

Did You Know...

**“There Are Only 10 Reasons
to Have a Website?”**

Do You Know What They Are?
**And Why You’re Throwing Away Money And
Time If You Don’t ...**

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“Did You Know There’s Only 10 Reasons to Have a Website...”

Today, people from all walks of life experience the effects computers and the internet have on us. From the cars we drive, to the radios and phones we use, to the way our groceries are scanned at the store, we’re all deeply impacted by computers.

The avalanche of computers is spawned, in large part, from the information crazed internet junkies. Not only are Americans using the net, but millions of people around the globe. What’s even more amazing... at times it seems there are as many websites as there are people in the world. But why? What is the purpose of all these websites? What benefit do so many people get out of having a website?

Here’s **why websites should be important** to you, to your small business, or to your organization...

Small and mid-sized businesses using the internet, **have grown 46% faster** than normal offline businesses, according to American Cities Business Journal.

Also, the **average annual income** of these same businesses is **58% MORE than regular businesses**.

According to a sampling of VeriSign’s Merchant customers, **total internet dollars transacted** over the last 12 months, has increased an **average of 13.2%**

Not only are more people using the internet and spending money on the internet, but companies who also use it are growing faster and making more money than those who don’t. And there appears to be no signs of this trend slowing down... at least not in the next 3-5 years.

Well, in this short booklet, we’re going to cover the 10 reasons you (or anyone for that matter) have for running a website.

You’ll also find some case studies and examples, so you can get ideas for the things we’re talking about. So why don’t we go for it, and dive in head first.

Reason 1. To work from home

We kick off the list with a popular category. I will cover this quite a bit more in Reason #10, Making Money, but for now we’ll cover a few basics.

There are various ways of working from home as your own independent contractor of sorts...

Starting your own home business

Here are a couple of other things you could do from home with the help and support of a website.

Taking Surveys

Freelancing on Rentacoder.com, Elance.com, or other resource sites

Having remote access for corporate jobs - Web VPN, etc.

The key to finding a home based business starts with knowing yourself. That means

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knowing what you are good at and what you don’t do well. You must also be honest with yourself when doing this. We would all love to be perfect in every aspect of life, but the truth is we are not, and we have to accept this fact.

This is important because picking a business in which most of the tasks that need to be done are your strengths will increase your chances of success. For example let's say you are not much of a talker. You don’t talk much to people who you don’t know and you typically keep to yourself. You are however extremely organized and love to write. It would most likely be in your best interest to be an article writer, copywriter, or ghost writer. They do not require you to do much talking or go to meetings all the time.

The next thing you need to know is the product or service that you will be offering. The more you believe in your product or service, the more you will sell. Now before I go on there is a handful of people in the world that could sell ice to an Eskimo, or sell water to a fish, but these people are the exception rather than the rule.

For most of us, if we don’t believe in what we are doing we won’t reach the level of success we desire. People will be able to tell if you believe in your product or not. So if you are planning to sell ANY products, try being their customer first. Once you try the product, or service, then you’ll know how you feel about it. On top of that you will be more prepared to answer questions about it because you are familiar with it.

Even still, it’s not always money that motivates people to work from home. Sometimes the intangible benefits are more important factors when considering home-based business opportunities. One of the more powerful draws to working from home is the sense of freedom you gain. You can set your own schedule, work the hours that are most convenient for you, and have time available for family obligations and leisure activities. Parents with children in school often think about what home-based business opportunities may be available to them. Teacher conferences, after school activities and the ability to be home when the children are out of school, are strong motivators in making the decision to start a home-based business. Working from home gives you the benefit of flexible hours and the freedom to adjust your schedule according to the needs of your family.

OK, once you have your business and your product, now you are ready to start your business. Just remember that it is a business and should be treated as such. Running a home based business has different struggles than running a traditional business. Running a business from home offers many distractions: Kids, TV, household tasks, your bed, etc. You could have followed your business plan perfectly, but mess this up and you will not succeed. If you do not take it seriously you will just be wasting money and wasting time, and since most people start up home based businesses to have more time and more money you would be defeating the purpose. Make sure your home office is secluded so that when you are working you can’t be distracted.

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Additionally, the fact that you are ABLE to do business from home any time, any where, might mean that you actually end up doing business all the time.

Rather than freeing yourself, you might find that you can’t get far enough away from work to really put it away for the day. Illness and emergencies don’t stop the phone from ringing or the email from piling up either - and because you can access it, there is no excuse for not dealing with it.

So for some, the convenience has become a ball and chain - creating longer work hours and constant stress. For these individuals it is necessary to commit themselves to guidelines such as turning the phone off or not accessing email regularly. Sticking to these rules and telling others your new practices should help.

Remember that you were supposed to be ASSISTED by your home business. It’s in the best interest of your health and the well-being of your family if you keep it in proper perspective.

Reason 2. Easy, Track-able and even Local Advertising for Your Business

I can hear you saying it...

the web is designed for a HUGE, global market. Why in the world would my little local business or small organization need to develop a website, OR even have a web presence? Have you ever asked this question?

Well, let’s develop that thought, because it is valid.

First the facts...

- According to a Digitrends survey, **87% of online users access local information**, when **doing research** on the internet.
- Also, according to Jupiter Communications, **68% of web surfers** do research of products online, and **then go to a local location** to purchase them.
- Another point to consider, according to Harris Interactive, another large consumer survey company, **60% of searchers** who use **local business directories visited a local merchant** as a result.

NOW, based on these facts, doesn’t it make sense to try and take your local business, if not into its own website real estate, at least into a site that can advertise for you locally? If you’re like me, and you read those stats, then it makes sense that if there are people looking for information, and local information at that, then you should make every effort to try and reach those people looking for what you have to offer. Wouldn’t you agree?

Potential Spots to Advertise YOUR Business.

Here are some of the potential spots you might be able to advertise your local business online.

- Google adwords
- Mamma.com
- Yahoo Superpages
- 7search.com
- Other Pay Per Click (PPC) sources
- Craigslist (second largest garage sale on the planet)
- Other ezines
- Other offline advertising still works when you put in trackable url's.
- Client Referral Programs

Now, if you think you can just jump into any Pay Per Click or online market and start making money or attracting relevant website visitors, you may need to reconsider what you are doing. If you hop into Pay per Click marketing without a strategy, you’ll find a lot of your money disappearing into a “money sucking” black hole, rather quickly.

Instead, try and develop a real plan, based on the most effective company (above) that will target your best clients and customers. Then begin to establish advertising that actually works, based on the costs you can afford to pay.

In other words...

figure out which online methods actually hit the potential clients and customers in your market. Then, figure out how you can attract them, with the resources you have available. Please just don’t try a shotgun approach, where you spray a shot out there (using every resource listed above) hoping to attract clients. Instead, focus on the strategy that you think (**based on your market research**) can have the greatest impact, and reach the most of your clients, then implement that strategy to the best of your ability.

From there, you can evaluate what online plans are working, and which ones you need to do a little CPR on to breathe a little life into them.

One of my moving clients (in a small Pacific Northwest town), who was on the verge of shutting down his business-card style website, was able to add 1 simple sentence to his landing page which has brought him back over 163 prospective moving clients in the last 12 months. Since our meeting, he hasn’t even considered shutting down the site. That may not seem like a lot, but each moving client can bring in a substantial income for a small, local business.

Local Lead Building for Your Website

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Since we’re talking about developing more “low-cost” leads, here is a short list of methods you can use to send new visitors to your website from local sources.

Magazines
Radio advertising
TV advertising
Chamber of Commerce Directories
Better Business Bureau Directories
Read the business section for announcements of new businesses.
Read the legal section for listings of new incorporations
Direct Mail Coupons
Billboards
Church Bulletins
Business cards displayed at... Restaurants / Laundromats / Stores
Trade Shows
Visuals like drive bys and mobile units
Referrals

These are just a few of the resources you can put to work in building your business locally. You can probably come up with many more:

And, if you do advertise on the radio or TV, newspapers or direct mail, having a website gives the customer a place to review what you tell them in your ads in much more detail. If you want it this way, every ad can reference your website, so customers can view the details at a time and place that is convenient for them - 24 hours a day, seven days a week. You can quickly change and update information on a website without the expense of printed materials.

For more on local advertising, check out...

1. [Local Small Business Marketing](#)

Reason 3. Automation – a HUGE strategy for having a website

Let’s continue with one of the biggest reasons for having a website, and that is “automation” of your business.

Many of the items from our list, can all be wrapped in together under this nice little bow, called automation. Unfortunately, integrating all the automated parts of your business is extremely difficult. Getting a WHOLE system as automated and hands off as possible, to work together seamlessly, can be a HUGE, easily overwhelming task. Overseeing the process of automation is a perfect job for you, but doing the actual, specific, step-by-step tasks needed to accomplish it, are not meant for a beginning web designer or small business owner, who is focused on developing new business strategies and models.

So why is automation so important?

Well, according to a Hilton Family of Hotels survey, only 15% of respondents would WORK harder if they could do things over again. That means that 85% of people feel they work enough or too much already. Does that sound like you? Do you feel you work hard enough already? Do you think you could save time and energy, if you were able to develop different systems that could reduce errors, cut back on processing time, and that would run parts of your business or organization, automatically, so you didn’t have to?

Because automating your business and giving you more free time is so important, people are constantly developing new ways to integrate web capabilities with business and personal tasks. Let’s take a look at some of the different ways a website could give you more “hands-off” control of your business and see if they could help relieve some of your stress. And remember... if it’s a task you have to do more than once, then there’s a good chance you could automate part of it with a website.

Website Automation Examples

One aspect of automation is using databases to do certain tasks. In fact, databases are a huge part of helping business owners get a LOT more accomplished in less time. From maintaining products, to mailing lists, to customer service (FAQ) automation, databases are a tremendous asset in saving time and energy.

In addition to these things, below is a brief list of some of the things that can be database run. If you need to find out more, I suggest talking to a web designer to help clarify what is possible and what is not. But before you schedule time with a designer, read the section “Automation Finders” (below) for a brief description of how you can develop ideas for what to automate.

1. Any Client Data and Statistics – Pulling helpful reports and data from client activities.
2. Follow-up Email Communications and Offer Tracking
3. Appended or Additional Data – Where more in-depth data may be desired.
 - Income
 - Age
 - Number of Children
 - OR any number of data you can or will collect from your clients

In summary, by using Database Marketing and techniques tailored to fit your own products and services, you can gather and store targeted information about your visitors, clients or prospects. And you can save time and money by targeting your promotional efforts to your best prospects or customers (via computer or not) with the information.

RSS – Another example of business automation

Another example of help through automation is with RSS Feeds. Yes, RSS provides website content, so if you don’t operate a website then you won’t need RSS...

Or will YOU? In fact RSS is designed to make getting out web content a lot easier for both publishers (that’s anyone who operates a website) AND for website visitors. With RSS you can keep astride of most events happening, with any topic in the world, through a quick, easy, automated information delivery system. You can even have the information for a specific subject delivered right to your desktop computer. And that’s just if you want to gather information easier. For website owners and publishers, RSS automates content delivery right to your webpages, with the potential of you not having to do anything to keep the pages updated.

Sound powerful? IT IS! **So Check out RSS today!**

If you are a website owner who wants to publish fresh relevant content, check this out.

If you simply want to stay on the front lines of a specific subject, check out these resources...

[Google News sign up](#)

[FeedDemon RSS compiler](#)

Automation Finders

The next step in the automation process is to determine what can and what can’t be automated. So let’s quickly cover how you can determine the things that you need to automate.

There are a couple things to look at here:

What are you really good at and what do you enjoy doing? What things do you do repeatedly?

1. **Make two lists –**

one of all the jobs you like and/or are good at...

one of all the jobs you hate and/or really don’t do very well...

2. Take the **second list** and have a look at what you **might outsource or automate**.

Do you REALLY love doing accounting, or would your time be better spent writing a new advertisement, while your accountant does the sums?

Must you personally reply to every last inquiry, or could you create a FAQ, or semi-auto support ticket resource, which you can post on your website, and

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refer people to by autoresponder?

Obviously in the early stages of your business you might find you don't have the money to pay someone to do the jobs you hate but you've got to think about what is best for you and your business long term. Be creative - could you swap skills to get the help you need? The more routine jobs you can outsource or automate the more time you have to plan and to market your business, and to think about even more ways to bring in money - not to mention you get to spend more of your time doing the things you really enjoy doing.

For a **FREE 45 minute web design consultation**, from Rob Goodwin, who I've personally worked with to develop 6 custom websites, please visit GoodwinPro.com. He's worth his weight in gold, to me.

Reason 4. Building Your Image, Branding, “Differentiate – Unique Selling Position (USP)”

Branding with a website should be based on one thing...

FOCUS!

You pick your focus, your reason to have the site, and you build everything to support that focus. Focused branding is vitally important. Here's an example...

The screenshot shows a ClickBank website interface. On the left is a 'ClickBank Login' form with fields for 'Nickname' and 'Password', and a 'Login' button. Below the form is a small disclaimer. On the right, there are two columns of text. The top column is titled 'Featured Publishers:' and lists 9 items. The bottom column is titled 'Featured Products:' and lists 9 items. In the 'Featured Products' list, items 2, 3, 4, and 8 are highlighted in yellow. Item 2 is 'GET PAID FOR YOUR OPINION! Earn 75% Comm', item 3 is '**NEW**~*HOT** SURVEYS! \$25.10 Per Sale!', item 4 is '*** SURVEYSCOUT Pays 75% Converts 15-30%', and item 8 is '# NEW:SurveySite-We Pay Highest-\$40.84 #'. The 'Featured Publishers' list includes items like '#Software Downloads :: TOP CONVERSIONS!#', '*** SURVEYSCOUT Pays 75% Converts 15-30%', 'Get PAID To SHOP and EAT! EARN 75% COMM', 'From #1 Product in Comp & Internet - NEW', 'XOFTSPY - TOP AFFILIATES EARN \$3,000/DAY', '*NEW* PSP DOWNLOADS pays \$25/Sale!---', 'TV SHOWS. Best Converting!!! 75% comm', '\$\$ WE MAKE YOU RICH \$\$-----', and 'GET GIRLS OFFER 75% Reward Pays \$29.96'.

This is an extremely popular website online, with hundreds of thousands of members. You can see, I highlighted 4 items in yellow on the photo above. Each of those highlighted products is a survey product. So, you tell me, if there are at least 4 survey companies listed on this page, how is any one of them going to stand out and get someone to click through?

Here is the wording on each ad again...

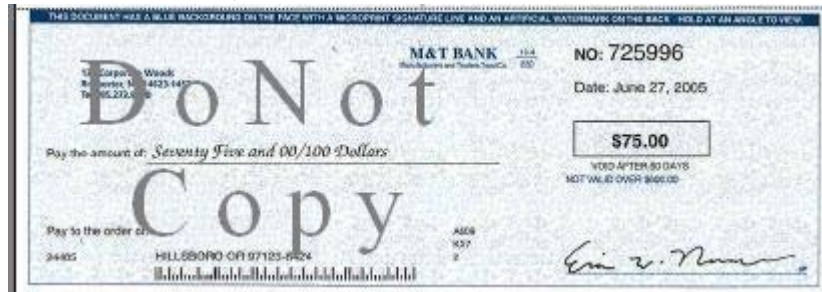
- 2 GET PAID FOR YOUR OPINION! Earn 75% Comm
- 3 **NEW**~*HOT** SURVEYS! \$25.10 Per Sale!
- 2 *** SURVEYSCOUT Pays 75% Converts 15-30%
- 8 # NEW:SurveySite-We Pay Highest-\$40.84 #

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And, at times there have been up to 7 links for survey products on this page. Essentially, any “one” of these sites could get thousands of hits (per day), or none, depending on the unique position they take advertising their survey product. Can you see how important it is to have focus and clarity with your website in the marketplace? If you’re like me, it’s plain to see that you need to be unique – somehow. Or your website and your advertising will be useless.

Here’s another way to BRAND the survey market. This is a free PDF report you can download right now, if you’re interested, no signing up, no nothing! Just click and read.

****FREE Report**** - How a Survey Newbie got his first survey job back the same month he joined... **and made \$75.00.**



First paying survey job – actual check

Here is a short list of items that will help you brand / differentiate yourself, your business, or your website.

- You can simply offer information, bonuses, reports, articles, videos, audio files, etc that give people a clearer picture of your business and what you do.
- Add about me pages
- Develop media kits and published articles
- Include credibility building factors, like testimonials or studies
- Upgrade the Feel and Quality of Site
- Use Memorable, Easy Domain Names

There are many "quick and easy" web design companies out there, advertising that you can have your website up in an hour. And there are many canned templates that you can use which are very user friendly. But, if it’s your business you’re building, the one you’re trying to make profitable... image is everything. Don’t try to cut corners in this area. Developing a well-established, professional looking website, always scores credibility points for you, the business owner.

Reason 5. Websites Can Bring You... Low Cost Leads

A website is also a fantastic way to bring in low-cost customers and grow your prospective mailing list. Not only can you drive people to your web pages to get them to

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sign up for your email newsletter or follow up system, but you CAN get more paying customers. If you can succeed with an email list-building strategy, it is actually cheaper than going direct, hard copy mailing lists to get clients. Or even than running ads in yellow pages, magazines, TV, radio, newspapers, etc. However, if you can do any of these other offline strategies successfully, as well, then you could add offline and online tools together to form a powerful “one-two” combination of advertising.

Here are some of the different lead-building strategies you can use with a website. All of these are based on the idea that more site traffic builds more leads into your prospecting system.

- **Offer Autoresponders to website visitors** – (Tips, sample chapters, ecourses, bonuses, reports) - Create multi-part email training courses with related web-site or affiliate links "sprinkled" throughout each course. Use an autoresponder service to automate the delivery of your training course (such as a 5 part training course delivered over a 5 day period). Training courses can also serve as excellent bonus offers for your prospective newsletter subscribers.

- **Other free models - traffic groups, etc** - Instant Buzz – I have never used any of these, but I know there are thousands of traffic exchange programs out there.

- **Joint Ventures (JV’s)** with other people and sites in your industry – you can swap web space or advertisements with someone else who shares your same target client.

- **“Buzz” or “Viral” Marketing** - Viral Marketing is all about giving away your own free product or service along with your ad copy (contact information, link, email, etc.). In turn, recipients of your free product are allowed to pass it along to their own clients, prospects, visitors and others as a freebie. This is a quick way to multiply your marketing at no extra expense and without extra effort on your part.

- Send interested prospects **from live conferences, conventions, meetings**, and also from **web-based and teleconferences**, to your website by giving them a good reason to visit. Every time you attend an event like this, one of your strategies should be to get people to visit your site, by giving out a web location with more information they might be interested in.

- **Add your website (url) to business cards** – Give these out or leave them lying around in appropriate locations.

- **Pay per click (PPC)** – One of my clients, with a bed and breakfast in Mexico, was completely opposed to pay per click (PPC) marketing, but then we implemented a simple 1 week test to drive very focused hits to her site, and now she drives as many targeted visitors to her site as she can through pay per clicks. Now she understands that the cost is worth it, if you can get targeted, interested clients.

Search Engine Optimization – The Other Web Traffic Option

- **SEO, Content development** – You can develop Search engine relevant content by doing product reviews, reprinting articles, paying ghost writers or non-ghost writers, and using Public Domain.

- **Submit to Forums and bulletin boards** with your link in the post or in a signature file

- **Get Your Site Listed in Directories** - DMOZ, other industry and niche directories

Web directories organize links to many places on the Internet where information about a specific topic can be found. Web directories can have a general or topic specific focus and are usually organized into several categories based on the topic. Web directories are good sources of information if they are well-maintained with regular updates. They are usually maintained better by human actions than by automated software. Computers still cannot determine the relevancy of certain text as effectively as humans. A good example of a human edited directory is dmoz - Open Directory Project, (<http://www.dmoz.org>). It is the largest and most comprehensive human-edited directory on the Internet, maintained by thousands of volunteer editors.

- **Linking Building Strategies** - Back links to your site may be the single greatest search engine optimizing strategy you have. If being at the top of search engines is your plan, you need to have an effective linking strategy in place. “Link to Us” for free, if related subjects.

- **Creating and Doing Article Submission** - Another excellent way to generate no cost traffic is by submitting ready-made articles to "content hungry" web-site and newsletter publishers with your "resource box" attached. A resource box is nothing more than a little 3-6 line "bio" about you and/or your web-site - including a link to your site (or even instructions on how to subscribe to your newsletter)...

When submitting or offering your article(s) for reprint purposes, just make sure to specify that each article is to be reprinted "as is" with your resource box attached.

...Even one article can go a LONG way towards generating no cost traffic and visitors for you. Just imagine your article being sent out to a newsletter subscriber base of 100,000 individuals - many of whom will be reading YOUR included resource box and clicking on your URL to learn more about what you have to offer!

If you’ve got no budget, no computer skills... And no traffic... Then here are 12 “Cheap & Ugly” (but effective) web traffic strategies for you to check out..

[12 Effective Traffic Strategies](#)

Reason 6. Offering Information and Services

Another key factor for building a website, is to be able to offer information to your market. This flows out of the branding category, but on a smaller scale. Branding is an overall market approach, and while that’s vitally important to consider, you may just want to build a site, or sites, that give out valuable information to your market.

Basically, you will use this strategy, if you don’t want to think through and develop a whole branding method for your market or topic, but you still want to share the information you have learned.

Here is a rather long list of possibilities to OFFER Information and Services

- General info - Map, driving directions, contact info, hours of operation
- Sitemap
- FAQ, online forms, technical specs and information, scheduling, order taking, Instant Messaging, Returns
- Personalized accounts and memberships
- Software
- Reminders
- Reports, Brochures,
- Offering YOUR affiliates more information and help
- Ebooks
- Print Books
- Presentations
- Membership Sites
- Face to face courses
- Mini courses
- Teleclass content
- Webcast content
- Podcast content
- Blog content
- Content for your Autoresponder
- Ezine content
- Articles for your site to build AdSense income pages
- Viral Reports
- Tips Lists

Reason 7. Getting Information from your Market

Another big reason to have a website, is to GET information from your market. Like modern day info. Hunters and Gatherers. Once you gather information, you can develop products, websites, services, or whatever you want. It is essential that you know your market, as much as possible, so you connect with them.

You gather the information by...

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- Using query pages
- Conducting surveys, ASK database
- Having pop-ups
- Finding out why prospects leave
- Testing

Here are several suggestions that may help...

* Hang out in online forums. Watch what people are talking about. Look at the questions they are asking. The topics that are bringing the greatest number of visitors would make excellent topics.

A Helpful Forum Search Tool – in the Member’s Area

* Take a look at what information is being broadcast on TV, radio, newspapers, and online. This information is usually a hot topic.

* Read blogs. What are people posting about? What kind of comments are they leaving? What questions do they have? Blogs are the hot internet marketing medium right now and you can literally find them everywhere on any topic.

* Check bookstores online. What are the top sellers? This can be a good way to come up with an article that catches the attention of what people are reading. Amazon.com is the prime resource for this.

* Keep track of what your customers and prospects are asking you. If you get an email or phone call with a question this may make for a good article. Others may have the same question, but are afraid to ask it.

Another indicator that comes from your information gathering, is market changes. Change is the only constant in the business universe. Your client's needs change every day and your challenge is to identify those needs that are causing dissatisfaction in their life. Finding and solving these elusive needs will lead to more sales and new products for your business.

Ask yourself, are you searching for new areas of client dissatisfaction for your product or service to solve? Are you focusing your marketing on their needs and desires? Are you positioning yourself as a solution to their problems?

Clients and prospects are always looking to improve themselves as they travel through life. It's a natural quality of the human condition. What they currently possess may satisfy them today but that is sure to change. Within this change resides opportunities for you.

Your growth and prosperity will come from the unsatisfied and the needy. These are the people who may or may not know they need a solution. It is your job to uncover their

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hidden needs and supply the solution.

For example, not too long ago there was a time when computers did not exist. We were unaware of the influence and benefits that these machines would have on our daily lives. Yet we survived without them in blissful ignorance as we plodded through the workday. Today, you can't run a business without a computer on your desk!

The computer industry uncovered a whole host of reasons that we were dissatisfied: streamlining document processing, efficiently transferring data, communicating instantaneously anywhere in the world, and having vast amounts of information available at the click of a mouse. Indeed, these needs always existed somewhat, but the marketplace didn't know it needed the productivity a computer offered.

The catalyst to discovering these unknown needs are imagination and innovation. You must find the dissatisfaction and creatively communicate your solution to the client. Until you make this discovery, happy clients are not interested in purchasing more from you. Your goal must be to find an offering that fills a need, solves a problem, or improves their condition.

Creating the products and services that put an end to their current dissatisfactions is the best way to insure continued business growth.

Become a leader and innovator within your industry. With this strategy you will position your business as a valuable resource that is trusted and looked on as the best choice in the market. This makes sales much easier, decreases your enemies, and greatly increases your success.

Reason 8. To share your life and interests with friends and family.

Some people have no desire to run businesses online. Their main goal is to connect with other people and friends. They want to build a community. They want to share helpful hints, tips, recipes, or any useful information. Or they may want to help other people who need it – Hurricane victims, Tsunami victims, etc.

If this is you, you can do this through...

- Blogs – FREE websites that can be hosted on your server or on someone else's server
- Forums
- Bulletin boards
- Podcasts – broadcast on iTunes or wherever you can post them.

Reason 9. To learn the web-design process and build sites.

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Some people simply want to learn. And building websites provide tons of practical experience and applications to try out. This is how I have learned to build my sites, along with some coaching from Rob at GoodwinPro.com (as I mentioned in Reason #3)

Reason 10. Making Money with a Website

Our final point is pretty much everyone’s favorite reason... how to Make Money with a Website.

There are four ways to make money with a website. Here they are with a little bit of detail.

1. You can **sell advertisements** on the site, including...
 - Banner ads – large banner type image ads displayed in different places on your webpage
 - Adsense - I have been using this method of advertising for 7 months now, and this book is the most informative I’ve seen on making more money with Google Adsense – [Definitive Guide to Adsense](#)
 - Other ppc models – Chitika and other models of advertising where you get paid when someone clicks on an ad OR you get paid for “X” number of clicks or impressions
 - E-zine advertising - if you have an email mailing list, you can sell advertising space in the mailers
 - Featured ads / sponsorships – home page and main page private sponsorship advertising
 - Pixel ads – Selling mini-pixels (tiny pixel images) within your webpages so other people can advertise on your site
 - In context / text ads – Either manually or functionally entered advertisements within the actual text of your pages.

To be honest, most parts of the selling advertisements strategy are more effective for sites that get a large amount of traffic, or that have a large mailing list base.

2. The second type of money driven website deals with **local references**. With this strategy, you use your site to drive people to local branches of your service. Examples include...

- Oil changing companies
- Moving companies
- Landscapers
- Lawncare businesses
- Housecleaning
- Church Organizations
- Most other service related sites

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You can include coupons or other special offers to drive the visitor’s interest.

3. The third way to make money with websites is through **affiliate programs**. If you’ve been online for long, you know what this is. If not, a brief description goes like this... you put links, on your site, to other people's products. Then you get a portion of the sale (or a referral fee) if the website visitor clicks through your link, and then buys the product.

Why do you care about selling other people’s products, and not your own? Great question! And here’s the answer... As an affiliate you don't - collect \$, package and store inventory, ship product, deal with customer service issues. In other words, the only hassle you have to deal with is sending traffic to a site and collecting a check.

Some Important Affiliate Program Factors

So, here are some of the most important factors in picking a good affiliate program.

- Don’t support products that are below your quality level
 - Don’t support LOTS of products. Choose the best and support them.
 - Only support products that match your site niche
 - Try and join lifetime programs - or as long as possible
 - Try and join 2 tier programs (if possible)
 - Make sure you can track your own sales stats
 - Seek more information and training for the products you support.
4. You can also do **direct sales** from your site. This category includes many possibilities.
Examples are...
 - Minisites – Where you sell 1 and only 1 item through your site
www.MIDIDrumFiles.com
www.idictate.com
 - Shopping carts – selling multiple items (Can be in 1 category or niche)
www.Amazon.com
www.Heidicullett.com – Wedding photography
www.us.Ringtones.com
 - Memberships –
www.Infogoround.com
www.netflix.com
 - Ebay stores – Selling off older or marked down items, and using Ebay’s MASSIVE market size to reach your target audience

There are various ways to actually operate the sales process, including...

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- deep discount (clearance) firesales
- auctions
- bundles
- up sells
- subscriptions
- cash for content
- donation
- barter
- trade
- Other methods yet to be created, etc.

I want to leave you with 1 final thought on making money with a website. As you and I know, there are TONS of marketers out there trying to sway you this way or that way to buy their products. And I have tested a lot of those products.

I want to show you 1 test which I did that might mean a lot to you. I have a niche website, which sells a booklet on a common, household item. I was selling a few of these books, as you can see here in my November 2005 sales reports...

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT
2005-11-29	15:21		CARD	SALE	001	\$12.34
2005-11-29	12:01		CARD	SALE	001	\$12.34
2005-11-27	23:10		CARD	SALE	001	\$12.34
2005-11-27	19:58		CARD	SALE	001	\$12.34
2005-11-25	11:07		CARD	SALE	001	\$12.34
2005-11-25	06:39		CARD	SALE	001	\$24.69
2005-11-24	07:08		CARD	SALE	001	\$24.69
2005-11-18	07:52		CARD	SALE	001	\$12.34
2005-11-16	12:37		PYPL	SALE	001	\$12.34

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT
2005-11-16	12:37		PYPL	SALE	001	\$12.34
2005-11-15	13:37		CARD	SALE	001	\$24.69
2005-11-14	20:37		CARD	SALE	001	\$12.34
2005-11-14	06:38		CARD	SALE	001	\$12.34
2005-11-10	19:20		CARD	SALE	001	\$12.34
2005-11-10	18:29		PYPL	SALE	001	\$12.34
2005-11-08	23:09		CARD	SALE	001	\$12.34
2005-11-08	19:11		CARD	SALE	001	\$12.34
2005-11-08	17:46		PYPL	SALE	002	\$8.24
2005-11-08	16:57		CARD	SALE	001	\$24.69
2005-11-06	07:28		CARD	SALE	001	\$12.34
2005-11-04	06:32		CARD	SALE	001	\$24.69
2005-11-02	17:11		CARD	SALE	001	\$12.34
2005-11-01	15:32		CARD	SALE	001	\$12.34
2005-11-01	07:52		CARD	SALE	001	\$12.34

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Right after the November 29th date, pictured above, I implemented a strategy from a couple of internet marketing gurus, which I ran until December 12th. Take a look at the sales report here...

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT
2005-12-14	16:39		CARD	SALE	001	\$12.34
2005-12-14	13:44		CARD	SALE	001	\$12.34
2005-12-13	12:33		CARD	SALE	001	\$24.69
2005-12-13	08:10		CARD	SALE	001	\$24.69
2005-12-12	14:35		CARD	SALE	001	\$24.69
2005-12-12	13:43		CARD	SALE	001	\$24.69
2005-12-05	14:11		CARD	SALE	001	\$12.34
2005-11-29	15:21		CARD	SALE	001	\$12.34
2005-11-29	12:01		CARD	SALE	001	\$12.34

I want you to notice how many sales there are listed from 11/29/05 to 12/12/05. Do you see it?

Exactly! ONE sale!

Implementing their “**PROVEN**” marketing strategy skyrocketed my sales to “1”. OUCH!

Now, I want to invite you to take a look at an interesting guide by Marlon Sanders, who helped me realize that I didn’t need to listen to these other guys. In fact, I re-implemented my previous sales strategy, according to what Marlon suggested, and my **sales went right back up over the next couple days**. YOU CAN SEE IT YOURSELF, (above), I don’t have to tell you.

Don’t you agree, that I had 2 choices...

Choice 1 – Stick with the 2 Gurus = 1 sale from 11/30 to 12/11 OR

Choice 2 – Go with Marlon’s suggestions = immediate sales again, the next day.

And my sales are still going. Check out my first 2 weeks of January 2006, here...

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT
2006-01-16	19:10		CARD	SALE	001	\$24.69
2006-01-16	11:09		PYPL	SALE	001	\$12.34
2006-01-14	19:54		CARD	SALE	001	\$24.69
2006-01-14	11:31		CARD	SALE	001	\$24.69
2006-01-14	10:02		CARD	SALE	001	\$24.69
2006-01-12	06:00		PYPL	SALE	001	\$12.34
2006-01-11	21:05		PYPL	SALE	001	\$12.34
2006-01-11	17:30		CARD	SALE	001	\$12.34
2006-01-11	03:09		CARD	SALE	001	\$24.69
2006-01-09	00:19		PYPL	SALE	002	\$12.87
2006-01-08	12:48		CARD	SALE	001	\$24.69
2006-01-08	04:13		CARD	SALE	001	\$12.34
2006-01-07	21:11		PYPL	SALE	001	\$12.34
2006-01-07	06:55		CARD	SALE	001	\$24.69
2006-01-06	11:30		CARD	SALE	002	\$3.58
2006-01-06	05:37		CARD	SALE	001	\$12.34
2006-01-05	18:05		PYPL	SALE	001	\$12.34
2006-01-05	09:16		CARD	SALE	001	\$24.69
2006-01-05	06:14		PYPL	SALE	001	\$24.69
2006-01-02	19:57		PYPL	SALE	001	\$24.69
2006-01-02	16:55		CARD	SALE	001	\$24.69
2006-01-02	06:21		CARD	SALE	001	\$12.34
2006-01-01	06:30		PYPL	SALE	001	\$24.32

“Did You Know There’s Only 10 Reasons to Have a Website...”

So, if you want to keep firing shots out into the dark, following someone else’s ideas about making money, you can. But if you want to learn from a guy who knows what he is talking about, and I just proved it for him with my own website, then I think you owe it to yourself to check out Marlon’s site [right here...](#)

Here’s what Marlon Sanders will show you in this simple to implement resource...

“I can help you get your brain straight on the types of web sites, and FIX your existing web site so the blasted thing sells. I don’t care whose model you’re following. What you’re reading. What seminars you’re going to. Because you’ve mixed and matched what you learned from one ebook with another ebook. Or one conference call with another.

I’ve got hard-core tests and scientific research to back me up on it. Not that I need it. But I got it. 1 out of every 102 people in the world who browse the Internet in English have been to one of my web sites.

And this information will fix and repair your web site. If you want your web site to WORK. If you want it to get RESPONSES. If you want it to get SALES, then you not only need this, you gotta have my [“Web Site Sales Process Repair Kit.”](#)

Listen: If you don’t have time to straighten out your web site, if you don’t have time to fix your site so it sells, or generates leads or works properly, if you don’t have time to get customers, then please, explain to me what you DO have time for.”

If someone sent this report to you, and you’d like to get more helpful marketing resources, please join our FREE members area at www.MarketingAdrenaline.com

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Thanks so much for reading our short report on the
”10 Reasons To Have a Website”.
I hope you enjoyed it.

If you have any questions, at all, please feel free to contact me at:
info@MarketingAdrenaline.com

Al Speer

