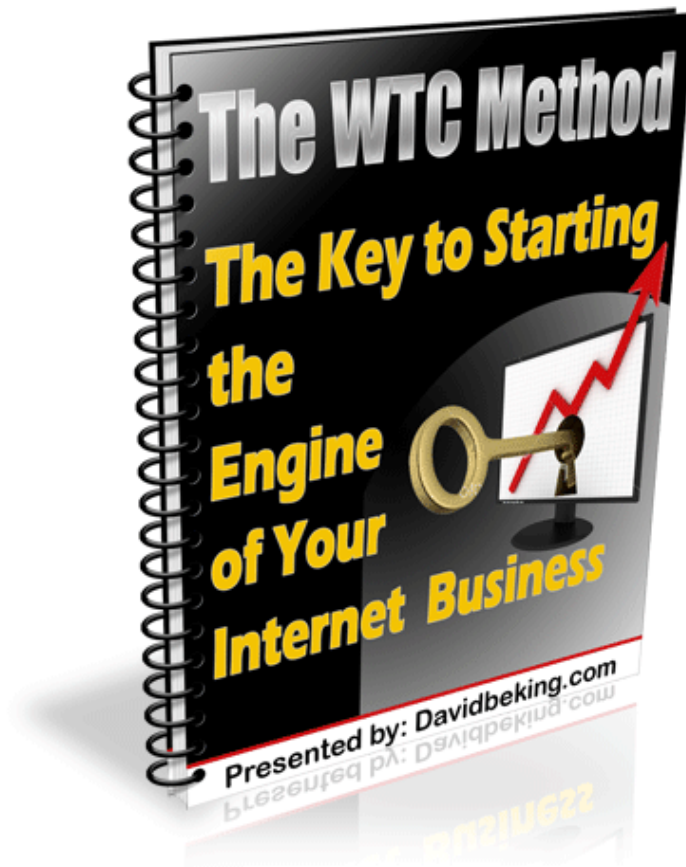


WTC METHOD

“The key to starting the engine of your internet business”

Vroom Vroom.....



Written by: David King

© <http://Davidbeking.com>

WARNING: This e-book is not edited; it contains run-on sentences, missing periods and everything grammatically incorrect you can possibly imagine!

So, if you are looking to learn English or grammatically correct writing... don't look to me!

Please note... I don't care! I chose not to edit it because it takes too long... I think you'll get the education without the editing! And I don't have time for editors.... Sorry editors...

Disclaimer: This report does not guarantee any income claims.
You will not become a millionaire overnight... well you might, I really don't know though.

THERE! You've been warned and you've read the disclaimer... on with what is most likely the worst grammatically written best book of your LIFE!

But one of the best you've ever read about starting an Internet business... (Hopefully)

Contents

W- Website

In this section we will discuss the different types of websites and the importance of having your own.

T- Traffic

In this section we discuss Traffic! After all this is the attention for your business.

C- Conversion

In this section we give you some useful tips and advice to increase conversion on your website. We also discuss how to become better at converting a prospect into a sale.

Summarize-

We're gonna make sure you get it! Then get it again!

CANI-

C-constant A-and N-Never-ending I-Improvement

I love this one!

FAFT-

Focus, Action, Follow-Through.

Resources-

Here's what you need to get started right now.
You are on your way.

That's the WTC Method! That's it!
Thanks for buying my e-book!

David,

Just Kidding!

That is the acronym for the WTC Method though... Website, Traffic and Conversion!

Introduction to the WTC Method-

Starting an Internet business is like learning to ride a bike.

The first time you rode a bike you needed training wheels to support your bike riding because you couldn't ride without them yet.

Once you fell a couple times and had all those bumps and bruises and understood how riding a bike worked, you could ride a bike without training wheels.

Now if you get on a bike you have to do several things that make the bike go. But now it's second nature to you, so you do it subconsciously.

There's the steering, peddling and balance.

Those are the main three factors.

Riding a bike is a **PRIME** example of an Internet business.

Why?

Because all three factors in riding a bike are essential to staying on the road and not crashing.

It's the same with your Internet business.

Balance in riding a bike makes sure that you are always structured and most importantly being stable so you don't fall over. Balance makes riding your bike stable, not wobbly and prevents you from falling over.

Balance is a WEBSITE.

A website is the infrastructure of your business. It is the storefront, displaying your products and services. If there were no website there would be no balance and your business would "fall over."

Next we have peddling; now peddling is just as important as balance because the peddling really keeps the balance.

Peddling is TRAFFIC.

Traffic is what keeps your business going, people visiting your website... plain and simple.

Peddling maintains balance. Without traffic or peddling there would be no website or balance.

I mean there could be a website.

But what's the point of having a website with no traffic?

Your Internet business is either growing or dying.

I'll take the growing.

So, now you understand that you need a website that gets traffic.

The third factor is just as important as the first two.

The third factor is conversion.

Steering is CONVERSION.

What does steering do?

It makes sure you don't ride off the road and over a cliff, that's what it does!

Steering is Conversion, converting a website visitor into a sale or action of some sort.

Whether it is an information product...

E-book, CD, DVD...

Or a continuity program which is a monthly membership website.

Or any other product or service that you are selling in your business or marketplace.

Now riding a bike is pretty easy right?

So is owning your own highly profitable Internet business.

You don't have to be a...

Marketing guru

Tech guru

Website guru

Innovative product creation genius!

None of that!

You just have to have what it takes to bring all of this together to make a profitable system work.

Like riding a bike, different factors go into making the bike ride a success.

The same goes for your business.

Let's briefly summarize what we've learned so far.

The WTC Method is like riding a bike.

You have three main components when riding a bike.

1. Balance = Website
2. Peddling = Traffic
3. Steering = Conversion.

Make sense?

I sure hope it does!

On with the Report!

Okay now that we've got a basic understanding of the three main things you will need to make money with your online business.

Now we're going to dig a little deeper into each of the factors that go into running your online business.

The first thing is your website.

Now some people have a website but it looks like a fifth grader made it in their free time... no lie.

You need a professional website that is easy to navigate through.

First it's good to have a general knowledge of the different types of websites so that you know which type of website you will want to have.

What types of websites are there?

There are...

Authority websites- an authority website is a website that is full of content.

Lot's of good keywords, headlines and content.

Usually authority websites get good traffic from the search engines because they have so much good content. Authority websites are basically "powerhouse websites" they have lots of links linking to them and they are packed full of information.

Basically affiliate marketing and advertising are the 2 main ways that people make money from these types of websites.

Blogs- I am sure you already know what a blog is... If you don't, take a look at mine at: <http://Davidbeking.com>

Blogs are meant to talk about a specific topic... it's basically an online journal.

The more posts on your blog equals more content. The more content the better. More content gives you better search engine rankings, so people will find your website!

If you want to start a blog you will want to use wordpress.org to set your blog up.

You will want to get your domain name, hosting and install wordpress in the cpanel.

You can monetize your blog with advertisements and affiliate links and links to your own products or services.

Sales page website- A sales page website is a website that has one goal. That goal is to sell the website visitor on your products or services.

You make money from selling the product and that is generally it. You can build a list with sales page websites and sell them other products down the road in that niche.

And there you have it!

Of course there are a lot more websites out there like...

Video websites

Social networking websites

Social bookmarking websites

Membership websites

Viral websites

Educational websites

Entertainment websites

There are many types of websites.

It's good to distinguish the difference between them and determine which type of website you want to own for your business.

Which would I choose?

I would start with a blog personally.

Why?

You can sell your product or service, sell other people's products and services, build your list, get blog subscribers, get lots of link love and create buzz in your niche all through a blog. You can monetize a blog by displaying ads on it, and referring your readers to products and services and you will get an affiliate commission each time they buy.

I am convinced that blogging is the best place to start your online business.

It gets you established in your niche over time too!

It does so much.

You can use web 2.0, social marketing and all of these new Internet marketing tactics very well with blogs or vlogs which are video blogs hence the "V" in the log!

My blog is a blog/vlog combination.

I think that whatever business you are in its good to have a blog to keep fresh content and stay on the cutting edge in your market.

So you have all these different types of websites.

Which should you choose?

That depends on which business you're getting into.

If you are getting into the information marketing business then I would recommend a sales page first. Whatever marketing methods you use you have to send them to a sales page to sell them your product and actually close the sale.

If you are selling a physical product you will need a sales page too.

Basically it comes down to this.

If you are selling your own product or plan on selling your own product you need a sales page.

If you plan on selling other people's products and services you don't need a sales page at all... You can have a page on your website with a video recommending it but you don't need a full blown sales page with everything that goes into it.

By now you should know if you need a sales page or not.

Okay... Now you should have a basic understanding of the different types of websites.

You need to decide what type of website you need to start your online business.

I am sure that you already understand different types of websites. Decide which type of website you should start your business with.

Generally, if you have an information product you will have a sales page.

Then you can test it out with ppc traffic. Ppc traffic is also known as pay-per-click traffic. You can basically buy traffic from Google, yahoo and msn.

If you just want to talk about something and have a hobby that has products and/or services then I would start a blog.

Really it's up to you.

You just need your bike to work and ride!

Important Side Note:

One thing that I know you need with your website is an autoresponder or email newsletter (same thing). The reason that you should have a newsletter is to first collect email addresses so that you can market other products and services to them and keep them educated in that niche. If they are at your website I'm sure they'd love to hear more about the other products and services in that industry. Who else is better to tell them about it than you! Most Internet marketer's say that each opt-in or email lead is worth \$1 a month. So, if you had 3,000 people on your email newsletter you should be making \$3,000 a month from that newsletter, that's a good rule of thumb to follow.

Okay so now you have your Website aka: balance on your bike let's move onto Traffic aka: peddling.

Traffic is the lifeline of your business, without traffic there are no sales, no leads and... well NO MONEY!

You need traffic.

Once you have a website and a product or service to sell traffic will be one of the things that you'll be working on constantly increasing.

Traffic can come to your website from literally thousands of websites and ways.

Here's a list to give you some ideas....

- PPC traffic- Google, msn, yahoo
- Social Networking traffic- Facebook, Myspace, LinkedIn
- Social bookmarking traffic- digg, stumble etc...
- Squidoo...
- Twitter...
- EBay...
- Craigslist...
- Articles
- Videos
- Backlinks from other websites...
- Seo- search engine optimization
- PR- press releases
- Jv- joint ventures
- Offline promotion- T-shirts, fliers etc.
- Ezines
- Traffic exchanges- Traffic swarm, instant buzz
- Directories...
- Testimonials on other websites...
- Forums...
- Discussion about your website or you... someone blogs about your website etc.
- Viral marketing.... To get more traffic out of your traffic.
- Affiliate programs... people send you FREE traffic!

That's all I can think of right now! But it's quite a list isn't it?

I couldn't teach you all to use all of these traffic methods here and now... But I can tell you one thing....

Unique Fresh content with keywords will get traffic from search engines.
You will get attention from blogs, forums, and search engines.

So keep putting unique content out there... in videos, articles, squidoo, blogs... etc.

The more links you have out there the better... so wherever you can leave a link to your website without spamming leave a link!

So, unique content and leaving your link around the Internet are two ways that you can get started right away getting traffic.

You should be subscribed to my blog by now. I am constantly testing new ways to get traffic and blogging about them, so if you haven't already subscribed do so now!

So your bike is moving from the peddling which is the traffic.... And it's keeping the bike up (balance) with the website... Get the picture?

Now there is one last factor that goes into play.

It's conversion.

When you are riding a bike you need to steer or else you aren't going anywhere or... anywhere far!

CRASH>>>

So steering your bike enables you to ride to the nearest bank to withdraw some money that you just made online all the while saving money and being eco-friendly... and getting exercise by riding your bike!

Okay conversion...

Where do I start with this!

Conversion is sales... It breaks down to getting a website visitor to take an action.

That action could be opting into a lead capture page, signing up for an offer, buying an e-book, or buying anything!

Conversion is what makes you money.

You need to be good at getting traffic and then converting it.

If you continuously get more and more traffic and increase your conversion rate you will make more and more money.

So, how do you become better at converting?

Well the most important things are sales copy and well... sales ability really.

Can you write well enough to make someone want to buy? If not then you better work on it...

There are quite a few courses on copywriting out there... learn how to write sales copy it will prove to be a very important skill in marketing and sales for your online business.

Stay tuned into my blog because I will be creating a product soon all about every conversion and sales tactic, technique and method I have learned from the Internet and my personal sales experience.

Another thing that I believe is very important to learn is how to sell as a person.

Having sales skills will help you sell and sell at a higher conversion rate.

If you are making videos to market your website online you'll want to be able to sell!

It's just important! OKAY! GET IT!

Learn how to sell... you need to learn how to in order to be successful!

Now I'm going to go through some different things that can increase conversion on your website.

Video is said to increase the conversion of sales pages by 10x in some cases.

On your sales page you should have...

- A risk free Money-back guarantee...
- Some type of video...
- Scarcity... only 100 left etc.
- Bonuses! BONUSSES BONUSSES! Worth a lot of money!
- Smash the price.... Originally was \$497 now just \$97.
- Increase the value with MORE bonuses!
- Fear of loss if they don't buy!

An example of fear of loss is... If you don't get this you'll probably end up living on the streets, eating out of trash cans with no one caring of loving for you ever again!

OUCH! If I needed a product that bad trust me I'd get it!

Okay maybe there's a little sarcasm in there but I think you get the picture.

What you want to do is find their wound/problem and pour salt on it... then offer them a solution.

Increasing conversion is pretty simple... just do what the pros already do. You'll get the hang of it over time. It just takes practice.

So, now you have the key for your car... or the bike?

However you want to get to the bank it's up to you.

I think it's important to know the WTC Method.

Because before you buy another software program or educational program or "promise" that you will make money online in the next week... I just want you to know something...

And that something is the WTC Method.

It starts with a website > that generates traffic > that's converted into a sale.

Learn how to get a website.

Learn how to get traffic.

Learn how to convert traffic into sales.

You can have someone design your website for you, or you can do it yourself.

Either way once you have your website you'll need to always stay on the cutting edge of traffic generation and conversion.

That's why I am highly encouraging you to subscribe to my blog at:
<http://davidbeking.com>

The reason is because I will be blogging about these topics...

1. Business
2. Marketing
3. Internet
4. Money

This is why...

- I will be helping you get more traffic to your website.
- Increase your conversion rate.
- Automate your business.
- Help it run more efficiently.

- Help you optimize and monetize your website more effectively.
- And most importantly grow as an educated person in your business and become an authority figure or the go-to person for advice!

Well folks!

That's it for the WTC Method.

Now I would just like to share 2 important principles and you can be on your way to owning your own home based Internet business!

I want to share two principles with you that I have learned and used in my life.

These principles are very effective when you use them in your everyday life.

The first principle is called CANI.

CANI means...

C- Constant

A- And

N- Never-ending

I- Improvement

It is what it is. If you constantly and never-endingly improve your website, traffic and conversion skills you will rise and become the cream of the crop...

You will become a more profitable Internet Marketer and business owner.

Keep this principle in mind.

Another principle that I follow and that I actually made... (I'm really proud of this principle invention of mine!)

This principle is called the FAFT principle.

The FAFT principle is something that I made up when I realized what my problem was.

My problem?

Yes my problem... the problem was this...

I wasn't making money online yet I had spent literally thousands of dollars educating myself. I had all the tools, resources and education. I was missing one thing.

Here's what it is...

F- Focus

A- Action

F- Follow

T- Through!

Okay okay I know there probably shouldn't be a T in the FAFT principle but it just sounds better than the FAF principle... FAFT is better than FAF!...

I realized that I was **NOT** focused, I was **NOT** taking action, and if I was taking action it was very little and I **WAS NOT** following through.

Once you have your website **YOU** absolutely need to **FOCUS, TAKE ACTION** and **FOLLOW THROUGH** with your actions.

Then you can measure your results and use the CANI principle to improve.

Day-by-day, week-by-week and month-by-month you'll become a better marketer and your Internet business will increase in profits.

Just stick to it and don't quit.

“To summarize this report”

Get educated in these three areas.

1. Websites- different types (what's good for you?)

2. Traffic- how to drive targeted traffic to your website.
3. Conversion- the sales process (are they buying yet?)

And follow these principles always!

FAFT and CANI

Focus on what you need to do.

DO IT! Take action.

Follow through; whatever project you are working on complete it...

DO NOT... I repeat DO NOT be distracted by the latest “HOT” business opportunity. You can be distracted over and over again just like me and waste several years looking at this and that. But when it comes down to it all you need to do is get in a business you like and enjoy in the first place and you shouldn't be distracted.

If you continue to do all of these things you'll grow your business, enjoy the liquid Internet Business lifestyle and make more money than you ever did in your 9-5!

I'm glad that you read this report and I would love to hear your feedback on it and hear what you thought about it after reading it!

Please leave comments on my blog here... <http://davidbeking.com/wtcmethod>

Resources to get you GOING!

Domain and Hosting- I use and recommend [Hostgator](#).

Visit hostgator... <http://Davidbeking.com/hostgator>

Design- xsitepro ... <http://Davidbeking.com/xsitepro>

Xsitepro- is a easy-to-use and learn software program to design a website yourself.
Elance.com- a place to hire people in design or any other technical thing!

Autoresponder for your newsletter- [aweber](#) and [getresponse](#).

Visit aweber... <http://davidbeking.com/aweber> and getresponse
<http://davidbeking.com/getresponse>

More info...

Traffic- read my blog!

Education and resources- read my blog!

Conversion- read my blog!

Software, tools and resources... just subscribe to my blog already! How many times do I have to say it!

And a resource that will S - T - R - E - T - C - H and grow you and your business and bring it to the next level is MY BLOG!

<http://Davidbeking.com>

I hope that this has been a good introduction to getting you started in your own home based Internet business.

A **Special bonus** as promised was one free hour coaching and consulting.

This is me coaching you. I charge \$50 an hour for this... and you get one hour free!

If you would like to start the coaching just email me at: wtccoaching@gmail.com

I will only be coaching for free for a limited time. Trust me it will be a limited time!

I do have a life to live as well!

If you have any website, traffic or conversion or Internet marketing questions just shoot me an email!

I look forward to hearing from you soon!

David King, Founder and Blogger at: <http://davidbeking.com>



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