “see what they are doing”. They are not worth following because they are doing it wrong. This will save you from hours of wasted time per day.

Make a bookmark for each of your most visited websites such as merchant carts and website control panels. I use folders across my Firefox toolbar. They are called: 'Daily' 'Training' 'Cart' 'Traffic' 'Team' 'Research' 'Content'

## Get all the junk off your computer

If you are totally fed up with waiting for your PC to load programs and process requests then you should optimize it and [speed it up dramatically](#). Once your computer is clear of useless files and cached memory it will run like a new machine. I estimate I have saved days just from this one modification. I now use a mac to get the most performance.

## Do one project at a time

You need to decide upon and write down what ONE project you are going to work on first. Keep a pad of paper nearby and when you get other project ideas make notes about them and then forget about them until you have completed the first project. If you use a mac then try 'Things' app. The same goes for products you think you need to buy. Make a note of them and buy them later when you have profits (if you still need them). Often they get cheaper or your need for them is reduced over time. Buy them with profits.

## Email management

Use Gmail. Keep it off when you are working on your project and shut down all your chat software. If you do your most important project first, then check emails you should get more done. Most emails can wait a few hours. Ideally you check them once or twice a day. Make full use of the labels and filters in Gmail to automate stuff.

## Stay sharp

Have a 40 minute timer near your computer and make sure that after 40 minutes you stop and get up. Move away from your computer and relax for a minute. Eat well, drink water and exercise.

## Technical issues

From time to time you will experience technical challenges as you build your online business. Take three deep breaths and realize that everything can usually be fixed sooner or later and it is not the end of the world. You can fix more than you think when you put your mind to it and think problems through with logic. Most computer problems can be solved through a process of diagnosis and elimination. **Don't give up easily.** It is just a test of your own commitment.

## Work flow

Have a system in your working environment. Run it like a business. Clear your desk of all things other than the one project you are working on right now. I have one filing cabinet to store tax receipts. Most other stuff is electronic. Use mind maps to help you remember how things go. Make templates you can re-use for everything especially if you are doing some sort of customer support.

Put things where they belong or next to where they get used – for example a hole punch next to the folders, stamps next to the envelopes, pens with the pad etc.... I have had tremendous success migrating all of my projects to a program called Basecamp. From there you can store files and notes. Examples of things you can manage in Basecamp are:

- Milestones
- Virtual whiteboard

- Partners
- ToDo lists
- Messaging

## Electronic file management

On your hard drive label things with clear names. Named folders make it easy to use search features. When you download things take the extra second to re-name files to have the keyword of the project in them. Use PDFs rather than printing pages.

I make a new folder for each website and put all items for that project in one folder. If you have more than one hard drive use different hard drives for unique purposes.

## Password management

Use [roboform](#) (pc) or 1password (mac) to remember all your form and password details. This is the most unbelievable time saver ever! It sits in your browser and remembers everything securely. Internet Marketing requires repeated logging in to password protected areas and this device is well worth the money.

## Backup

Make sure you backup your computer. Get a USB hard drive and make it sync every day or every few days. Take the backup with you when you leave the business for a long period. If you have two you can alternate then that's even better. There are remote server backup options for you to consider as well. Almost every computer will fail at some point. Get ready for it.

## Your office system

### ***Computer***

Your office should have at least one current specification computer with a decent processor and screen size. Having a good computer will save you a lot of time since you will be spending a large amount of time on it building your business. Compared to a traditional bricks and mortar business this has to be one of the cheapest businesses you could possibly start. Get **dual screens** as soon as you can pay for it from profits – your output will jump up instantly.



## ***Whiteboard***

You should have at least one whiteboard for 'dumping ideas' in the form of brainstorming and mapping out projects as you do them. Once finished, clear the whiteboard to reset your mind and be ready for the next project. (Using different colored markers can stimulate memory retention).

## ***Planner***

A wall planner or iCal is handy for important dates such as product launches, meetings, conferences, webinars and invoice reminders.

## ***Folders***

I suggest you keep a folder for essential documents such as invoices and receipts.

## **Monthly Tasks**

Each month do an [80/20](#) analysis of opportunities based on historical and potential income results. (To identify more opportunities survey your clients). Most of your income will come from a small percentage of your opportunities. This exercise is how you will make the most profit from your available time and effort.

The steps:

1. List every income source from the month prior.
2. List every potential income source from your ideas file.
3. Grade each opportunity with a **value score** according to upfront payment versus recurring payment and leverage opportunity.
4. Allocate the time and money (resource) requirement per opportunity.
5. Order the projects in sequence for completion.
6. Decide on what you want to do this month.
7. Put other projects into ideas folder for review next month (or delete.)

## ***Rules for Assessing Opportunity***

You must be looking at opportunities that have enough traffic and demand. Make sure you are selling solutions people **want**, to proven buyers with problems you can solve in a market you can easily access. If the opportunity doesn't satisfy this criteria, move on.

## ***Learning and Research Tasks for the Month***

This could be as simple as reading the last three e-books you bought but didn't have time to look at before. The fastest way to grow is to identify what is holding up your business progress and then allocating 30 minutes a day towards learning it. Find out what someone before you has already worked out and model them. You must continue your education to stay on top in the fast paced online world.

## **Maximize opportunities**

When setting up a new process, address each phase of opportunity optimization. The sales funnel should look like this:

- Free Report (build list)
- Upsell Opportunity (one time offer or autoresponder offer)
- Continuity Program (monthly recurring, either yours or someone elses)
- High End Upsell (home study course, coaching, or event)

Other useful ways to leverage your result:

- Dominate your market with multiple websites with related offers.
- Partner with other players in the same market.
- Acquire other players in the same market who already have clients.
- Outsource every possible task, especially content, content distribution, links, and design.
- Systemize every step of the process, using automation where possible.
- Replicate or clone your system into the same or similar market.
- Innovate new products.

## **Daily Focus**

Check statistics in your dashboard once per day. When testing campaigns, sales pages, etc make sure you have enough statistical data before deciding on a winner. Generally you need thirty results of anything before you get close to a statistically valid result.

By checking your affiliate commissions and advertising spend only once per day you will free yourself up to focus on marketing activities.

Measure a few key metrics daily. One thing you need to measure is **profit**. The other thing you should measure is **clients**. Measure number of clients, referrals and testimonials.

## Make an agreement with yourself

Decide what you want to achieve and make a decision that you are going to stick with it even when you feel challenged. Make sure you set yourself a reward that is worth achieving to keep you motivated. Humans are [goal seeking devices](#).

You need to decide your intentions in order to have the outcomes you want. Focus on the experience your goals will deliver rather than material things. The easiest way to do this is to imagine your desired lifestyle and then move towards it without compromise. **Take 100% responsibility for your outcomes.**

## Mindset

Your mindset is your most important asset in your business. If you had to start from scratch tomorrow, your mind is the one resource you have to your advantage. Invest heavily in keeping your mind sharp and clear.

***There are no excuses.*** It is the way you deal with challenges that shapes your future and determines your success. You will have challenges – accept that now and decide to turn every challenge into an opportunity.

## Integrity

Be unique and conduct yourself with integrity. Serve your clients honestly, with passion and they will reward you. Help people get what they want and the law of reciprocity will kick in.

Everything you do counts towards your overall result. Put in the effort to do the right things and good things will happen to you.

When marketing keep these pointers in mind:

- Solutions must be valuable and help people.
- Your solution should be so good that you would buy it.
- You should be proud to sell it with your name on it.
- You should be able to recommend it to your family.
- Follow up systems must be in place to increase the value.
- Offers must be engaging, emotional and logical.
- People buy experiences so share the outcomes of the product.

There is nothing more addictive for your clients than dealing with a real person who cares about them. In markets saturated with dishonest and selfish

salesmen, honest operators are a very rare and valuable find. It is ok to use a pen name for privacy, however, you should still have integrity.

## Essential skills to master

You can dominate markets, achieve all the results you want and create a lifestyle of freedom if you hone the basics.

Fads and trends will come and go, so will the latest software or sneaky tactic. However, the essentials of business will always be fundamental to success. These are the skills I highly recommend you develop to the best of your ability. Even if you need to [buy some resources](#), or find a mentor you will get a large return on investment.

### ***Communication***

You are dealing with people. People have not really changed for thousands of years so you should master communication. People like people who are nice. Using empathy will get you a long way towards understanding your buyer's fears and frustrations so that you can help them through their problems and challenges by recommending solutions in a communication format they can relate to.

When forming partnerships, joint ventures and [recruitment](#) of outsource staff you need to be able to handle yourself professionally and with the right manners. Learn as much as you can about dealing with people.

### ***Traffic***

You can have the greatest website on the internet, but without visitors you won't sell anything. Traffic is like oxygen and you can't survive without it. There are so many different ways to get traffic. You must develop a traffic system for your business. You really need to understand your market [keywords](#).

The two essentials include *organic* such as SEO ([search engine optimization](#)) and *paid* such as PPC (pay-per-click). Some people will focus only on free traffic but this gives you no control. You should be getting as much targeted traffic as you can by using every traffic source and measuring return on investment.

## ***Copywriting***

Words sell. [Copywriting](#) has been described as salesmanship in print. This skill can be used in sales pages, ads, content, affiliate sites, autoresponder mail messages and the principles can be applied in everyday conversation.

## ***Systems***

Failure is almost always the result of a system, not a person. Once you have an effective system you can automate things. You can step back from doing things to managing the system. Outsourcing is one example of automating a part of your business. You can use process maps and automation tools such as [autoresponders](#), pre-dated content posts and training videos to [systemize](#) your business.

## ***Marketing***

This is the core role of any business. A business exists to attract and maintain clients. Marketing is an essential skill for your growth. There are many resources for marketers, especially [books](#). This is one activity you should not outsource.

## ***Business Management***

You need to make sure your infrastructure is legally and financially sound. Get good advice from your accountant for tax effective structures and your attorney for legal compliance. Make sure you have insurance and enough [cashflow](#) to sustain your operations.

## ***Conversions***

Once you have traffic from your marketing activities you will need to optimize your conversions. The difference between profit and loss is usually a result of the conversion ratio. Learning to track and test is the easiest way to improve conversions. Many people ignore this vital task providing you with huge profit opportunities. The key role to business is to convert as much traffic as you can from prospects into clients. [Recognize patterns](#) and commit to [continuous improvement](#).

## ***Persuasion and Influence***

Understanding human behavior and trigger points can gain you large benefits. Once you know the recipe it is easier to format information in a way that gets better outcomes. People are used to thinking a certain way and when you harness that process you will get the results you want easily.

Read everything you can about [persuasion](#) and [influence](#).

## **Effective Business Models for online profits**

Here are some income models for you to consider. Pick one that suits your knowledge and skill set. I have not listed every business model, just the ones that I prefer. Under each one I give you a few tips on how to get the best from them.

### **Sell your own products**

I prefer digital products because they can easily be created or sourced and highly [automated](#). Making products and having other people sell is ideal. You can sell reports, mind maps, e-books, software, audio MP3, videos etc...

If you get a digital product that sells well you can make a physical version of it and automate delivery by using a company to handle shipping.

If you don't want to make them then you can pay to have them created or buy already created ones. The more original the better.

Once you make one product you can build related products around it to the same client base. Also you can re-purpose one product with modifications to serve a different market.

Once you are a product creator you can approach other product owners and partner with them to share clients.

Products can be one time or recurring fees. Membership sites take a little more work and you get drop off rates. One time products allow you to keep your client base and offer them a higher level of involvement. Residual income is the best way of building wealth if you can automate it.

Create products that complement, enhance or enable other products that are *already selling*.

Do your research first to determine demand before you attempt to create a product. Invest a few dollars into PPC ads to run a [survey](#) first.

One place to get great information is forums. You can see the most common problems and then solve them by interviewing experts.

## **Affiliate Marketing**

Selling other peoples stuff for profit can be the most simple business. If you never wanted to do anything else you could test ten offers and come up with one winner. Do that ten times and you will have ten good offers that make profit. From that point on you will always profit when you test each new batch of ten.

You can do this directly or you can do this from the back of your own products or in front of your own products.

Some people have an article directory, newsletter, blog, forum or ezine to sell affiliate products from. Some of these sites also publish ads to collect revenue.

If you plan on direct linking to the merchant you should consider using your own domain with a [re-direct](#) so that your traffic source is hidden from the merchant.

Ideally if you can get a profitable campaign from direct linking you will be able to improve profits by creating a value system. By that I mean making a landing page with name capture. After you give a gift to your prospect (exchange a name for a valuable report or news series) you can then recycle that traffic.

After building a landing page site you can beef it up with content to take advantage of organic traffic. Point other paid traffic, website [links](#) and [articles](#) back to your main sales page and watch the list build.

You can send your list related value offers at the same time as educating and pre-selling the product they were interested in originally.

This is relationship building affiliate marketing. Next you can create your own products to serve them better.

### *Note:*

There are different styles of affiliate sites. You could have an authority blog where you post reviews and opinions. This is a great way to build a list and get search engine traffic.

There are review sites that focus on products and comparisons on related products that target 'buy now' buyers. Often they will have a rating mechanism and user feedback. These sites can either handle multiple offers or you can have one site per product. Single product sites are more effective for bonus offer affiliate sales. Bonus offer sites give a buyer a bonus for buying through you.

This is a highly effective technique because you can build your client list with qualified buyers. Consider [jumping on the momentum](#) of a big product launch.

The best way to leverage this is to create your own product to give as the bonus and then you can sell your product as a stand alone product to people who already have whatever it is you are promoting. Survey your clients and ask them what they WANT (rather than what they need). Give it to them.

Picking affiliate offers is not as hard as people make out. See what is already selling. Try and pick something that not every other person is deeply promoting. Selling Clickbank products to internet marketers is really hard compared to non-internet marketing markets because every new affiliate marketer is told to go there and start promoting. Often at a loss.

If you want more profit – sell **recurring income products** like memberships and *high priced* products. Look for products that everyone wants. Markets like stock trading, health, education, software, pets, entertainment and finance can have high value recurring income opportunities. Think about serving hungry buyers. Join my [affiliate program](#).

Consider also **lead generation**. If you collect details of people, with their permission you can then sell that information to others such as service industries and financial institutions. To shortcut the process you can publish other people's CPA offers (Cost Per Action). They will pay you per action taken such as entering a zip code etc.

## **Sell Your Services**

### *Websites, Hosting, Traffic Services*

You can sell websites. Almost every business needs a website and the internet is getting busier every week. You can [build the websites](#) and then sell them or even better you can outsource the building of the websites and even the selling of the websites.

You can broker website sales to companies directly and charge plenty for that. [Selling to local businesses](#) (offline business) is the most lucrative method. Pick companies who have high priced goods and who already advertise in the yellow pages and the newspaper. [Wholesale website supply](#).

Once you sell a website you can also have a recurring income component in the form of hosting fees, SEO fees and paid search fees. A website maintenance package can give you an income and you can outsource all of the tasks. [Wholesale SEO supply](#).



You can leverage a business like this into a large business by scaling advertising, referrals and output.

### *Mentoring, Consulting, Seminars*

Once you have a success system and a proven track record you can teach others. You can document a process and test it with a couple of proteges to prove the system. People will pay to learn faster and reach goals quicker.

Make sure you have a system and provide more value than you charge. Great tools you can use are: Skype, FreeTeleconference, GoToMeeting and [iMindmaps](#). Surveys are great for compiling a training needs assessment.

You can hold seminars for local business people or people who want to be internet marketers. Also you can advise business owners about internet marketing strategies. Consider asking for a [profit share](#) percentage of upside profit as well as a consultation fee and a retainer.

### *Other services you might do to get started (but outsource later)*

You could write articles, post content to submission sites, blogs etc. You can make videos, compile surveys, design, copywriting, PPC management, link building, forum posting, make products, research etc. These are all things I consider a job rather than a business so I usually outsource them or automate them where possible

## **Final Note**

Start with the [end in mind](#). If you truly expect to be successful in your Internet Marketing business start operating like a successful marketer. Your thoughts determine your actions. Your actions determine your results.

**Time = Life.** Invest your time wisely and remember to give back. Give something to somebody without expectation every day and your fortune will multiply rapidly.

Yours in success,

JAMES SCHRAMKO



**Write down your personal action plan:**

Priority	Action Required	Due by	Completed
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**Notes Section:**