

# Profit Lance

A Very Thorough Introduction To The World Of Internet Marketing  
Lessons, Videos, Practical Tasks And Online Tools  
-- An Interactive Learning  
Environment

## Documents And White Papers

BPR0001

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### The ProfitLancer's Guide to Internet Marketing

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### Introduction

I've decided to write this basic introduction to Internet Marketing – through the eyes of a Profitlancer – so that those of you who are totally new can understand the overall picture and put everything in the course in its proper place.

### The Internet As A Money Making Machine

Every day, millions of people go online to search for a) information, b) products and c) services across an ever growing number of niche markets. This is Internet traffic. This traffic is huge and growing all the time. The more this grows – with the increased uptake of the Internet across the globe – the opportunities to make fortunes also grow. But only for those who take the time to acquire the long term skills that really matter. Those looking for easy fortunes and overnight magic pills will never succeed.

A Profitlancer is equipped with the knowledge, the skills, the tools, and the resources to research, analyze and identify opportunities and to implement the strategies to make money from those opportunities. Such skills, knowledge, tools and resources revolve around three fundamental areas:

1. **Market Selection** – choosing the right market, determines success or failure
2. **Traffic** – this is like air and water
3. **Conversion** – making visitors take the desired actions (see below)

### How Is Money Made Online

At the micro level, money is made when a website visitor takes anyone of the following actions:

1. **Direct Sales** - Purchases a product or service that you provide (here you are a merchant making sales)



2. **Affiliate Sales** - Purchases a product or service from a merchant after you referred them to the merchant's site (here you are an affiliate receiving a commission)
3. **Clicking on Paid Advertising** - Clicks on a paid advertisement on your page (here you are a site owner or publisher) – this model is known as pay-per-click publishing.
4. **Lead Acquisition** – Becomes a lead for another company after you referred them to the company's site. This model is called pay-per-lead.

When a website visitor takes any of these actions, this is known as a conversion.

### What Is The Profitlancer Interested In?

The Profitlancer is ultimately interested in making a website visitor take any one of these actions, since these actions directly result in money. However, to get to this stage, which is really the final stage, there is a group of interconnected processes that precede this.

The Profitlancer has the knowledge and skills to action these processes in order to position a website visitor into a situation where they willingly and happily perform any of these four actions.

### The Profitlancer is Multi-Disciplined

The Profitlancer therefore, is a multi-disciplined person and has knowledge and experience of the individual skills, tools and resources that he or she is able to collectively use, with great precision, to go from market selection – to conversion in rapid time and with great ease.

### The Profitlancer's Skills and Abilities

- Effective market research
- Search engine optimisation and marketing
- Traffic generation
- Pay per click advertising
- List building



- Choosing affiliate networks
- Product development
- Content development
- Offer presentation
- Monetization avenues and methods
- Conversion tactics
- Preselling
- Writing good and effective copy

And much more. There are many other skills and disciplines that are either required by, or follow on from those mentioned above. None of this is particularly hard. The hardest part is just taking action, putting the effort in, and having patience.

### The Profitlancer's Mottos

- **The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls looking like hard work.**
- **If you want to earn more you must learn more.**
- **You should accept failure, but you should never accept not trying.**
- **It isn't sufficient just to want - you've got to ask yourself what you are going to do to get the things you want.**
- **An idea that is developed and put into action is more important than an idea that exists only as an idea.**

### The Profit Lance Course

The Profit Lance course is aimed at making you multi-disciplined with all the skills that actually matter. The goal is to allow you to stand on your own two feet as an independent marketer who is acutely aware of how to identify opportunities, and how to lay down and implement strategies to make recurring money from those opportunities. The Profitlancer is a long term thinker and has the intelligence to realise that this is how the "gurus" are really making their money. Those "gurus" know that long term skills are



the greatest asset you can ever have, and that's what makes them so successful. But few of them teach or reveal that. The reason why 99% of people fail to make good money online is because they don't appreciate this fundamental fact and always fail to invest in themselves and their own education.

