

# BUNYAK MARKETING

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**Your Complete Guide To  
Setting Up An Online Business  
With Little Or No Cash!**

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## Introduction

### Welcome to Bunyak Marketing!

The objective of this comprehensive manual is to show you exactly how to set up your online business using tools that are either free or next to nothing.

With all the options available on the market today... that's a big challenge!

Fortunately there is a way, and I'll share the strategy and tools that you can use to do exactly that. This report is laid out in 7 sequential steps that are easy to follow (there is also a checklist included).

Now I realize that each one of my customers are at different stages in their online adventure, so some of you may need more assistance than others.

**NOTE: If you already have a domain and hosting and are familiar with WordPress, then jump straight to Step 5 on page 23.**

If at any time you have questions or require assistance, please contact our support desk at <http://support.pluginresults.com> and I will be happy to help you out.

Let's begin by discussing what I call "Profit Pillars" – the prerequisites that must be in place before you start down the 'technology' road.

## Profit Pillars

There are three “pillars” to setting up a sales website: Picking, Planning, and Producing. Each of these are necessary components in starting your site ... they are, in essence, your foundation.

1. **Picking:** In the “picking” stage you will make important decisions regarding your market; in other words... niche selection.
2. **Planning.** In the “planning” stage you will structure the visual appearance of your site and layout your sales process.
3. **Producing.** In the “producing” stage you will create your content, etc.

### Picking Your Niche

There are some topics that might be right up your alley, but there simply isn't a big enough audience to make it profitable for you. And there are other topics that have big audiences, but the audiences are unwilling or unable to spend money – *which means these also aren't good choices for creating and marketing products.*

So what you're looking for is a hungry niche. This means there are people in the niche who're ALREADY spending money. And it also means there are other bloggers and marketers in the niche who're creating products and advertising their offers.

Point is, you find evidence of people spending money (either buying products and/or buying advertising), and you'll have found yourself a profitable niche.

Now, this is actually a two-step process:

## 1. How to Find a Niche

Ask around about how to find a niche, and some people will tell you to follow your passions. Others will tell you to follow the money.

Here's an idea: Start with your passions... but then find out if they're profitable.

That way you're sure to make money, yet you're also working in a niche which interests you.

So, the first step is to uncover a niche. Let's start by brainstorming. Answer the following questions. Don't limit yourself to just one answer per question.

Indeed, you should list as many answers as possible for each question.

### Brainstorming a Niche

- What are your favorite topics of conversation?
  
- What was your favorite topic in school?
  
- What job do you work now?

- What job do you wish you had?
- What kinds of sites do you visit regularly and/or have bookmarked on your computer?
- What kinds of TV shows/channels do you like to watch?
- What types of magazines do you subscribe to?
- What are your hobbies?
- What do you spend your expendable income on?
- If you had \$1000 to spend right now to spend on yourself, just for fun - what would you do with it?
- What are your favorite books?
- If you could take three college courses, what would they be?
- What topics do you know a lot about?
- What topics do your friends ask you about?
- What type of events do you like to attend?
- List your other interests:

## 2. How to Tell if a Niche is Profitable

Sometimes a marketer finds niches that seem to have very few other marketers actively working in the niche. And the first thing the market sees is dollar signs, as he believes he found an “untapped” or “unexploited” niche.

Maybe you’ll have the same experience and the same thoughts.

If this happens to you, however, consider this: Maybe the niche really isn’t “untapped.” Instead, perhaps the reason why there aren’t other marketers taking advantage of it is because there isn’t any money in the niche.

When you become a more experienced marketer, you’ll be better able to tell if a niche is untapped or merely unprofitable.

For now, however, I suggest that you look for niches with plenty of marketers in them. That’s because a lot of marketers selling a lot of different kinds of products generally points towards a profitable niche.

Here then are some ways to determine if a niche is profitable...

### a) Check Marketplaces

If you’d like to sell information products (i.e., ebooks), then check out the Clickbank.com marketplace. Simply go to [www.clickbank.com/marketplace](http://www.clickbank.com/marketplace). Then you can use the search function at the top of your screen (“Find Products”) to uncover niche products.

All you need to do is enter your broad keywords as a search term.

Example: Gardening, dog training, weight loss, quilting, horses... and so on.

For the moment, you just want to see if there's an interest in the broad market (and then you can narrow it down to a tighter niche later, based on what you uncover during all of this research).

Now look at the results. Typically, the products near the top of the results are the more popular products. So if you see several products on the same topic at that top of the search results, that's a very good sign – it shows there is some demand, and that there's a market buying the products.

Another marketplace you can visit is [Amazon.com](http://Amazon.com). This goes for whether you're selling info products or physical products. Again, just enter your main keywords. Those products appearing at the top tend to be the best sellers. If you see a lot of products, then consider it a good sign.

## **b) Search Google**

This is easy – simple enter your broad keywords into Google (such as “bodybuilding” or “motor homes”) and see what comes up. You're looking for two things:

- 1. The organic results.** These are the regular search engine results. Pay attention to the top sites (those on the first page).

What are these sites selling? If many of the top sites are directly selling products or services – or if they carry ads for products and services – that’s a good sign. And if they’re selling similar items, that’s a clue about which particular kinds of products are popular.

Secondly, look at the competition. Are there plenty of sites in the results? Again, that’s generally a good sign, because it shows some demand.

- 2. The sponsored results.** You also want to look at the paid ads that appear at the top, bottom and along the sides of the results. If there are only a couple ads, be worried. But if all the ad slots are taken, that’s good – because marketers don’t spend money advertising if there are no willing buyers.

## c) Do a Keyword Search

Next, check out a keyword tool like [WordTracker.com](http://WordTracker.com), [MarketSamurai.com](http://MarketSamurai.com) or your favorite tool. Enter your broad keywords. Do you see a lot of results? Do you see evidence that people are looking to buy?

Example: You might see searches for product names (e.g., [product name] review).

If you discover a lot of searches and you also notice that some of them are from buyers, that's a good sign.

Example: A search like "buy [product name]" is a clear indication that the searcher is a real prospect rather than a tire-kicker.

## **d) Check Offline Publications**

Now look at offline publications related to your market. For starters, are there magazines devoted just to your market?

Example: If you're interested in dog training, then you'd quickly notice several dog-related magazines (like Dog Fancy).

That alone is a good sign. But you also want to browse through these magazines and see what type of paid advertising appears in the publication. This will give you a clue about what's hot in that market right now.

## **e) Keep an Eye Out for Other Paid Advertising**

Listen to the radio and watch TV. Are there any channels or stations related to your market? If not, can you find any specific TV programs related to your market?

Example: Take the example of dog-training again: Just a quick look across a variety of channels (including Animal Planet) reveals several dog-training programs, just as Cesar Milan's "Dog Whisperer" program.

And if you watch the commercials, you'll see plenty of paid advertisements for paid products. Both the show and the commercials indicate there is a demand for products in the market.

## **f) Look for Offline Marketplaces**

Finally, you can look to offline marketplaces to see if there is a demand. You can look for retail shops or entire sections in big stores devoted to your market.

You should also look for offline events, like trade shows, conferences and workshops in your market.

Once you do all the research it will quickly become clear which of your possible niche markets have the most profit potential. If you have a couple that seem to be equal, then just choose the market you think you'd enjoy the most. 😊

## **Planning Your Site**

Like any business, you need a series of processes in order to deliver value to your customers... and get paid for that value. Now while you can make a bare-bones

site that consists of a sales page and a thank you page, I encourage you to consider setting up a full “sales system” on your site. Doing so will help you increase your response rate and build a prospect list.

The following is a list of the main components of your website and sales/delivery process. Don't worry about the finer details right now (we will cover them in the next section of this manual).

**1) Squeeze page (with autoresponder and freebie).** The squeeze page is an email-capture page that prospects see before they see the sales letter. The idea is to get your prospects on your list so you can contact them repeatedly to close the sale.

People aren't going to join your list without reason. That's why you need to offer them a freebie to entice. I suggest that you offer a “Lite” version of your product delivered entirely by autoresponder. That way you get to contact your prospects multiple times, show them how valuable your content is, and whet their appetites for the full course.

**2) Sales page.** This is the page that persuades your web page visitors to buy your product. Naturally, it includes a “buy now” button at the end of the sales letter. In just a few minutes you'll discover the secrets of writing persuasive sales copy.

**3) Upsell page.** Once your prospects click on the “buy” button, they're usually taken to the payment page. However, you can take them to an

upsell page instead, which sells your prospects on adding more to their order.

Example: You may offer your prospects the opportunity to enroll in personal coaching from you.

**4) Thank you page.** Once your new customer has completed his purchase, he should be forwarded to your thank you and registration page. Here you thank him for his purchase, remind him of when the class starts and ask him to “register” immediately by joining your newsletter list.

Tip: After students register, you should send out a welcoming email that reminds them of when the class starts, gives them important information such as your contact email address and gives them an overview of what they’ll learn in the coming month. You may also give them an unannounced bonus as a way to reduce buyer’s remorse and create satisfied customers.

**5) Other pages and options.** Other pages you may want to add to your site: an affiliate sign-up page; your policy pages, such as the terms of service and privacy policy; a blog; a members-only forum.

If you read the sales letter for Bunyak Marketing, then you know that I recommend **WordPress** as the platform of choice for your online business. The following list is a summary of the key benefits of choosing Wordpress:

- 1) It's FREE, and anyone can learn to use Wordpress!
- 2) It is the perfect platform to help the business owner create a site that is easy to self-manage and reduce overall design cost.
- 3) It reduces the frustration caused by more complex web platforms and it makes it more compatible and fun to use for the business owner.
- 4) Wordpress makes it easy for the business owner to leverage technology to spread the word about their company using cost effective tools.
- 5) It makes it easy for business owners to showcase their talent through written and spoken media.
- 6) Wordpress promotes dynamically changing websites that are updated frequently causing visitors to want to return in the future.
- 7) It opens the doors for ANY business owner to a global audience.

**NOTE: In the next section of Bunyak Marketing we will go into great detail on how you can use WordPress to set up your site and start taking orders!**

## Producing Your Content (Product)

The benefits of an online business are many, but most notably include;

- Sell digital products - no inventory
- Online storefront - no brick and mortar expenses
- Freedom to be as creative as you can possibly be!

So your product is a reflection of your knowledge and expertise... packaged into digital format (pdf, audio, video).

At a minimum, you'll likely be creating a niche ebook (but this advice applies to other product types as well).

If it's a "how to" book, then obviously you should organize your content in step-by-step order (Step 1, Step 2, etc). If the book doesn't detail a step-by-step process, then you can order your content from beginner to intermediate to advanced topics.

The key here is to create as thorough of an outline as possible.

Not only should your outline list each chapter, it should detail every topic you want to talk about within each chapter.

Example: Let's say you're creating a book on weight loss. Here's what the "nutrition" section of your outline might look like:

A. Nutrition

1. How to lose a pound a week.
2. Determining your calorie needs.
3. Guidelines for eating well:
  - a. Eat close to nature
  - b. Eat six small meals a day
  - c. Eat a balance of good carbs, fats and proteins
4. How to make unhealthy dishes healthy
5. What to choose when eating out
6. Sample weekly meal plans and recipes

The reason for creating such a detailed outline is because it will keep you focused and keep you on track as you create your product.

However, it also makes it psychologically easier to create the product. That's because a detailed outline breaks down a big book into little "bite size" chunks.

So instead of you having to write a book, you can think of it as writing a series of related articles. Many people find this psychological trick works well to overcome procrastination.

After you've completed your outline, it's just a matter of thoroughly researching your topics and then creating the product. Just be sure that you do your research using credible sources only.

Example: If you're researching a health topic, use sites like the Mayo Clinic site, WebMD.com and sites run by universities.

Keep in mind there may be many products you can create for your niche market. Some of these products may be more 'advanced' than others.

It's usually a good idea to develop your first products for 'newbie's within your niche. The reason for this is because they generally are faced with the very first problem that your market may experience. If you take this approach, then it's easier to identify product opportunities.

For example, let's say you want to teach people how to plant a garden. "Newbies" may or may not have the right equipment, so the first thing they need is to research and purchase gardening tools. So one of your first products may be "How To Select The Right Tools To Plant Your Garden With Ease".

If you analyze your target market from the perspective of a learning process, it becomes much easier to identify product creation opportunities.

Alright... that's it! Now it's time to roll up our sleeves and get into the 'How To' of setting up your website using free or next to nothing tools.

## 7 Steps To Setting Up Your Site

Now let's get into the meat of this manual so you can start taking action!

Here are the 7 steps to setting up your website using free or next to nothing software. The hard cost to an online business include buying a domain name, and a monthly fee for hosting that domain.

**NOTE: If you already have a domain and hosting then jump straight to Step 3.**

### Step 1: Choose a Good Domain Name

There are several factors to consider when choosing your domain name, including:

- **Get a .com extension** (rather than .net, .org, etc). The .com name is still the most recognizable and popular extension, so choose a .com name whenever possible.
- **The name should be descriptive.** In other words, someone should get a sense of what your blog is about just by seeing the domain name.

Example: It's clear that "dogtraining.com" will be about dog training.

- **The name should be easy to remember and say.** A name like "dogtraining4u" is cutesy, but it's not a good name. That's because someone who hears the name doesn't know if the "4" is for, fore, four or 4. Likewise, the "u" (you) at the end can cause problems.

Tip: Point is, keep it simple - if you have to explain the name, it's probably not a good name.

- **Use keywords.** Go back to your keyword research. Did you see any keywords that would make a good domain name? If so, purchase a name with those keywords. But don't choose a keyword-laden name in lieu of the other factors above. That's because your domain name is just one small factor that helps determine your search engine rankings.
- **Use a reliable domain registrar.** I suggest you use a well-known company like [Name.com](http://Name.com).

**NOTE: This WILL cost you approximately \$10 per year.**

## Step 2: Purchase Hosting

Your next step is to choose a web host (which should never be the same company as your domain name registrar). I suggest you use a host like [HostMonster](#) and choose the introductory (as this plan gives you the ability to add more domains to it at a later date).

Once you've purchased your hosting plan, [HostMonster](#) (or whichever host you chose) will send you an email that includes your "DNS" (domain name server) information. Now what you need to do is take this DNS information and input it in your domain name account.

This is easy to do with most registrars, especially Name.com. Just watch this short demo to learn how:

<http://support.name.com/entries/24860091-Changing-the-Name-Servers-of-your-domain>

**NOTE: This will cost you approximately \$9 per month but you can host unlimited domains within this account.**

## Step 3: Install WordPress

I'm going to assume that you followed my advice to purchase your hosting through [HostMonster](#). If you did, then installation is a snap. That's because [HostMonster](#) will install the blog for you (with you pushing the buttons).

Tip: If you're not using HostMonster.com or any other host that installs WordPress for you, then you'll need to go to WordPress.org to get the installation files. You'll also have to read and follow WP's complete installation instructions, which you can find here:

[http://codex.wordpress.org/Getting\\_Started\\_with\\_WordPress#Installation](http://codex.wordpress.org/Getting_Started_with_WordPress#Installation).

If you're using [HostMonster](#) or similar, then read on...

**Step 1: Log into your control panel.** All you have to do is go to <http://www.yourdomain.com/cpanel> (where you substitute "yourdomain.com" for your actual domain). Then enter the username and password that HostGator.com gave to you when you first signed up for webhosting.

You'll now be taken to the front page of your control panel.

**Step 2: Scroll down to "Fantastico De Luxe."** You'll find it near the bottom of your control panel, in the "Software/Services" section. Go ahead and click on it.

**Step 3:** Click on “WordPress.” You’ll find it on the left-hand side of your screen, under “Blogs.”

**Step 4:** Click on “New Installation.” You’ll find this option in the main white box on the right side of your screen

**Step 5:** Install your blog. Now all you have to do is complete your installation by following the onscreen instructions, where you’ll be asked to provide information such as your desired blog admin username, password and other information.

Tip #1: One of the first pieces of info you’ll get asked for is where you’d like to install WP – specifically, which directory on your domain.

You’ll want to install it on your “root” directory, so that anyone who goes to [www.yourdomain.com](http://www.yourdomain.com) immediately sees your blog. As such, leave “Install on Directory” blank so that your blog is in your main/root directory.

TIP #2: Make sure you select a unique username (don’t use admin, support, etc). Hackers will try to guess your login credentials and generally start with admin as the username).

Tip #3: This is the ‘easy’ method for installing WordPress. More experienced users may prefer to use the manual method for better security. There are some free WordPress plugins that help ‘plug’ some of the security

holes involved in using the Fantastico method for installing WordPress (I've used this method over a hundred times).

When you've finished filling out the short form on this screen, click the "Install WordPress" button. You'll now be taken to a screen which tells you how to log into your new blog. The link should look something like this:

*<http://yourdomain.com/wp-login.php>*

Be sure to write this information down, along with your username and password so that you don't forget or lose them.

Next, go to your domain name ([www.yourdomain.com](http://www.yourdomain.com)) to see if the installation was successful. If you see any error messages, delete the blog and try again. Otherwise, if all looks good, then log into your WP dashboard.

## Step 4: Select and Install a WordPress Theme

You probably noticed that your new WordPress site is pretty plain looking – maybe even a little ugly. Now let me show you how to quickly and easily change the design of your site.

Here's the good news...

You don't need to know anything about HTML or web design in order to change the design. That's because there are thousands of free and paid (premium) "themes" (designs) available for your WordPress blog.

Tip: There are thousands of themes to choose from. You're certain to find something that you like. However, you can start with a theme and then have a designer "tweak" it to make it more exclusive or to better suit your purposes. For example, you can have a designer create a new graphical header that better matches your blog's name and content.

Here are three ways to find a theme:

- Go to <http://wordpress.org/extend/themes/>. Here you will find all of the free themes that are available for direct download and installation through your WordPress admin panel.
- Use Google to search for "*WordPress themes*" or "*WordPress templates*."

- Visit a popular theme directory like [themeforest.com](http://themeforest.com) where you will find hundreds of themes. These are 'premium' themes, but you get what you pay for so expect better features than most of the free themes currently available online.

In all cases, a simple search for WordPress themes will uncover thousands upon thousands of results. That's why you'll want to narrow down the results by searching for specific kinds of themes.

For starters, you can search for niche-specific themes, such as "*weight loss themes*" or "*dog themes*." You can further narrow the results by searching for the colors or styles you like, such as:

- Columns: "*two column*" or "*three column*" themes.
- Colors: "*black and white theme*" or "*blue theme*" or your favorite colors.
- Style: "*art themes*" or "*professional theme*" or "*simple theme*."

Tip: Remember, you can always have a theme designer tweak the theme to make it look exactly the way you want it to look.

**NOTE: I prefer to select a theme based on flexibility rather than niche relevance. Look for a theme that offers different layouts (sidebar left or right, full width, landing page, etc), and different color options.**

Once you've selected your theme, then your next step is to download it. To do that, you first need to download the theme to your computer. If it's packaged in a

zip file (and it probably will be), then unzip it (using a tool like WinZip). Be sure to note where the unzipped files reside on your computer.

Next, upload the files. If you know how to use FTP, you can use FTP software to upload your theme files. Otherwise, go to [www.yourdomain.com/cpanel](http://www.yourdomain.com/cpanel), log into your control panel, scroll down to "*Files*", and then click on "*File Manager*."

Once you've accessed your domain files through the file manager, then navigate to the `public_html` directory and click on it to access your main directory. There you'll see a folder called "*wp-content*." Click on it. Then click on the "*themes*" folder.

Tip: You should now be at: `yourdomain.com/wp-content/themes/`.

Now upload the theme files from your hard drive to the above "*themes*" folder on your website.

Next, log into your WP dashboard (<http://yourdomain.com/wp-login.php>). Click on "*Appearance*" (on the navigation menu on the left side of your screen). You should now see the theme you just uploaded. Click on it to show a preview, then click on the "*activate*" link. Your new theme is now installed!

**Note:** We have a theme designed for membership sites – it's built on the StudioPress Genesis framework (included with our theme). [Click here to learn more...](#)

## Step 5: Install Free WordPress Plugins

Probably 80% of those customers that purchased Bunyak Marketing will jump right to this section.

And I don't blame them – who doesn't want to know what free plugins are available that solve most of our sales system problems when starting out online.

There are thousands of plugins available on the market today (both free and paid) that do just anything that is possible with WordPress, so it's pretty easy to go 'plugin crazy' on your site.

However, it's wise to only install plugins that you will actually use. Too many plugins can create speed problems and cause your site to be bloated and slow. Conflicts can also occur between plugins and can sometimes take your site down.

Here are the plugins related to your sales and delivery process that I recommend. These plugins can help improve traffic, sales, content protection, and customer management.

### [MemberSonic Lite](#)

**Purpose:** Sales & Product Delivery

MemberSonic Lite will be the hub of your sales and delivery process.

This plugin (developed by us) is the free version of our popular [MemberSonic Pro](#) plugin. But don't let the 'free' part fool you – with this plugin you can build a full-fledged membership site and sell your content using PayPal.

Whether you are running a membership site or selling information products online, using a plugin like MemberSonic Lite will protect your downloadable assets from black hat thieves and increase the perceived value of your products and services.

## [Facebook Plugin](#)

**Purpose:** Traffic & Social Engagement

The Facebook plugin for WordPress adds Facebook social plugins to your WordPress site. Associate your WordPress site with a free Facebook application identifier to enable advanced features such as automatically sharing new posts to an author's Facebook Timeline or your site's Facebook Page. This plugin is developed by Facebook with extra support for popular plugins and themes, custom post types, and custom post statuses.

This is a great way to leverage free traffic from Facebook to your WordPress site and build social engagement with your products and services that you offer.

## [Page Expiration Robot - Scarcity Countdown Timer](#)

**Purpose:** Sales Conversions

Use this plugin to possibly double your conversions by setting up timed-offers, one time offers and schedule pages and posts to expire (on visitor-by-visitor basis) and redirect expired visitors to a different offer or URL. Optionally, you can add an attention-grabbing countdown timer that will show visitors every second they're losing by not taking action immediately

This is a powerful sales tactic to use on your WordPress site to increase sales.

## [MailPoet](#)

**Purpose:** Email Marketing

This plugin will allow you to use WordPress as an email marketing system.

Use it to create newsletters, post notifications and create autoresponders. Easily drop your posts, images, social icons in your newsletter. You can change fonts and colors on the fly. MailPoet will allow you to manage all your subscribers. It is a simple newsletter solution for WordPress.

## [Wpsc Support Tickets](#)

**Purpose:** Customer Support

wpsc Support Tickets is an open source WordPress support ticket system. This isn't some port of another ticket system that's been hacked to run inside WordPress. This is a new plugin designed from the ground up specifically for WordPress.

Support tickets are critical to most businesses that provide a product or service, and are often used for clients, customers, members, authors, sponsors, pre-sale questions and more.

**NOTE:** A premium alternative is our new Sonic Reply plugin (the graphical backend management features absolutely rock).

## [SimplePress Forum Plugin](#)

**Purpose:** Product Support / Customer Interaction

A forum is a great way to consolidate customer support and training. There are a number of forum plugins available, but SimplePress is one of the best. It's a bit 'heavy' in terms of feature and that increases the learning curve associated with getting the plugin up and running. However they do provide good customer support, and they continue to provide updates to the product. You can use a forum as a free support center, or protect it in the members area as a value added service.

## Step 6: Set Up Your Sales Funnel

The key to a successful sale is in the process. I encourage you to consider setting up a full “sales system” on your site. Doing so will help you increase your response rate and build a prospect list.

Here are the parts of your website and sales process:

- 1) Squeeze page (with autoresponder and freebie).** The squeeze page is an email-capture page that prospects see before they see the sales letter. The idea is to get your prospects on your list so you can contact them repeatedly to close the sale.

People aren't going to join your list without reason. That's why you need to offer them a freebie to entice. I suggest that you offer a “lite” version of your product delivered entirely by autoresponder. That way you get to contact your prospects multiple times, show them how valuable your content is, and whet their appetites for the full product.

- 2) Sales page.** This is the page that persuades prospects to purchase and includes an order link so that they can do so.

This page typically includes these parts:

- **An eye-catching header.** This header usually includes photos or other graphics that match the overall site, the name of the site (class) and perhaps even a line of text such as the main benefit. You want

people to get a sense of what the page is about merely by looking at the header.

- **A matching footer graphic.** This is a graphic at the bottom of your page that matches the header (i.e., the same colors, graphics, etc). It may include your name and a copyright notice.
- **Graphics depicting the product.** Depending on what you're offering, you may show graphics of ebooks, reports, CDs, videos, etc.
- **Other graphical elements** to "spice up" your page, including buy buttons, bullet points or check marks, guarantee seals, graphics that look like handwriting, etc. You may also consider a background graphic (though this isn't necessary, and the wrong background makes a sales page look amateurish).
- **Your sales copy.** Alright, there is just really TOO much to cover when it comes to writing a sales letter. So I've decided to include the "A Bunyak Marketers Approach To Sales Letters" report in the members area. Go download it and read it.
- If you're not using a separate squeeze page, then you'll need an **email capture form**. This form may either be embedded within the sales letter or it can show up as a pop-up or hovering window. The separate pop-up or hovering form is more popular, because filling out the form doesn't take the prospect away from your sales page.

At this step you want to plan what each of the elements will look like. What colors best fit your niche? What type of graphics will add to your overall design?

Example: If you're doing a fishing site, then you already know that a site with an "outdoorsy" feel and pictures of fish are things you'll want to include.

For inspiration, look at your competitors' sites and analyze what you like and dislike about them.

Naturally, you can go outside your niche to find design elements you like. DON'T copy any of them – rather, use them as inspiration as you complete the rest of the steps.

**3) Upsell page.** Once your prospects click on the "buy" button, they're usually taken to the payment page and then they are returned to a thank you page. However, you can take them to an upsell page instead, which sells your prospects on adding more to their order.

Example: You may offer additional (related) products, a "platinum" package that includes physical copies of the course delivered by mail and so on.

**4) Thank you page.** Once your new customer has completed his purchase, he should be forwarded to your thank you and/or a registration page. Here you thank them for the purchase, make it clear as to what their next

step is for accessing the content, and also provide clear instruction of what to do if they need support.

**5) Other pages and options.** Other pages you may want to add to your site: an affiliate sign-up page; your policy pages, such as the terms of service and privacy policy; a blog; a members-only forum.

Those are the main components of your sales and delivery process. Now each one of those pages can easily be created in WordPress and tied together using MemberSonic Lite. It will then be a seamless flow that transforms a visitor to a paying customer!

Now all that is left is to get traffic to your site and to start selling. 😊

In Step 7 I will provide you with one of the best methods for driving targeted traffic to your offer/website.

## Step 7: Start Selling!

One of the fastest ways to drive targeted traffic to your website is...

...to have someone do it for you.

An affiliate program is where you pay other marketers a commission for every product of yours they sell. Thus you never have to pay any money upfront:

You only pay when someone buys a product from you.

Here's the key: Don't be greedy with your commissions. The only way to attract the BEST affiliates is to offer generous commission rates (50% should be the minimum).

So how do you set up an affiliate program?

Easy: Just use a platform like JVZoo or [Clickbank.com](http://Clickbank.com).

The advantage of using a platform like Clickbank.com is that not only are they a payment processor, but they also have an integrated affiliate program. And while the fees may seem high (especially if you compare them to PayPal.com), it's with good reason. You see, Clickbank handles everything, from tracking affiliate sales to cutting checks for your affiliates.

However, just using Clickbank.com and setting the commission rate to 50-75% won't guarantee you'll get a lot of affiliates making sales for you. What can help is to advertise your affiliate program. Here's how:

- Get your product listed in the Clickbank.com marketplace.
- Place an ad in the "Joint Venture" section of the WarriorForum.com (requesting affiliates).
- Join a site like JVNotify.com, or the many JV groups on FaceBook.
- Tell your contacts. If you have a mailing list, a blog or even just a network of business friends on Facebook, be sure to spread the word about your affiliate program.
- Network, network, and network. Look for opportunities to promote other product creators. As you continue to establish yourself as a professional online marketer it will become easier to approach potential affiliates to promote you in return.

One of the most effective ways to build your affiliate program is to approach potential affiliates directly.

You can find these potential affiliates by:

- Searching the Clickbank marketplace for terms related to your niche market – all these sellers are potential affiliates.

- Searching Google for these same terms. Be sure to check both the regular search results as well as the sponsored results that run alongside the regular results.

Bonus Tip: Go to Clickbank.com and find out what the top products are in your market. Then run a search in Google for the names of these products. This search will uncover most of the affiliates who're promoting the product - and that means you'll have an instant list of affiliates who actively and profitably promote products in your niche!

Once you've compiled a list of prospective affiliates, your next step is to contact them directly to ask that they promote your product. Two notes:

- **Building relationships will get you better results.** People like to work with those they know and trust, which means you'll get better results if you work on building relationships with prospective affiliates before you attempt to recruit them to your affiliate team. This isn't a requirement, but it really does make it easier to build your affiliate program.
- **Offering extra perks will get you more yes responses.** Instead of just offering a straight commission deal, you can offer extra perks such as a co-promotion. For example, you can offer to promote your affiliate's products to your contacts.

Tip: If you're just starting out, you probably won't have these sorts of assets to leverage, like an established blog or mailing list. However, you can see that it's a good idea to start building these assets as soon as possible! Not only will a mailing list and blog help you promote your products and get more sales, it will also give you some leverage to do joint venture deals.

Bottom line: You need to be proactive in order to build a thriving affiliate program. However, once you have a group of affiliates, these same affiliates will be happy to promote any other offers you put out.

So that's it! The fastest way to selling your product is to have other people sell it for you. Think of them as a sales force paid on commission. It's a sale that you would never have got on your own, so it's worth paying them a percentage of each sale.

## Conclusion

Congratulations – you now know how to setup an online business for free or next to nothing in seven steps. Let's recap:

**Step 1: Select A Domain Name.** In this step you learned how to select a domain name to fit your niche market.

**Step 2: Purchase Hosting.** Here you found out how to select the right hosting provider.

**Step 3: Install WordPress.** In this step you learned how to easily install WordPress without having to be a tech geek.

**Step 4: Select And Install A Theme.** This is where you discovered how brand the look and feel of your WordPress site.

**Step 5: Install Free Plugins.** Everyone loves the word "Free", and that's exactly what you learned in this step – the 5 free plugins you can install to build your sales funnel.

**Step 6: Set Up Your Sales Funnel.** This is where you discovered how to structure the sales funnel process – what pages you need and why.

**Step 7: Start Selling!** Finally, this is where you start making money – with affiliate driven traffic.

This is a good foundation to get you started – just follow the steps above and you'll be up and making money in no time.

But a warning...

There are plenty of well-intentioned people just like you who set up an online business and then end up abandoning it.

Why? Probably because they just couldn't make it work. The site didn't make any money. And so they simply couldn't afford to keep maintaining a website that doesn't put money in their pocket.

Don't let your website fall into this internet graveyard.

Don't become a slave to a business that doesn't pay you.

**But don't give up on your dream. Many great success stories come from even more failures.**

Your particular product may not initially meet the needs and expectations of your customer, so continue to do your research and watch the trends in your marketplace – and make changes as necessary.

That's all for now. I hope this adds value to you and your life.

To your success,

Andrew Hunter