

## What to do Before Starting an Internet Marketing Business

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Wednesday, 01 July 2009  
Last Updated Wednesday, 01 July 2009

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Some markets get stuck before they even get started. More experienced marketers know how to spot the right markets to go into. It is not easy to acquire this ability. Expert marketers spend lots of time testing things out, and honing their ability to find good markets.

Affiliate marketing can help you target profitable markets with laser like accuracy. Use affiliate marketing to promote other people's products and services. When a sale is completed, you earn a percentage of sale amount. If the traffic that you send doesn't convert, you earn nothing.

You don't risk much when you get involved with affiliate marketing. You usually start by generating traffic for the offer. All you need is a couple hundred visitors to determine whether the offer will convert well enough or not.

This is the perfect way to test a market. You don't need to spend a single cent on product development. If you find that an offer is converting strongly, simply swap the offer with a better one by developing your own product.

It all begins with affiliate marketing. You can test as many markets as you like, using similar methods. The results will be revealed to you in a matter of days.

Once you know which markets are profitable, just place more emphasis on those businesses. Repeat the cycle again to make more profits.

Here is how you can scale your business - build a list of customers and sell to them again and again. Sounds simple enough? That's because it is a simple business model.

Without a list, the only way you can grow your affiliate business is to get new customers. That means working harder or spending more to get new people to buy.

Make a quick assumption - you don't get any more new customers. Can you still grow your affiliate business? You can work on developing more products to sell to your customers. That means making more sales from your customer database. The lifetime value for each customer increases.

There is a lifetime value for each customer - and that is the total amount of money that he is willing to spend on your products and services. If you make \$2,000 profits just by selling to this same customer, that customer's lifetime value would be \$2,000.

Now the business gets more exciting. Now if you know that for every customer you acquire, you will earn an average of \$2,000 during a customer's lifetime, how much would you spend to acquire that customer?

Affiliate marketers need to do this more often. They make one sale, then forget all about the customer. Try to serve just one customer over and over again. It's much easier to sell to an existing customer than to sell to a completely new customer.

Setup a simple squeeze page to capture the contact information and keep in contact with your customers. You may very well be making 10 times what you are making now.

Learn more about affiliate internet marketing and internet marketing business.

Business Opportunity

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