



Internet **Wealth**.com

Internet Wealth Basics

“ The Basic Internet Wealth Business Model ”



Ewen Chia

InternetWealth.com

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Introduction

Dear Valued Subscriber,

Thank you for requesting this special report...

I created it especially for beginners to the internet business because we all begin at this level, and I understand how tough it can be when you're first starting out.

This report is also for people who are in any of these categories:

- You're new to the internet business and feel completely lost when it comes to turning your profitable business idea into a reality...
- You've spent countless hours searching the internet and your favorite forums for the answer that you know must be simple...
- It seems like everyone keeps giving the same answer over and over again but you still don't get it...
- You've heard it's supposed to be simple:
 1. Get a Domain
 2. Get a Host
 3. Set up a list
 4. Set up a website

...and yet it has left your head spinning!

It is important that you learn how to accomplish these tasks as well as understand how they fit together. It really can be as simple as “1-2-3-4” *when you know how to do it and, most of all, WHY you must take these steps.*

How many great reports and ebooks have you bought that you never even tried to implement because you got overwhelmed and lost when the author assumed that you had these basic skills?

In order to take advantage of the wealth of information out there, you need to **take action on it** - not struggle for weeks just trying to get your website up.

Here's where I hope this report can help you.

Sincerely,

Ewen Chia

Founder, InternetWealth.com

The Basic Internet Wealth Business Model

The Internet wealth business model is the basic **technical foundation** or building block for your online marketing efforts.

If you are new to making money online it is extremely important that you start with a solid infrastructure for your business to run on.

This basic architecture consists simply of :

1. a domain (i.e., www.AutopilotProfits.com)
2. a host or server computer for your website to run on
3. a list manager to let you keep track and manage your leads (optional but highly recommended)
4. a website that will let you sell a product and get your information to your prospective leads and/or customers and let you capture their information so that you can contact them in the future.

These are the basic tools that all of the big name marketers and bloggers use. It simply scales from there to build larger sales funnels and networks.

Although these tools help you to *run* an Internet business, they are *not* “Internet business” itself.

This is important. What you *sell* is a product (e.g. information, software, goods, etc), but each of those four tools make up the *platform* from which you sell.

You can’t drive traffic to your own website if you don’t have one. You can’t capture and follow up with leads if you don’t have a list-building system in place.

Again, the tools are not your “business”, but they represent the crucial components needed to connect with potential customers *on the Internet*.

Let’s look at each component one at a time, so you will understand how they fit together.

Domain Name

Your domain name is the “dot com” address that people type in or click on in order to get to your website.

It is recommended in Internet business that you register a domain name reflective of your product or brand.

For example, if you were selling an ebook titled “Lose 10 Pounds in 10 Days”, you might register a domain name like www.10poundsin10days.com or www.10dayweightloss.com

Likewise, let’s say you wanted to ‘brand’ yourself as a weight loss expert.

You could register a domain and use it much the same way I’ve used www.InternetWealth.com to brand myself as an Internet marketing expert.

Either way, make sure you take the time to really brainstorm a good domain name. There are thousands of people registering names each day, and competition for those names can be fierce. You may have to try several variations before you find a name that is available.

The one thing you *don’t* want to do is use any kind of free hosting that gives you a ‘secondary’ domain, e.g., www.freewebs.com/yourname .

This looks unprofessional and free hosting is not up to the task of supporting a business website.

Web Hosting

You need web hosting to support your *website*, which generally consists of just a few web *pages*, and your domain name.

Why?

First, when you register a domain name, it points to a ‘dummy’ page on the domain registrar’s server.

In order to make www.your-name.com point to *your* business, you have to have your own web hosting account to point the domain to. Don’t worry, we’ll cover how to do this step-by-step later on in the report.

Second, you need an Internet-connected computer to store and serve your actual web pages.

Your web pages hold the actual “content” of your business (e.g. your sales letter, newsletter sign up form, etc).

Make sense?

Autoresponder (list manager)

Your autoresponder (list management system) is used to *collect leads* and to follow up with those leads via email.

Autoresponders work almost exactly like other types of mailing lists with one significant exception: *they give you ability to email prospects **sequentially** and automatically.*

To understand how powerful this difference is, just think of a regular mailing list.

Normally, you have to sit down, compose your email and then send it off right away. Anyone who isn't on the list at the time you send that message will never see it.

If you have an autoresponder, however, you can compose multiple messages and “program” them to be sent out for automatically each time someone joins your list. You only do the work once and the software takes care of the rest.

The great thing about autoresponders is that they provide an easy way for you to deliver follow up content to your leads. You can send out special “email courses” or any other kind of follow up designed to get your leads to convert.

Website

Your website (which consists of the web pages sitting on your web host) is essentially *the platform for your sales message and your lead collection efforts.*

Your website can be used to display product images, a sales letter, an opt-in page or any other kind of content suitable for the Internet.

The main thing to understand here is that your website is like your “storefront”.

It is where most of the action takes place. When you begin advertising and driving traffic, you will be sending your prospects to your website.

THE BASIC INTERNET WEALTH MODEL:

What is the purpose of using all of these tools?

Your entire technological infrastructure, when coupled together, creates what I call a “**list-building website**” (the basic model for success although not the only model!)

List building is THE primary activity at the heart of every successful Internet business.

There is no business without customers, and there are no customers without prospects or “leads”.

The *purpose* of gathering leads is to follow-up with more information.

If you are familiar with some of my other products, such as <http://www.WorkingFromHome.com>, then you’ve probably got a good understanding of the power of information, but let’s review.

In any Internet business, but *especially* one based on selling “information” (ebooks, software, videos, etc), the step-by-step method for success is as follows:

Research and target a niche market -> Locate and target products/solutions to that niche market -> Drive targeted niche traffic (visitors) to your list-building website -> Collect those visitors as leads and follow up with them via email.

The last thing any Internet business owner wants is for a visitor to leave his website without taking any action.

The truth is that most visitors *do not* become customers on the first visit.

Imagine if you just had a sales page with a “buy now” button on your site, and you didn’t collect leads?

You’re essentially forcing that visitor to make a spur of the moment choice: **buy** or **leave**.

So, what happens if that visitor clicks away from your site, and you have no idea who he is or how to contact him? He’s gone for good in most cases.

You can’t rely on your visitors to remember your web address or come back to your site on their own terms.

Instead, you’ve got to “capture” that visitor as a “lead” into your mailing list by having him give you his name and email address.

This allows you to follow up with him at will, potentially nudging his interest enough to persuade him to buy from you.

The point here is that you offer the visitor an *easier* choice. If he or she is genuinely interested in what you have to offer, then giving you a name and email address is no problem.

Registering Your Own Domain Name

Why Do I Need A Domain?

The most basic part of your internet business will be your web address or domain name.

Learning how to acquire and register your domain, although a simple process is vital in your education.

This is the **address** that people will use to find your website not your actual website itself.

Your website will be a collection of files that we upload to your host server.

One domain name registrar you can use is www.GoDaddy.com. There are other registrars around the internet and GoDaddy is one of the reputable ones.

They have an easy to use interface and also make it extremely easy to transfer domain ownership if you decide to sell your website in the future.

I also use www.NameCheap.com which is very good as well.

How Do I Register My Domain?

Once you have decided on a domain (you might want to have a couple in mind in case your first choice is unavailable), then you will want to go to www.GoDaddy.com.

First you will want to enter the name of the domain you would like to purchase in the search box in the middle of the page and then click on the “GO!” button.

\$1.99 DOMAINS For all new & current customers with any new, non-domain purchase! No qty limit!™

\$9.99 per year & lower

.COM TRANSFERS \$6.99 FREE 1-year extension

Start your domain search here!

demo .com GO!

Over \$100.00 IN FREE EXTRAS†

- What's a Domain?
- SALE! .mobi \$7.99*
- SALE! .info \$0.99*
- SALE! .tv \$15.99
- SALE! .us \$8.99
- New! .ME

AMANDA CANDICE DALE JR. DANICA

New to Go Daddy? Not sure where to begin? Our Product Advisor is your personal guide. **START HERE**

If the domain you are trying to register has already been purchased by someone else then you will see:

✗ DEMO.COM is already taken. [\(click here for info\)](#)



[Use a Domain Buy Agent to get this name](#)

[► Why you need multiple domains](#)

[► Tips From An Expert](#)

Check the domain names that you would like to register below.

	.com	.tv	.info	.org	.net	.mobi
Select All	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	\$18.99 Backorder Now†	X Not Available	\$18.99 Backorder Now†	\$18.99 Backorder Now†	\$18.99 Backorder Now†	X Not Available
► Add Another Domain <input type="text" value="www."/> <input type="text" value="demo"/> .com <input type="button" value="Search"/> Try Smart Search						

† If this name expires or is cancelled by the registrant we'll try to grab it the instant it becomes available. [More](#)

More Options

This isn't a very big deal, you can either select a different Top Level Domain (TLD), i.e.) .com, .net., .info, etc are all TLD's or you can enter one of your other domain choices until you find one that is suitable.

NOTE: It is better to stick with .com and .net TLD if at all possible.

Once you successfully find a domain that is available for purchase you will see:

✓ DEMO2222.COM is available!

Check the domain names that you would like to register below: [▶ Why you need multiple domains](#) [▶ Tips From An Expert](#)

	.com	.tv	.info	.org	.net	.me
Select All	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$9.99/yr	SALE! \$15.99/yr save \$24.00!	SALE! \$0.99 save \$9.00!	\$9.99/yr	\$9.99/yr	SALE! \$7.99 save \$7.00!

More Options

Simply put a check box in the TLD or TLD's that you would like to purchase.

I would suggest that you ignore any further products that GoDaddy offers you at this time since the majority of them will be included with the hosting account that we set up in the next chapter.

For now scroll down to the bottom of the page and click “Proceed to Checkout”:

▶▶ Add Another Domain .com [Try Smart Search](#)

[Shop for More Products ▶](#) [Proceed to Checkout ▶](#)

* Plus [ICANN fee](#) of 20 cents per domain name year. Certain TLD's only. .CO.BK requires 2 yr minimum registration

Be very careful to pay attention to the next screen or you might end up buying a lot more than you intended to.

Just click on “**No thanks, Continue to checkout...**” or you they will automatically add all available TLD's to your order.



STOP! You've found a great domain...

Now protect your name, increase your traffic and more!

Registering similar domain names helps you:

- **Keep** your name unique
- **Expand** your online presence
- **Promote** different products
- **Create** more avenues to your site
- **Attract** more visitors
- **Regain** lost traffic

SAVE 50% on these great domains!	
✓ DEMO2222.ORG	\$9.99^{+/yr}
✓ DEMO2222.NET	\$9.99^{+/yr}
✓ DEMO2222.INFO	\$9.99^{+/yr}

SAVE 50%!

Add these domains now for **JUST \$29.97 \$15.00[†]!**

YES! Add these to my order.

[▶ No thanks. Continue to checkout...](#)

Now you will need to fill in your personal information and pay for the domain.

If you already have a Godaddy account then you will just add your username and password, otherwise you will need to enter your information and create an account:

Domain Registration Information

► Select Domain Registration Account

- Login to an existing account *(this will also populate your registration information)*
Enter Customer # or Login Name: Enter Password:
- I would like to create a new GoDaddy.com account.

► Create your domain registration information:

* Required information

First Name: *

Last Name: *

Email Address: *

[Important information about email accounts](#)

Company Name:

- By checking this box you certify that the Company Name specified above is the legal registrant of this domain name.

Address 1: *

Address 2:

City: *

Once GoDaddy has secured the domain in your name, you will get a confirmation email and the domain will show up in your GoDaddy.com account once you are logged in.

While you are waiting for GoDaddy to acquire your domain you can move to the next step and sign up for your hosting account.

Your Hosting Account

Why Do I Need A Web Host?

You bought a domain right? So why in the world would you need a host? Well if you remember in the last chapter I told you that you could think of a domain as your address.

An address means nothing with a physical destination that it corresponds to.

If you send a letter to an address that doesn't exist the letter will come back to you as address unknown since there is no physical address linked with that address.

The same situation applies with your Internet business. A domain (address) means nothing without a physical location that it refers to, your host computer.

What Host Should I Choose?

When picking a host there are a few things that you should keep in mind.

Remember, the host you choose can impact your business in a variety of ways.

If your host goes down or becomes unavailable then so does your website. This means your business is down and you can't make money or capture new leads.

Another thing to consider is the level of customer support that you need.

What if you find that your website is down? Do you want to send an email to some support address and hope that they get back to you soon or do you want to be able to chat with someone that can help you right now?

Because I think that these two factors are so important, there is one web host that I recommend you can use can be found at www.ProfessionalHosting.com, also known as Host Gator.

They have top of line customer service, competitive pricing and are familiar with internet marketers and the types of sites that they typically run.

If you have other hosting or want to choose a different choice I would make sure you evaluate them with the above criteria in mind and also make sure that they offer you CPanel (just look on their sales page or send them an email).

If you don't know what CPanel is don't worry, we will see that a little later, but it basically an administration program that you will use to manage your website.

Sign Up For Your Web Host

Make sure that you get the right hosting package; too little of a package or too much of a package can cost you down the road.

First visit www.ProfessionalHosting.com and click on “view all plans” on the left-hand side of the screen:

The screenshot shows the Professional Hosting website interface. At the top, there is a navigation bar with tabs for HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFF. Below the navigation bar, there are three main promotional cards for different hosting services: 'Hosting' at \$4.95/mo, 'Reseller' at \$24.95/mo, and 'Dedicated' at \$1.../mo. Each card includes a list of features and an 'ORDER NOW!' button. Below these cards, there is a 'Summer Sale!' banner with a '20% OFF INITIAL ORDER' coupon code (BE). To the left of the banner, there is a list of features for the 'Most Popular Hosting Plan', including 600 Gigs of Web Hosting Space, 6,000 Gigabytes of Bandwidth, Host UNLIMITED Websites, FREE Instant Setup, 99.9% Uptime Guarantee, 45 Day Money Back Guarantee, CGI, PHP 5, RoR, Perl, MySQL, SSH, SSL, IMAP, POP, FREE Site Builder, cPanel Hosting (View Demo), 24/7/365 Upgraded Support, No Contracts or Hidden Fees, and a price of Only \$7.95 /month. The 'View All Plans' link is circled in red. To the right of the banner, there is a 'Sign Up Now!' button and a 'New to Web Hosting?' link. Below the banner, there is a 'Coming from any' link.

As you can see there are a few different one's to choose from.

Select the “Baby” plan. This will allow you to go through the same process you are learning now and set up as many websites and domains as you like (as long as you stay under 600GBs, which is a huge amount).

Make sure you click “Linux Web Hosting” and the “Order Now” button at the bottom of the “Baby” plan column.

time to give you the VIP attention that you deserve.

» Linux Web Hosting Packages		Hatchling	Baby	Swamp
Plans				
Disk Space		350,000mb 350gb	600,000mb 600gb	1,000,000mb 1,000gb
Bandwidth		3,000,000mb 3,000gb	6,000,000mb 6,000gb	UNLIMITED
Domains Allowed		1	UNLIMITED	UNLIMITED
Pricing		\$4.95	\$7.95	\$12.95
Proceed to Checkout		Order Now	Order Now	Order Now

Once you get to the Order Wizard page, select “I will use My Existing Domain and update My Nameservers only and enter the domain that you just purchased from GoDaddy or NameCheap, when you have this information filled in then hit the “next>>” button:

Order Wizard

Select a domain option:

Register New Domain

I will use My Existing Domain and update My Nameservers only.

Existing Domain: .com

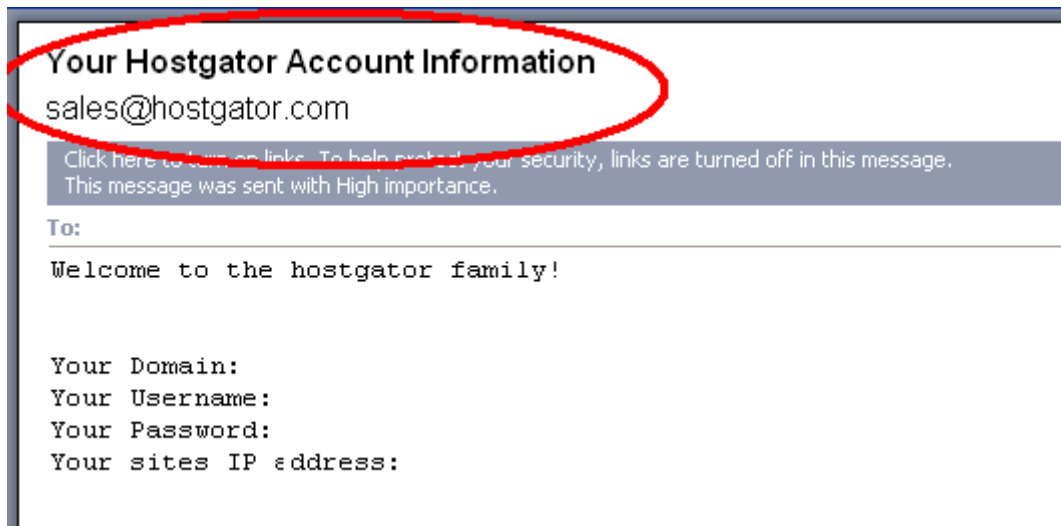
[Go Back](#)

[Start Over](#)

You will then be taken through a number of simple billing screens that you will need to fill out.

Once you have paid for your hosting account Host Gator will begin the process of setting up your account. This is an automated process and should take less than 30 minutes (usually much less).

When your account is ready you will receive an email that will give you all of the details you will need for your account. Make sure you print out this email or store it where you can find it again.



What Have We Accomplished?

Congratulations! You have now purchased an address and a location for your website. Just for review.

- 1) A domain is purchased from a web registrar like GoDaddy
- 2) A domain should be thought of as an address to a location or host which should be thought of the physical place that an address refers to.

See? There is nothing to this technical stuff as long as you can understand the big picture.

If you are thinking to yourself, “Wait one minute! How does the address KNOW where the host is?” Good job!

You should be asking that question since you are now beginning understanding the relationship between the parts of your internet business infrastructure.

We will be getting to that in a minute. First we need to get a service to manage our list...

Your List Management

Who Do I Use?

I am sure you have heard that phrase: “The money’s in the list...”...We all have...a thousand times...and if you are trying to set up a blog or a squeeze page you understand just that.

In order to manage your list (and your most valuable asset) you are going to want to find a service or program to manage it.

- You want to be able to store your list in a safe place
- You want to be able to contact your list easily
- You want a reliable company with good customer support.
- You want the ability to send out sequential messages automatically
- You want to be able to easily manage and host your subscribers

Such a service is known as an “autoresponder” and there are three companies you can consider:

[Monster Response](#)

[Aweber](#)

[GetResponse](#)

[Monster Response](#) is my own service so I’ll use it as an example in this report; however, the concepts between the 3 autoresponder systems are the same.

Connecting The Parts

Ok, by now it should be clear to you that you have purchased all of these different pieces for your website, lead capture or sales system, but how does it all fit together?

You may have even gone through all of the steps above prior to receiving this report and now have “light-bulbs going off” about why you haven’t been able to get your website working.

The whole system should be getting clearer now.

- Your domain is your address that refers to a physical location where your website resides
- Your host is the physical location where you store your website
- Your website is used to build your list
- Your list should be managed by an autoresponder

As you can probably tell there is some “technical glue” that we will need to apply in order to get all of these pieces of your internet business infrastructure working together.

By the way, if you are interested in an “all-in-one” solution to manage your business, I recommend:

Ewen Chia's
Autopilot Internet Business™
www.RutopilotInternetBusiness.com

by Automating Virtually Every Aspect of Your Website!

:: HOME :: :: FEATURES :: :: DEMO :: :: SIGN UP :: :: CONTACT US ::

Complete Website Automation Is Here!

SOLVED!!!

Finally Take Command Of A
Fully Automated Online eBiz Empire
From A **Single Control Panel!**

Our Clients Can't Understand How It's Possible To Put So Many Stand Alone Services
Into One Low Cost Package... But They're Jumping To Sign Up Immediately!

Attention: To take advantage of our
introductory prices, I suggest acting ASAP.

AutopilotInternetBusiness.com is **perfect for beginning or advanced marketers** (and anyone in the middle)... *because it allows a business to grow and thrive!* The innovative and advanced tools act as your Internet business arsenal. And with this set of tools, you'll be ready to start raking in sales (*automatically*) from day one.

The offer no one can beat: It doesn't matter what stage of business you are in. Maybe you're just looking for an autoresponder... *don't let that fool you!* That's no reason to cap your growth. At AutopilotInternetBusiness.com you can get an autoresponder... *plus an affiliate program manager, customer support desk, and more...* for the same price you'd get JUST an autoresponder somewhere

<http://www.AutopilotInternetBusiness.com>

It features 3 different flavors of list management systems, digital download protection, a customer service manager, affiliate program manager and more.

Domain To Host

The first thing that you will need to do is somehow link your domain or address to your web host.

In a very simple view the internet works similar to our mail system.

When we send a letter through the mail the letter is transported between post offices until it arrives at your local post office.

On the internet, information is passed along in a similar fashion through computers called Domain Name System servers or DNS servers.

What we need to do is tell the DNS servers on the internet where our host is.

Open your welcome email that you received from [HostGator](#) and look for the DNS server information that was assigned to you.

These are DNS servers that are hosted on your behalf that contain all of the information about how to get to your website.

Your Hostgator Account Information

sales@hostgator.com

Click here to turn on links. To help protect your security, links are
This message was sent with High importance.

To:

Welcome to the hostgator family!

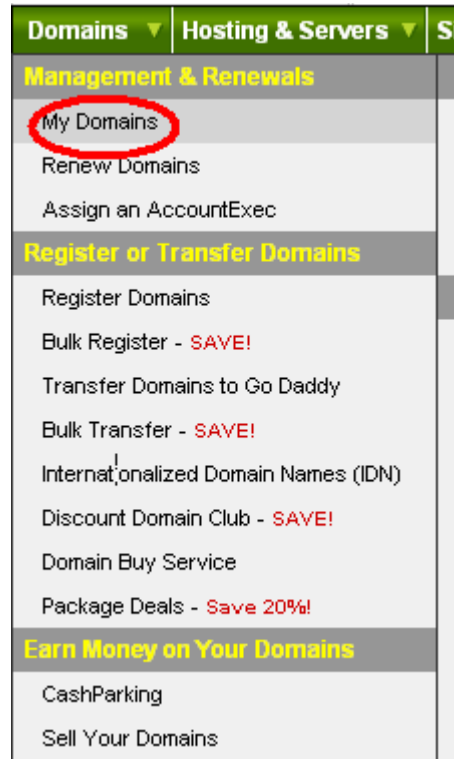
Your Domain:
Your Username:
Your Password:
Your sites IP address:

Your name servers:
ns965.hostgator.com
ns966.hostgator.com

Until your DNS has changed over to our n
[http://](#) [/cpanel](#)

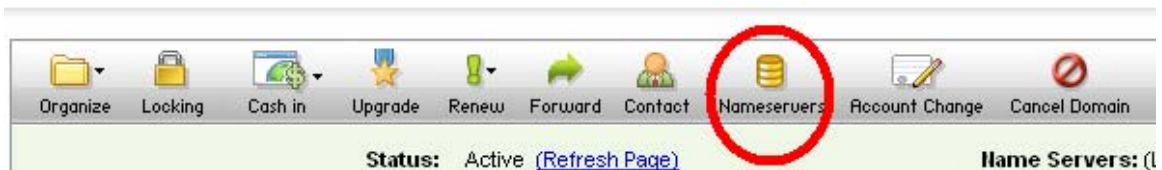
Now you will need to log into your GoDaddy account (or other registrar) and update the DNS server settings for your domain name.

Select “Domains”, then “My Domains”

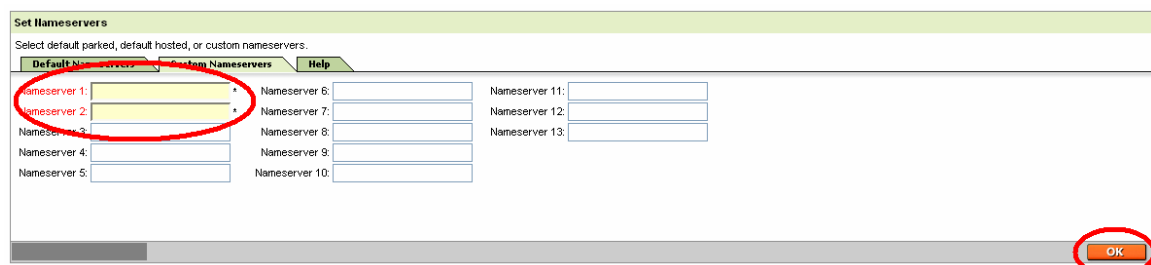


This will take you to a listing of all of the domains that you own. Find the one that you just registered and right click on it.

Find “Nameservers” button and click on it to take you to the configuration area.



This is where you will enter the DNS servers' information that was mailed to you from your host. Enter the two addresses that were sent to you and click ok.



Review Again...

So now we have told all of the Domain Name System servers on the internet what physical location they should send all information requests to for our domain.

You will be told by GoDaddy that it will take 24 to 48 hours for your domain to propagate throughout the internet.

This just means that it will take a while for all of the DNS servers across the internet to know what the location of your address is.

In reality it doesn't take that long, in fact if you purchased your domain and have never had it pointed to a different server it will probably “resolve” within a few minutes.

List Configuration

While you are waiting for you domain address to get listed with the Domain Name System you will be able to get your first list created.

Don't forget, your list is the system that you will use to manage the subscribers or lead into your sales funnel.

These people will subscribe to your list from your website.

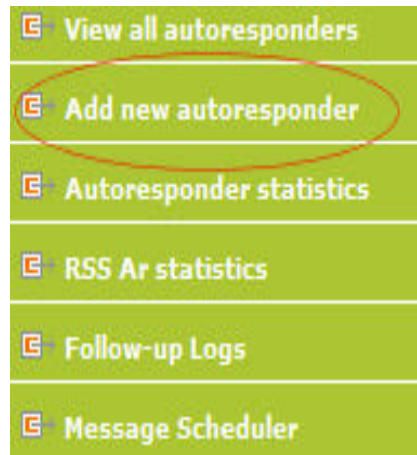
Create Your List

First, you will want to log in to your [MonsterResponse](#) account.

You will be taken to your Home Page. This is where you will manage your list.

MonsterResponse will also let you create any number of lists so you can build lists in any number of niches.

Click on “**Add new autoresponder**” to create your list:



You will now be taken to a page titled “**Add a new autoresponder account**” as seen in the image below:

Home | Autoresponders | Mailer | Archives | Subscribers | Trackers | RSS | Settings | Logout

Add a new autoresponder account

* Account Identifier: [?]

* From Name: [?]

* From email: [?]

Copy follow-up letters from another autoresponder account: [?] Yes - Enter autoresponder address to copy from:
@monsterresponse.com

Confirmation Thank you page: [?]

Optin mode for this autoresponder: [?]

* Subject line of confirmation email: [?]

* Confirmation email to send to subscribers: [?]

The options you must fill out on this page are as follows:

***Account Identifier:**

You must assign each autoresponder you create a unique name to identify it. For example, if you created a list for a guitar related website, you could assign the word “guitar” as the account identifier.

The account identifier is visible only to you. Subscribers and others do not see it.

***From Name:**

The ‘from name’ field should be filled out with either your name, your business name or your newsletter name. This is the name that your subscribers will see in their inbox when they receive your messages.

***From Email:**

The ‘from email’ address is your “reply-to” address. This should be an email address you check on a regular basis because this is the address your subscribers will respond to when they hit ‘reply’.

***Confirmation Thank-you page:**

Leave this field blank unless you are using a “double opt-in” method.

***Subject line of confirmation email:**

Here is where you enter the subject line of your confirmation email. This email will be sent out automatically once a subscriber has joined your list.

You might use a subject line like:

Firstname, welcome to the list

***Confirmation email to send subscribers:**

This is where you enter the text of your confirmation email. Your confirmation email is generally a simple welcome and introduction message.

Next, scroll down the page and ignore the sections labeled “custom header” and “custom footer.”

Click on “**Add new account**”


















If everything is functioning correctly, you should receive a message telling you that your new autoresponder account was successfully created:










Click on “Return to autoresponders” to return to the main menu:



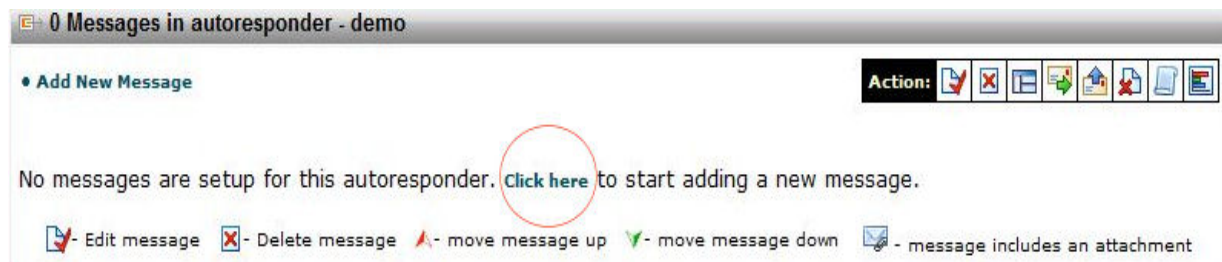
Click on “View Autoresponders” to access the current list of all of your autoresponders:

AS	Ar Id	Autoresponder email	Action	Stats
▶	401	mycashmachine-401@monsterresponse.com	      	
▶	3440	demo-3440@monsterresponse.com	      	

Total subs: [0]

 - View messages  - Edit properties  - Delete AR  - Form codes  - Broadcast  - Test message  - Delete leads

Select “View Messages” (the first icon in the **Actions** menu), and you should receive a notice telling you that “no messages are set up for this autoresponder”:



Click on either the “**Click here**” link or the “**Add New Message**” link to proceed to the set up area for your autoresponder messages:

Add a new message for autoresponder - demo

Add new message

Message delay: Immediate

Message Format: [?] T H M ? - Text

Include custom header & Footer: [?] - Include header | - Include footer

Include attachment: [?] No

Subject Line: [?] Select

Personalization tags: Select

Text message here:

Here is where you will enter in the first message in your autoresponder series. Once you have entered your first message, click on “**Save Message**”.

Simply repeat this process to add as many messages as you want.

Remember, each message will go out in sequential order, so make sure you add them in the order you want them to be received.

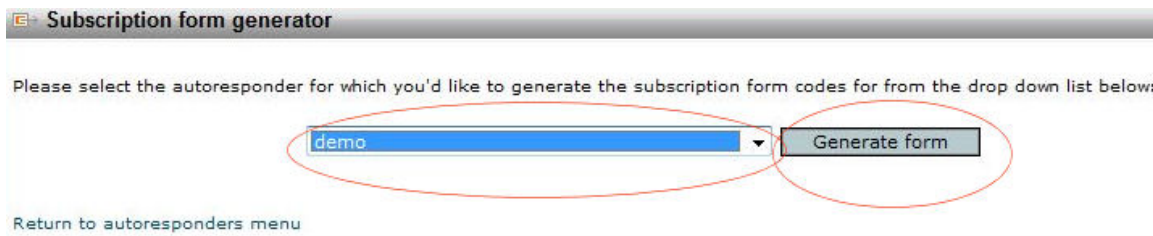
If everything went as planned, you should receive a confirmation message:



Click on “**Return to autoresponders**” and then click on “**Form Generator**” in the left-hand navigation menu:

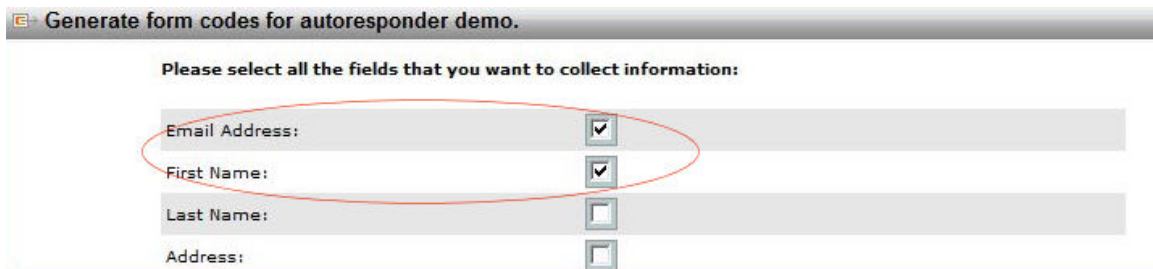


On the next page, select the name of your list from the drop-down menu and click on the “**Generate Form**” button:



On the next page called “**Generate Form Codes for Autoresponder**” you will a rather lengthy list of options.

You’ll want to leave your selections to **first name** and **email** address:



Automatically remove the subscriber from the following autoresponder:

Thank you page url:

Subscription button:

Include RSS subscription box:

Enter your “**Thank-you page url**” and leave the remaining options untouched. Click on “**Generate Form**”.

Next, you should see a page showing you a preview of the form you just created along with the **form code** you need to copy and page onto your opt-in page:

Home | Autoresponders | Mailer | Archives | Subscribers | Trackers |

Form codes for demo autoresponder

First Name:

Email address:

Copy and paste the form codes on your webpage:

```
<script language="JavaScript">
function checkSub(){
if (document.signup.email.value.indexOf('@', 0) == -1) {
alert("Please fill in your valid Email address.\nYour email
should be in the following format: email@address.com")
document.signup.email.focus()
return false}
if (document.signup.fname.value == "") {
alert("Please fill in your First name.")
document.signup.fname.focus()
return false}
}</script><form
action="http://monsterresponse.com/ar/ar/optin.php"
method="post" name="signup" onsubmit="return checkSub
```

Your list is now set up and ready to collect leads (but still not connected to your website).

Make sure you save your form code to a text file. You will need to copy and paste it later when you are creating your list building website.

Creating Your First List Building Website

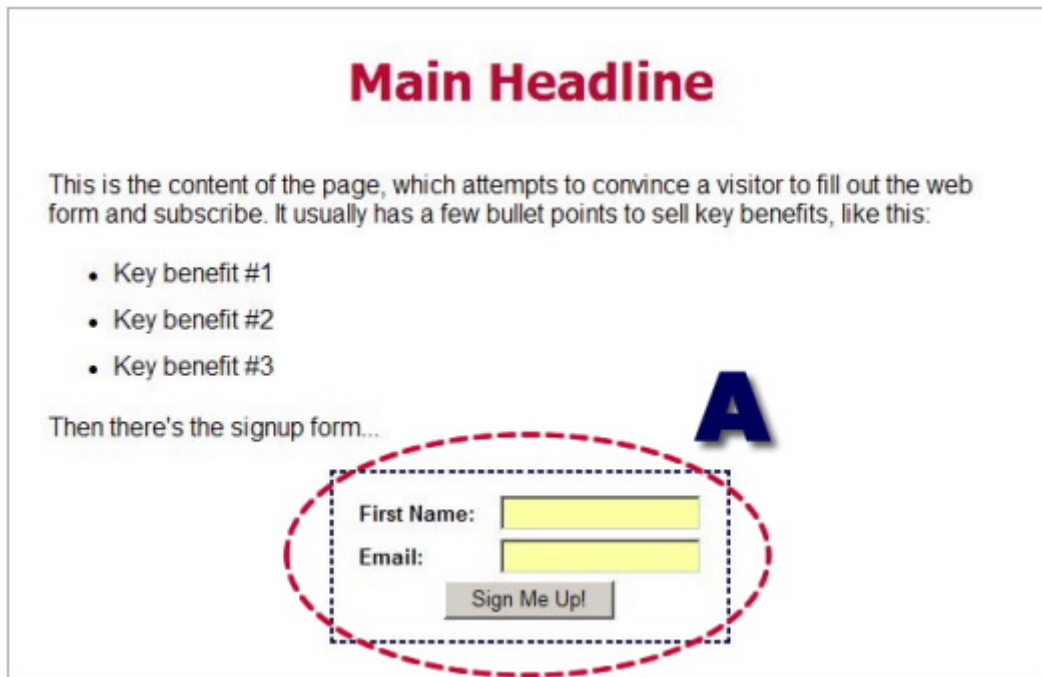
Now that you have your domain (address) pointed to your host (the physical location) we need to build something on that physical location, and connect the page to your autoresponder. .

What a List Building Website Is

A list building website is a simple page that you would use to encourage potential list subscribers to exchange their email address and name for something that you are offering them.

An example of this would be a page where you offer a free report or a newsletter in exchange for a person filling out your form.

The basic visual format of a list building website is similar to what you see in the screenshot below:



I have included a basic template with this report that you can use as an example. Make sure you follow through the steps using the supplied example file.

This will help you better understand the overall infrastructure.

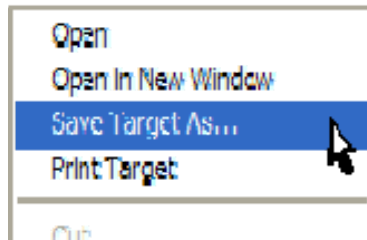
Edit Your List Building Website

There are a couple of options that you can use when you begin editing your list building website.

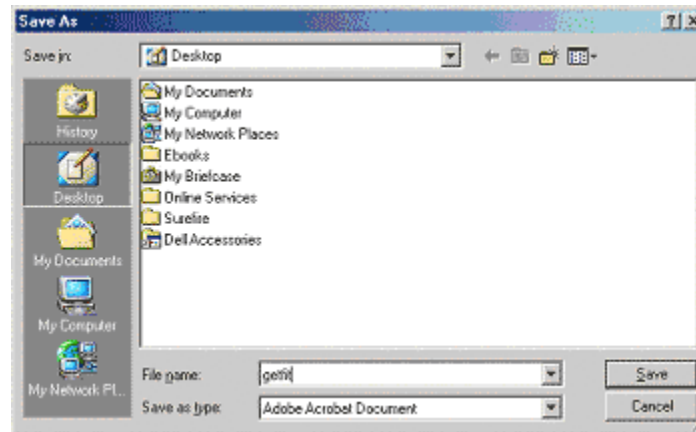
I recommend you use a program called [My Free Website Builder](#)

Click [here](#) to download and install the version of **My Free Website Builder** for the type of operating system your computer uses. This will typically be Windows or Macintosh.

To start saving it to your computer, simply click on the download link using your right mouse button. Then left click on "Save Target As" in Internet Explorer:



Once you select "Save Target As", a download screen asking you where on your computer you want to save the file will appear:

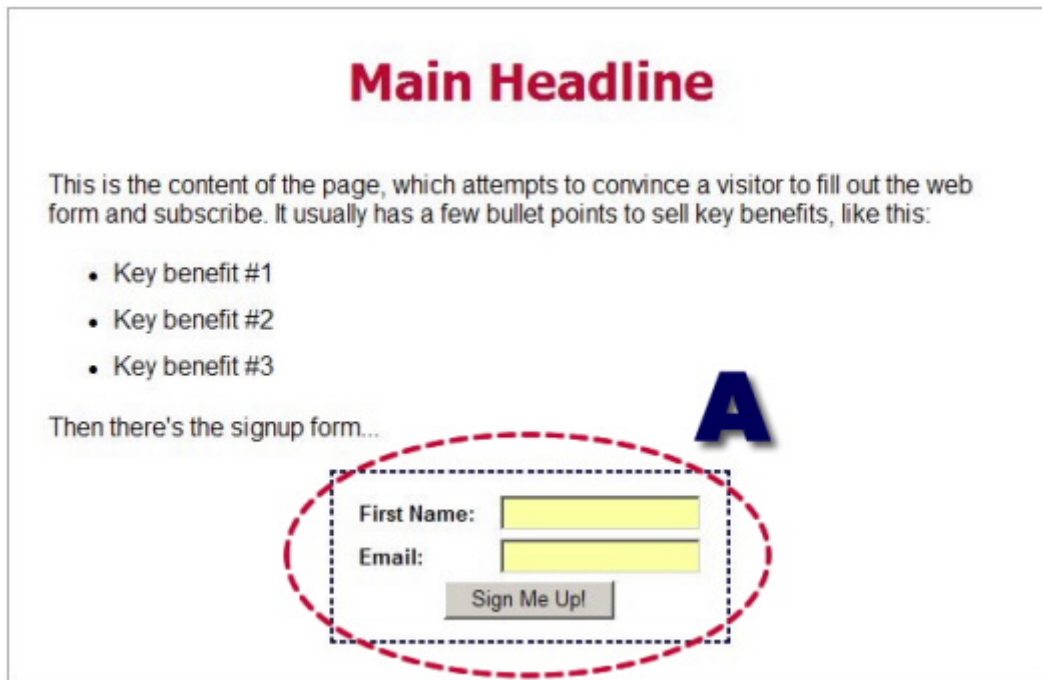


After the file has finished downloading, double-click it to install and you can begin using it immediately.

When the program starts, you will have the option of either creating a new page or opening the sample page:

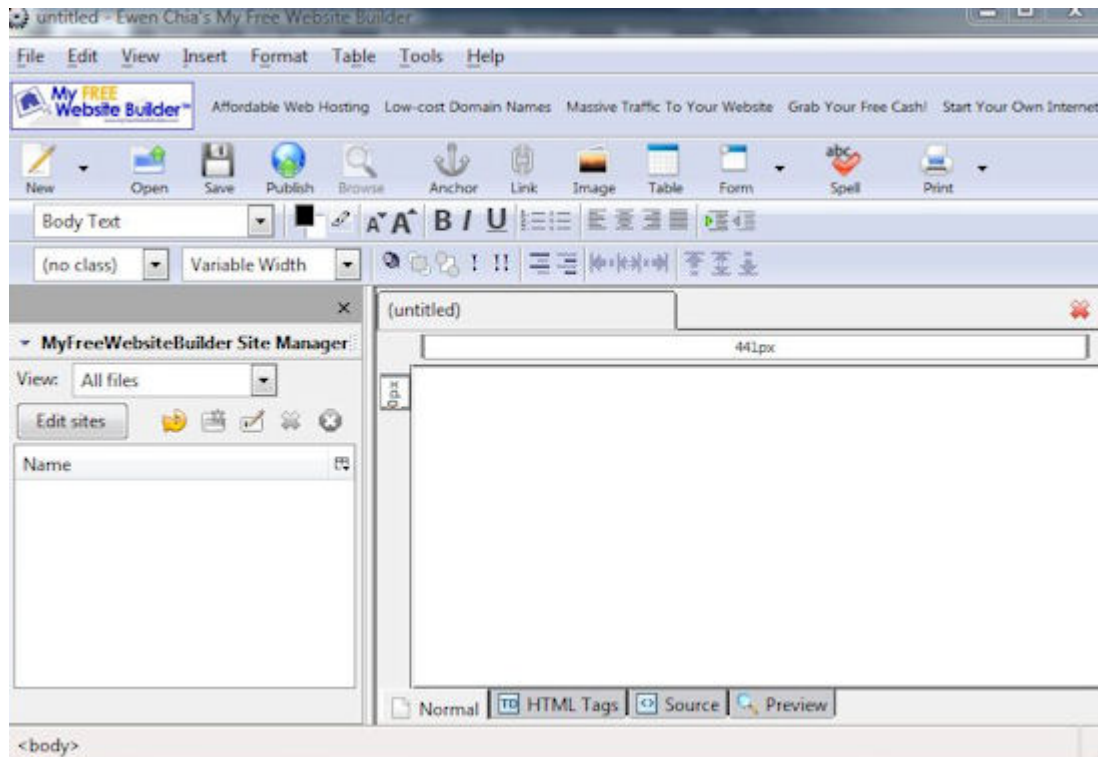


Let's go ahead and select **“Create A New, Empty Web Page”**. We're going to attempt to recreate the example form we saw earlier:



Once you open the program, you will see an editing window:

“Internet Wealth Basics: The Basic Internet Wealth Business Model!”



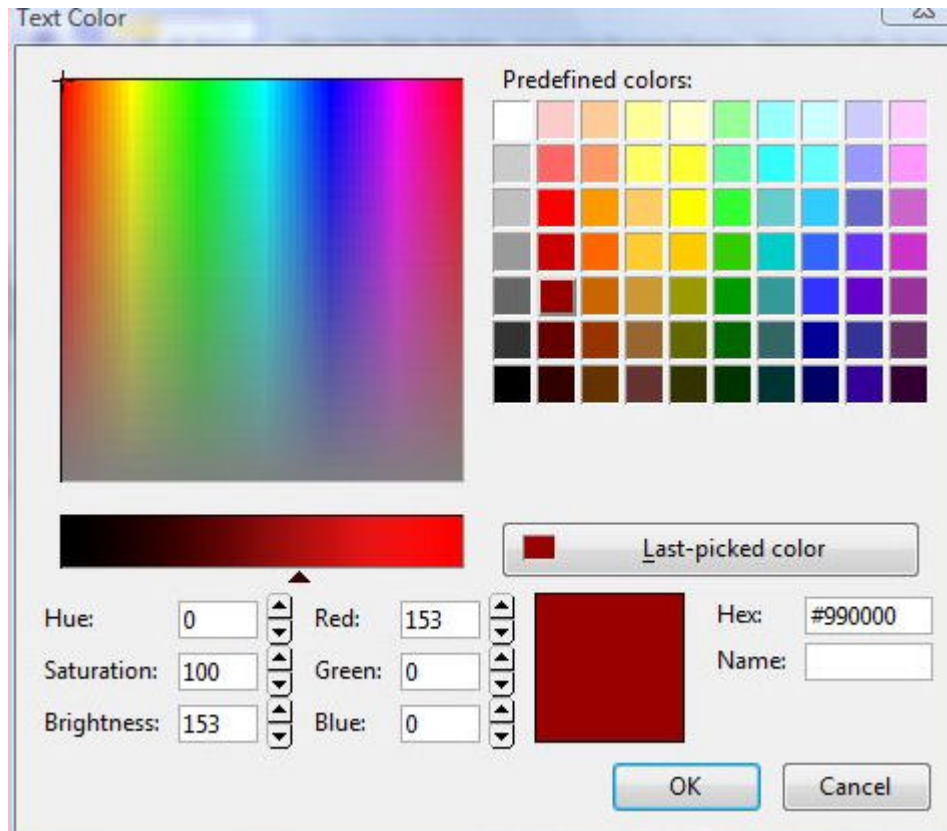
First, you'll want to **center** the cursor by selecting the “center” button (circled in red below):



Next, we need to change the **text color** to a nice, dark red. Click on the “change text color” icon:



And you will pull up the color selection dialog box:



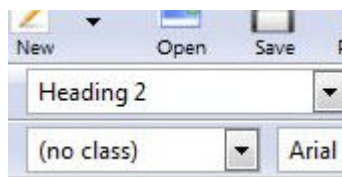
Now we just need to change the **font type**. In order to match-up with our example, we'll change the font to **Arial**.

Choose **Format** from the top navigation menu:



In the drop-down box that appears, choose “**Font**”, then choose “**Arial**”.

There's just one more step before we start typing. We need to change the **size** of the font. We'll go ahead and change the **body text** style to **Heading 2**:



Now, we can go ahead and type in the worlds “**Main Headline**”: If you've followed along correctly so far, you should have something like this:



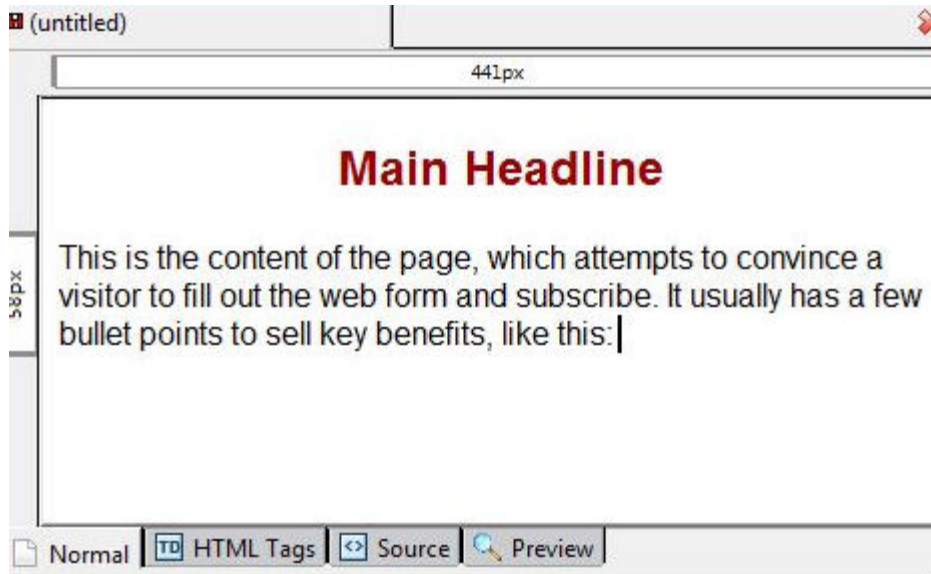
For the next part of the page, there are a couple of changes we need to make.

First, hit “**Enter**” on your keyboard for a carriage return. This will take you to a new line on the page, as well as return your settings back to regular, black text.

There are only two things we need to do:

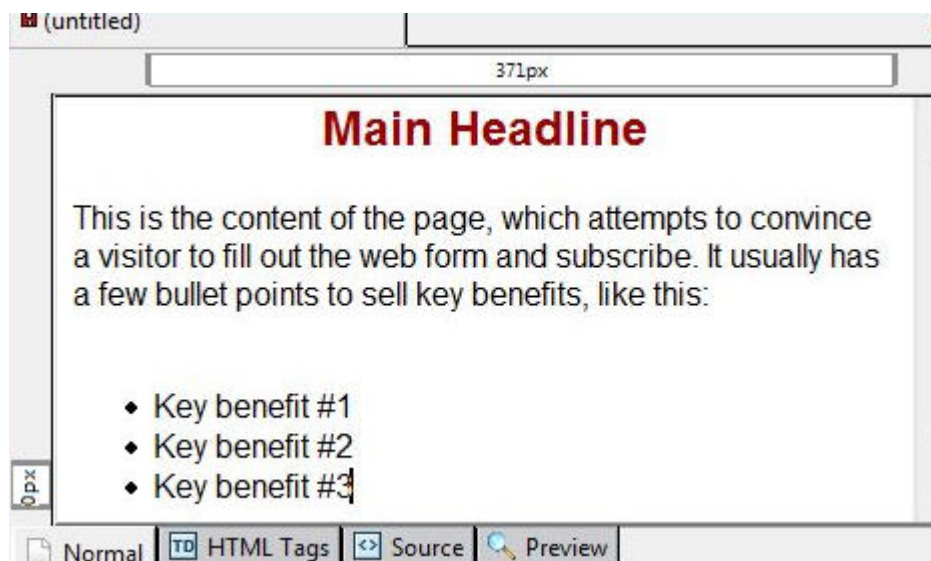
1. Click on the button just to the **left** of the **center** button to change your alignment to the left.
2. Go back to **Format -> Font** and return the text style to **Arial**

Now, we can type in the next part: “This is the content of the page, which attempts to convince a visitor to fill out the web form and subscribe. It usually has a few bullet points to sell key benefits, like this:”



Hit “**Enter**” twice on your keyboard.

Now, select **Format** from the main menu again and choose “**List**”, then choose “**Bulleted**”. Double check to make sure your font type is still **Arial**. Now you can enter the “key benefits”:



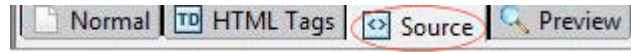
Hit “**Enter**” twice to get out of bulleted list mode.

You can likely type in the last line yourself if you’re beginning to get the idea how this program works.

Now, we need to **enter in the code for your list building form**.

Entering Your Form Code

First, click on the **Source** tab at the bottom of your screen:



Next, paste in your form code in the area marked in the screenshot:

```
1. <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.   http-equiv="content-type">
6.   <title></title>
7. </head>
8. <body>
9. <div style="text-align: center;">
10. <h2><span style="font-family: Arial;"><span
11.   style="font-weight: bold;"></span><span
12.   style="color: rgb(153, 0, 0);">Main Headline</span><,
13. <div style="text-align: left;"><span
14.   style="font-family: Arial;">This is the content of th
15. which attempts to convince a visitor to fill out the
16. subscribe. It usually has a few bullet points to sell
17. like this:</span> <br>
18. <br>
19. <ul>
20.   <li><span style="font-family: Arial;">Key benefit
21. #1</span></li>
22.   <li><span style="font-family: Arial;">Key benefit
23. #2</span></li>
24.   <li><span style="font-family: Arial;">Key benefit
25. #3</span></li>
26. </ul>
27. <span style="font-family: Arial;">Then there's the s:
28. form...<br>
29. PASTE YOUR FORM CODE HERE!
30. </span></div>
31. </div>
```

Now, click on the **Preview** tab at the bottom of your screen to view your work.

That's it, you can make any changes or additions to the design that you want from this point.

Make sure you save your work!

As you become more comfortable using the program, you'll be able to create increasingly complex, “prettier” looking sites like the one below.

Here’s a partial screenshot from the site. Notice how I included an image of one of my Clickbank checks:

"Discover How I Made \$27,724.37 In 7 Days With My Internet Business..And How YOU Can Too!"
[Click Here Right Now For Immediate Access!](#)



From: Ewen Chia
Date: Friday, September 05, 2008

Dear Friend,

Want to make a few thousand dollars in **EXTRA cash from home** every month? Read on...

My name is Ewen and I want to expose the **real secrets** to making quick money with your own internet business and it doesn't matter if you're a complete beginner!

Imagine getting results like this...



The image shows a check from LIFE, EDUCATION AND PROSPERITY, INC. (3330 COBB PARKWAY, STE 17-238, ACWORTH, GA. 30101) issued to Chia Ti Wah for the amount of \$27,724.35. The check is dated December 26, 2007, and is issued by WACHOVIA BANK, N.A. (WACHOVIA BANK, 64-228/10). The check number is 41368. The check is payable to Chia Ti Wah and includes a MICR line at the bottom. The check is void after 90 days.

Review

Now take a look at the parts of the infrastructure that you have put together:

- You found a domain name (address) that was available and secured it
- You found a host (physical location) and secured it for your use
- You told the Domain Name System how to find your physical location by using your address so that anyone can find it on the internet
- You found a company to help you manage your biggest asset, your list
- You have a list building website you can use to get subscribers to your list

Now, you still need to put your website file on your host.

Uploading Your List Building Website

It should now be clear that final missing piece in your system is your website.

You can think of this as your store front or your kiosk. This is where your potential customers will first meet you and decide whether they are going to subscribe to your list.

The first thing you will need to do is log into your CPanel.

This is the software that is supplied by Host Gator that you will use an administration panel for your hosting account.

To access your account you will need your user name and password from the welcome email that we used when we were setting up our DNS Server Settings.

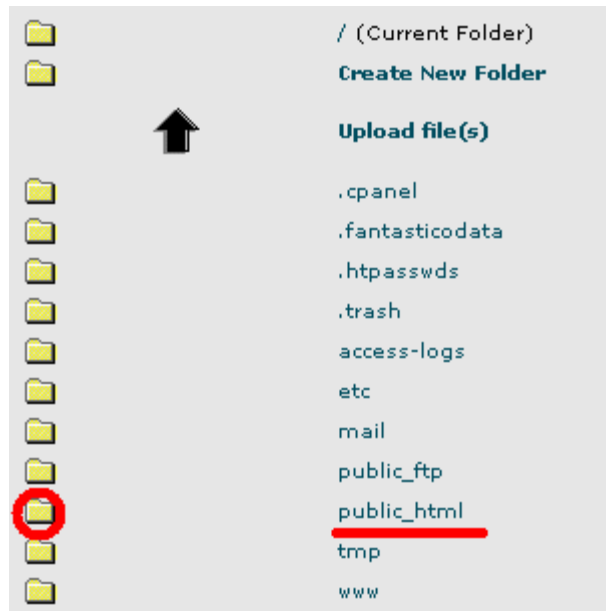
Now go to <http://www.yourdomain.com/cpanel> and log in.

Next you will need to find the “File Manager” icon and click on it.

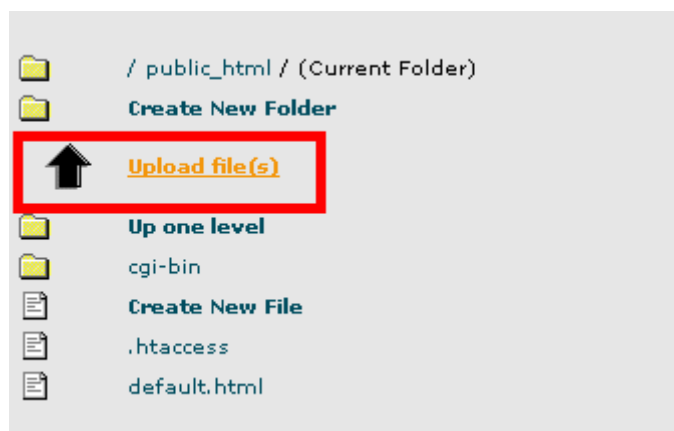


This will show you what all of the files are on your hosting account and what their structure is. You will want to click on the folder next to “**public_html**”.

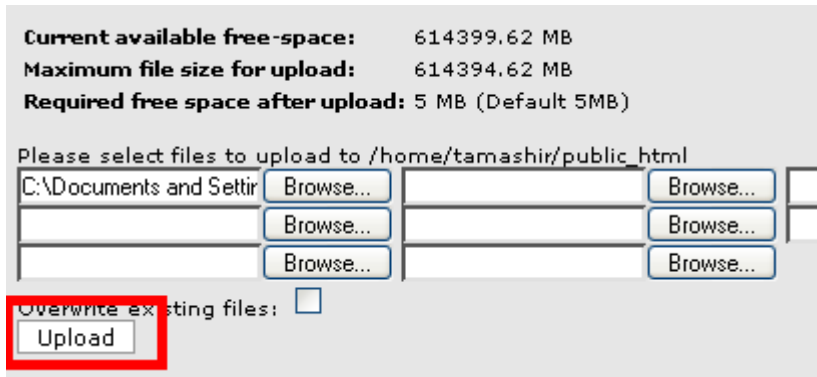
This is the directory where you will store your website.



Next select “Upload files(s) and locate the file that you created for list building website in the previous chapter.



Once you have your file select click the “Upload Button”

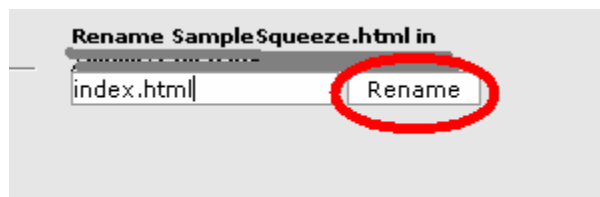


There is one final step that you need to take, you will need to rename our list building website from SampleSqueeze.html (or whatever your file is called) to index.html.

To do this click on the name of the file and then click “Rename File”.



Now change the name of the file to index.html



Now visit <http://www.yourwebsite.com> and guess what?

You have a list-building website set up on your host that can be found through your domain address and will let you build your list and communicate with them!

Conclusion

By now you should understand exactly how all of these pieces fit together in this basic model for internet wealth generation.

All “bigger” sites and networks that you come across are built from these fundamentals.

The better you get at setting up a basic list-building website, the easier it will be down the line for you to create increasingly sophisticated Internet businesses.

The real lesson I hope you’ve learned here, though, is that it is NOT the technology itself that makes the sales.

Instead, your list-building site enables YOU to make sales by simplifying and automating the processes of lead generation and conversion.

The Internet is an information pipeline, and a list-building website gives you the ability to deliver the information your customers need in order make a buying decision.

All that’s left now is for you to TAKE ACTION.

Find your market and get your site set up so that you can start an information marketing business – be it as an affiliate or product owner.

You can even go back and dust off some of those old reports on your hard drive that you never used because you didn’t know how to set up a proper infrastructure before...because now you do!