

Forget The Hype!

The Beginners Guide to Real Life Marketing Online

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The necessary legal bits and copyright info

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Welcome

Hi there! Welcome aboard the internet marketing ship to prosperity!!

You've decided to take the step, or rather the giant leap into the world of marketing online, huh? That's great! So where would be a good place to start? Well before we even start thinking about marketing online, we'll need to make sure your pc is as user-friendly as possible for you, so that's probably the best place to start. We'll look at some ways of keeping your pc up and running, avoiding viruses and spy ware and basically keeping your computer clean and hassle-free.

Once we've sorted that we'll move on and cover some basics of email and building your own opt in list to which you can send your offers. After that we'll take a look at the different types of programs you can join and we'll share some hints and tips on to how to avoid scams and shams.

Next, we'll look into getting you a website. We'll also cover some basics of website promotion.

Almost at the end, we'll see how we can build big, active downlines. Let's face it, if you don't have your own product, you're going to need downlines to help you build your income, right? Finally, we'll read some interviews with real life internet marketers of today so that you can see it CAN be done, with a bit of hard work and determination ;-)

The life of online marketers is filled with ups and downs. Some people seem to have it all, and others have nothing and get burnt badly. Which one do you want to be?

This book is not meant to scare anybody off, quite the opposite in fact. There's a lot of money to be made online, but it can also be a dangerous place for people just starting out.

Being an online marketer who has lost money in the past, I decided to put this book together in the hopes of helping **YOU** avoid all the scams and shams that are out there. If I can help just 1 person to "make it" without getting burnt too badly on the way, then I'll live the rest of my life as a very satisfied person!

Once you start your adventure, you'll notice that you spend a lot of time online trying to figure things out. You will get hit by a whole lot of viruses and spy ware, but no worries, I've got that covered in this e-book. You will, at some point, get yourself a website to promote from, whether it's for your own products or for affiliate programs and products, and you will need some ideas on how to make your website look good and make people want to stick around.

You'll be looking for places to go for answers when you're unsure of something. Being a new internet marketer you will most probably also collect a whole lot of free downloads and wonder where to put them all. There will be certain times of the year when you could really use a little extra cash, both from online and offline ventures. Don't worry; I've collected a whole bunch of information to help you keep things all ship-shape.

When you're online you will get lots of useful hints, tips and a whole ton of e-books and software downloads, most likely leading up to what is commonly known as "information overload". The aim of this book is to help you make informed decisions and make full use of everything that's presented to you on the net. So sit back, take a deep breath and have that pinch of salt ready, because it's true, not everything IS plain sailing, and it's not always easy to get started on the journey.

A lot of you will be asking how to get free traffic to your sites, and you'll be told a gazillion times that articles are most definitely the best way to get free, targeted traffic. I have to admit it, I tell people the same thing myself because it DOES work.

Before you start screaming:

"But I don't have a site of my own! I don't have any of my own products! Give me a break here, I'm just starting out as an affiliate of this or that type of program! I can't possibly write an article!"

Let me tell you a little secret. You CAN write an article and promote whatever it is you are a part of. You may not know much about internet marketing in itself yet, but if you dig deep inside yourself, you're sure to find something, even if it's only ONE thing that you know lots about and feel very passionate about.

When you're passionate about something, the writing comes real easy; you can worry about the editing later. Just pretend you're writing a mail to a friend about something really important to you. Try it sometime, you'll see what I mean ;~)

Throughout this book, you will notice that I've mentioned certain things multiple times. Don't worry, it just stresses how important these things are in the world of internet marketing ;~)

Please note: there are thousands of other books out there that promise to help give you ways to make money, some work and some don't, but you'll find that most of them come pre-loaded with tons of affiliate links in them...

You won't find a single affiliate link inside this book, and you won't find any promises of richness and wealth.

The aim of this book is to give you some ideas to work with that won't cost you an arm and a leg. A starting point, if you will.

I'm here to help you **SAVE** money, and to see through all the hype that's out there **BEFORE** you get burnt ;~)

Wishing you a fantastic and wonderful journey

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About your computer.

Got Spyware? Tips for detection, removal and prevention

Spyware, also known as adware or malware, is getting to be more and more of a problem to internet users. Spyware is usually a program or application that is installed onto your pc, often without your knowledge or permission. It may display ads, monitor your Web surfing patterns, steal your passwords or become responsible for a whole range of bad stuff.

Where does spyware come from? What does it do?

These programs/applications can come from Web sites that download music or offer free software, or even from certain popup ads if you click anywhere inside the ad instead of hitting the X button to get rid of it.

Cookies are almost inevitable (most websites use them, and some won't even work without them), and rarely a problem as they are very easy to clean up or even not accept, but the threat posed by key loggers, diallers and Trojans is much greater.

A key logger can record anything you type, including your passwords, e-mail messages, credit card numbers, and even your online chats. Diallers will secretly hang up your Internet connection and redial premium services that can run up your long-distance bill. Trojans can embed programs which will open "backdoors" into your computer to allow hackers to steal data or make your pc unusable.

These types of spyware can prove very costly to people unaware of them.

How do you know if your pc is infected with spyware?

Well, for definite, if you've never checked before, you can bet your bottom dollar that you WILL have some spyware on your computer.

Here are some common traits:

1. Changed IE favourites.
2. Homepage changes without you changing it.
3. Popup ads popping up even when you're offline.
4. New desktop icons appear for programs you did not knowingly install.
5. Some Trojans will cause changes to the icons of your normal programs.
6. Prolonged System start-up after a reboot (takes a long time to load user settings).
7. You have to refresh a webpage multiple times before you can see the content.
8. Your pc may seem uncommonly slow or sluggish.
9. A program may not operate correctly. Some examples of this are Windows Media Player will not work. Notepad will not work, Task Manager, MSConfig or Regedit may close immediately after opening.
10. Unexplained loss of internet access (worst case scenario).

To eliminate spyware you should keep it from being installed on your computer in the first place. You could always just never install anything and never visit websites, but then you might as well throw away your internet connection altogether, huh? A better option might be to turn OFF the install on demand option in windows. This can be done by following these steps:

1. Open a new browser window.
2. Click on tools.
3. Click on internet options.

4. Click on advanced.
5. Scroll down through the list of advanced options and UNCHECK "Enable install on demand".
6. Click OK.

You can also make sure you can still download things that you WANT to download by following these steps:

1. Open a new browser window.
2. Click on tools.
3. Click on internet options.
4. Click on security
5. Click on custom
6. Scroll down until you find "Installation of desktop items" and set to "prompt"
7. Click OK

Remember, if your Internet security controls aren't properly set, just visiting a Web site or clicking on a Web ad can install an application. Please note that if any of your programs are set to auto-update, you will need the install on demand option enabled.

How do you get rid of spyware?

Before running spyware removal tools, clean up your pc a little by hand first, that way the scan won't take as long.

1. Open a browser window.
2. Click on tools.
3. Click on internet options.
4. Choose delete cookies --> ok
5. Choose delete files --> delete all offline content --> ok

The 2 most commonly recommended spyware removers are Spybot Search & Destroy, available here: www.safer-networking.org/en/index.html and Ad-Aware SE Personal, which is available here: www.lavasoftusa.com/software/adaware

Both of these are free, and they don't pressure you into paying for a full version, although spybot also immunizes your computer from known spyware without purchasing a "paid version", unlike adaware.

Here's a great little step-by-step tutorial about how to use Ad Aware:
<http://spyware.pcrelief.org>

A great forum for getting answers about spyware and other related problems can be found here:
<http://forums.spywareinfo.com/index.php?b=1>

Another really good place to find help with computer problems is <http://forums.techguy.org>

HijackThis is a general homepage hijackers detector and remover. It does not target specific programs/URLs, just the methods used by hijackers to force you onto their sites. As a result, false positives are imminent and unless you are sure what you're doing, you should always consult with knowledgeable folks before deleting anything. The above-mentioned forums are good places to ask for help with this. You can get HijackThis for free here www.spychecker.com/program/hijackthis.html

Make it a part of your regular maintenance routine to scan your system for spyware, and remember that NO spyware blockers will be fully effective unless you keep them up to date, so check for updates often.

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A conclusion is the place
where you got tired of thinking.

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Free sample - end of preview

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