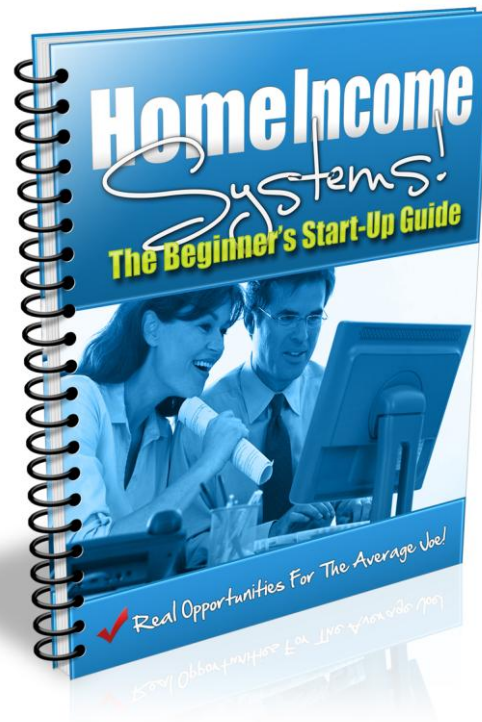




Home Income Systems

The Beginner's Start-Up Guide



Revealing The Tools Needed To Run A Successful
And Automated Online Business!



Copyright Notice

This report may not be copied, modified or edited. Any unauthorized usage is strictly prohibited.

Liability Disclaimer

By reading this document you assume all risks associated with using the advice given below. Attempts have been made to verify the information given however we are not held responsible for any loss, contradictory information, or errors in this report. You implement the information given at your own risk.



Introduction

Type in Google, "Make Money" and you'll find millions of websites ready to sell you something. That search term is one of the most popular phrases on the internet with more and more people looking for the answer every day.

However, with more and more 'would be' successful e-entrepreneurs entering the scene it's no wonder that 99% fail and give up within their first attempt from misguided information and confusion.

So where is everyone going wrong? Surely if it were that easy to make money on the internet, everyone would be rich right? Unfortunately this is far from reality and these are the 5 main reasons why most are doomed to fail.

The 5 Reasons Why Most Are Doomed To Fail

1. Unrealistic Expectations

Most beginners are misled by what they hear or read over the Internet. It is true that you can make millions with Internet Marketing; with minimum work you will be able to live your life whatever way you want it, but these are all just results that they are seeing others achieved, the hardest part from planning to action has been left out. Beginners, you will



not get rich overnight and you will definitely need hard work to begin with.

2. No Business Plan

"Fail to plan, you plan to fail". Internet Marketing is like any other brick and mortar business – hard work, dedication and a structured plan. If you want to succeed in Internet Marketing, you must treat Internet Marketing like any other business and set yourself a realistic business plan.

3. Lack Of Focus!

One of the award winning reasons why beginners fail is down to a lack of focus and distraction! Everyone starts from scratch and learning a lot of new information over time, and as a beginner you will strive to learn as much as you can and as soon as you can, but too much information in a short period will make it hard for you to digest, even Internet Marketing experts sometimes have the same problem! Learn how to filter useless information that is out of your business module and focus on your planning and become an Internet Marketing expert in that area.

4. Learn from Failure.

You won't get it right first time round - not many do. You can learn a lot from an Internet Marketing expert, but you can also learn a lot from failing. You might have someone telling you how to set up an affiliate program but words are the as far as it gets. Learning from mistake is the best lesson a person could ever get, and this is not limited to your own mistake, you can also learn from other people's mistake.



5. No Action!

The #1 killer for all beginners - no action! All that useful information goes to waste and the motivation goes out the window with it. You can learn and read information over and over again until you've got it organized and formed in your mind however nothing will happen until you actually take action!

The Tools You Need To Run Your Business

Because there are so many people who are struggling to get set up and don't know how to go about it or what tools are necessary for their business, we've included a quick run-down of the essential services and tools to help you get started.



Internet Connection - This may sound obvious but if you are going to do business online an internet connection is a must. The last thing you want is to be waiting for your files to upload/download before you can continue to work! When choosing an internet connection don't go cheap! Get the fastest you can afford with a fast download and upload speed. ADSL2 provides excellent upload speeds but cable broadband seems to have faster download rates.



Payment

Payment Processors - You want to get paid don't you? Well there are 2 main payment processors which I use - [ClickBank](#) and [PayPal](#). There are many others available like 2CheckOut, StormPay, PayDotCom.. etc but my business has never required other payments processors which is why I only recommend signing up with these two if you're a beginner.

eBay

eBay - If you're not doing business on [eBay](#) you are leaving easy money on the table and it's definitely a place where beginners can make money without having to worry about traffic, writing excellent sales copy, setting up a website and so on. Despite the fact that downloadable digital products are banned, you can still deliver digital products on CD/DVD and have it delivered to your customer automatically with the help of [MyDigitalDispatch](#). If you're planning to do business on eBay I would also recommend you download eBay's [Turbo Lister](#) tool and make use of [Selling Manager Pro](#), which will automate the listing process for you.

Hosting

Hosting - I use [Hostmonster](#) to host all my products on my server and also to buy new domain names whenever I create a new product. As the saying goes, "don't put all your eggs in one basket.." which is why I advise you to invest in a backup server. I currently have a second server with [Hostgator](#) so if anything were to happen with either one of my servers (touch wood) my entire stream of income will not be affected.



FTP Software - For quick and easy FTP access I use [SmartFTP](#). I recommend SmartFTP because it allows you queue multiple files and assign automated tasks like shutting down after an upload session, which is great if you're uploading a whole site or project and you want to leave it uploading overnight and not worrying if your connection going down on you.



Graphics Software - 99% of the time I would turn to Photoshop for any graphic-related task. This includes, header's, footer's, banners including virtual book and box covers. As you may already know, graphics help sell a product which is why I only recommend using the best software. If you don't already have a copy of Photoshop you should be able to get one from eBay [here](#). However, if you don't have the budget to invest in this then a great alternative is [Gimp](#).



Graphic Scripts - In case you're wondering how I do all those fancy eBook covers, boxes, CDs, reports, binders, DVD cases etc, there's a set of action scripts that I use that runs with Photoshop called [CoverActionPro](#). If you're looking to save time and money by doing the graphics work yourself then I highly recommend you get a set of these scripts for yourself because they will be a massive return on investment for you.



Website Software - I use DreamWeaver to create any form of website - single page website, article website, adsense websites and even for compiling pages together for interactive eBooks. I highly recommend you learn to use templates with DreamWeaver (in the help section) as this will increase your productivity ten-fold! A free alternative to use is [NVU](#).



eBook Software - If you ever plan on selling your own products, creating your own eBook is one of the best ways to start. I use Microsoft Office 2007 to write up my eBooks in word format and then export them to .PDF format. There are many free PDF Creators around but many contain timer restraints and/or advertising within your eBook. A great alternative is to use eWriterPro available from [PDFDomination](#).



Branding Tools - There's only one tool I use for creating viral reports - [ViralPDF](#) - in fact I've created a whole product based on brandable eBooks ([TattooNicheDomination](#)). Brandable reports and eBooks allow affiliates and resellers to alter the links you specify in your PDF which is great for back-end sales.



List Building - It's quite simple, you need a list of contacts to communicate with and inform when you create products. Your list server should have broadcast, autoresponder, and



tracking capabilities so there's only one server I recommend for this job - [Aweber](#).

Digital Delivery - When you start selling frequently, especially with high-end products you will need added security and to make sure that your customer receives a confirmation Email from you with the download link. Believe me, sorting this out now will save you a lot of hassle in the long run. There are 2 digital delivery software I use for this - [MyDigitalDispatch](#) and [DLGuard](#). If you use PayPal for your sales I would go for MyDigitalDispatch. The creator of this product Socrates Socratous has also re-programmed the product to streamline with eBay and Kunaki and Aweber so you can automate your CD/DVD sales, and build your list. However if you use other payment processors like 2Checkout, 1ShoppingCart, ClickBank, PayDotCom, and require secure and expiring downloads then DLGuard is for you.

Delivery

Membership Software - If you want to guarantee a residual income over time with internet marketing then setting up your own membership site is an absolute must have! [AmemberPro](#) will handle everything for you such as password management, autoresponder integration, PayPal billing, tracking, security and more.

Members