

Online! SUCCESS

The Fundamentals

Succeed Online with any product, service, hobby, business, organisation or even to raise funds for charity!

CARL HENRY

www.CarlHenryGlobal.com



ONLINE! SUCCESS

The Fundamentals

Learn How To Start Any Type Of Online Business

**Succeed Online with any product, service, hobby, business,
organisation or even raise funds for charity!**

Written By

Carl Henry



www.carlhenryglobal.com

ONLINE! SUCCESS Copyright © 2018 by Carl Henry.
All Rights Reserved.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means including information storage and retrieval systems, without permission in writing from the author. The only exception is by a reviewer, who may quote short excerpts in a review.

Cover designed by Carl Henry Global

Carl Henry
Visit my website at www.carlhenryglobal.com

Printed in the United Kingdom

First Printing: Aug 2017

ISBN: 9781549813689

Version 7

Imprint: Published by Carl Henry Global

For all enquiries please contact info@carlhenryglobal.com

Send me your questions!

The information in this book is for educational purposes only. The contents do not constitute investment or financial advice of any kind. You should take professional legal advice before entering into any contract or making any financial investment.



Contents

- Contents..... 4
- This book is my answer to that question! 8
- A little background 10
- Why am I offering information and training? 11
 - Zero Fluff! 11
- 9 Action Steps..... 12
- ONLINE! SUCCESS - The Fundamentals..... 13
- Any Product, service, hobby, business, organisation or even to raise funds for charity?..... 15
- Demystifying the internet 15
- You are not alone! 16
- What is “CAD-Q”? 17
 - Communication..... 17
 - Automation 18
 - Dissemination..... 18
 - Qualification..... 19
- Your Personal Considerations and Questions 20
 - How Much Does It Cost To Start An Online Business? 20
 - How Long Will It Take?..... 21
 - You should have another main income in the early days. 21
 - Is It Really Possible For ‘ME’ To Create An Online Business? ... 22
- Pick an Online Business Model You Like 22
- Pick A Niche Subject You Are Interested In..... 23
- Are People Interested in your Product or Service?..... 25
 - Check To See If There Is Money In This Market 27
 - Check Out Your Competitors..... 28
 - Identify Your Customers and Where They Are Online..... 30
- Expand Your Brand with Social Marketing..... 32



The foundation of all online businesses – The Sales Funnel	35
The four key steps to sales	36
An overview of the “sales funnel” system	37
Action Step 1 – Isolate the Niche your product relates to	39
Action Step 1 - Action Tasks & Resources.....	41
Action Step 2 - Targeted Traffic	43
Step 2 - Action Tasks & Resources	45
Resources	46
Action Step 3 - Online Capture of Leads	47
Step 3 - Action Tasks & Resources	49
Resources	49
Action Step 4 – Give A Gift	50
Step 4 - Action Tasks & Resources	51
Resources	51
Action Step 5 - Automatic Email Delivery	53
Step 5 - Action Tasks & Resources	54
Resources	55
Action Step 6 - Products.....	56
Step 6 - Action Tasks & Resources	58
Resources	59
Action Step 7 - Getting paid.....	60
Step 7 - Action Tasks & Resources	61
Open a PayPal Account.....	61
Action Step 8 - Your primary activity is Marketing	62
Consider PPC (Pay Per Click) To Create Initial Traffic	63
Paying for Traffic & Leads	64
Facebook Ads	64
Google AdWords.....	65
Bing Ads.....	65



Step 8 - Action Tasks & Resources	66
Resources	67
Action Step 9 - Get a Domain Name & Hosting.....	68
Develop Your Own Asset and Brand with a Domain Name	69
How to Pick a Domain Name	70
Make it easy to type.....	70
Keep it short.....	70
Use keywords.....	70
Target your area	71
The Telephone test.....	71
Be memorable	71
Important: Research Online before you buy it!	71
Use an appropriate domain name extension.....	72
Protect and build your brand.....	72
Act fast!.....	72
Select Your Hosting Plan And Set It Up	73
Use A Website Hosting Company That Gives You Tools	73
Install Content Management Software	76
Website Installation.....	79
Website Content Management System (CMS)	80
Website CMS Administration	81
Resources;	81
Set Up Your Email Address and Signature.....	82
Create an email "Signature"	83
Other Options To Build Your Website	83
Online Website Builder.....	83
Quick Shopping Cart	84
Develop Your Website Look and Feel.....	85
Add Content to Capture Your Visitor's Interest	85



Focus Your Content on Keywords and Key Phrases.....	86
Add Email Capture Facility and Give A Valuable Gift	87
Add A Sitemap And Submit It To Google And Bing.....	88
A Fast Start Way to Make Money Online	90
My recommendation to start making money quickly.....	90
More opportunities!.....	91
Google Adverts.....	92
Step 9 - Action Tasks & Resources	92
Resources	92
Conclusion and Recap.....	94
Conclusion and more resources	96
Free Membership – Updates, Tools & Training.....	96
How we can help you - your options!.....	98
TRAINING (Show You).....	98
CONSULTANCY (With You)	99
SERVICE (For You)	99
Visit our other websites & social media	100





www.carlhenryglobal.com

After building more than 5,000 of websites over the years I have been asked many times "How do I Start an Online Business?"

This book is my answer to that question!

You should follow the steps outlined in this book, in the order they are outlined, whether you want to build one eCommerce website or many, the process is exactly the same. I have also included links to tools that I use every day to efficiently build and run my multiple websites.

If you [join our newsletter and update mailing list](#) you will also receive all updated versions of this eBook free and advance notice of other free eBooks and video training we publish.

Please also join our Free Membership Area for more Free resources Training, Videos, eBooks and updates;

<http://www.carlhenryglobal.com/members>

Although this is not a free publication please feel free to share it with other people.

If you have any questions please send an email to info@carlhenryglobal.com or you can leave comments or messages on our social media pages.

So you are sitting there thinking 'I want to make money online' – where on earth do I start!



Grab a cup of tea or coffee and find somewhere quiet to read on...,

A little background

Hi, I am Carl Henry, I have worked from home, building multiple businesses in 39 different industries, since 1978 and I have been earning money online since 1998. I have lived in and around Monaco since the year 2000.



The aim of this ebook is to give you the information you need in the shortest possible time, with the least number of words so you can get started taking action immediately.

In other words I want to give you “*quality not quantity*”.

This information is focused on building an online business system website from the initial idea to having a published website. If you already have a website, this eBook can still help you if you want to start or build your online income and have your website carry out a lot more tasks for your business or organisation.

All the key steps about starting an online business are covered. Although some subjects are only explained in overview because they require entire publications of their own to fully understand them. The good news is that I have either already published detailed eBooks on these subjects or I shall be publishing new eBooks shortly – [Subscribe to our mailing list](#) to be alerted to new free publications and videos becoming available.

If I have missed anything or you have additional questions send me an email to info@CarlHenryGlobal.com, I will send you the information you need and I will probably create video training to cover the subjects that you have asked about.

Why am I offering information and training?

Well I am not exactly giving everything away because this book and other information is on sale through my websites and other platforms such as Amazon, although I'm keen to build a relationship with as many people as possible I am making this available free to members and newsletter subscribers for a limited time.

If people are slightly sceptical I want to demonstrate my goodwill and knowledge in advance so that you know that if you do purchase something from me in the future there will be high quality and it will work for you.

If you enjoy this book and find it useful you can always make a donation or buy a copy in the future.

When I started online marketing in 1998 everything was brand new and nobody knew what they were doing, there was very little help or training available but it was a lot easier back in those days because there was less competition – today there's so much info out there it's overwhelming!

Zero Fluff!

I decided to create training and information that 'boils-down' all the data online into short to-the-point guides and action steps, like with everything in this world there's always a quicker and more straightforward way of doing things.

I promise to keep things as short as possible and guide you in the right direction with succinct "action steps" so you can create an **Automated Online Sales System from an existing website, or, create a new one that is as automated as possible.**

Your part is to act on my advice, don't give up and don't over think it – **Persist! Take Action!** Start small and scale up in line with your own requirements and character.

OK! Here we go! In addition to general introduction to the Internet world and some of the personal considerations you need to make I've included a number of **action steps** that I advise you to take to get yourself online. There are nine main action steps and if you work through them taking action on each one you will have established yourself online and taken the first step to making the Internet a new tool that will help you succeed.

9 Action Steps

Here are the key steps that will be discussing later in this book;

The Foundation – “The sales funnel”

Action Step 1 - Choose a Niche Subject

Action Step 2 - Targeted Traffic

Action Step 3 - Online Capture of Leads

Action Step 4 – Give a Gift

Action Step 5 - Automatic Email Delivery

Action Step 6 - Products

Action Step 7 - Getting paid

Action Step 8 - Your primary activity is Marketing

Action Step 9 - Get a Domain Name & Hosting

Conclusion and Recap

How to complete the work

Before we start I'd like to give you some background information that will put these action steps into context and that will help you to get your mind organised in the best possible way.

ONLINE! SUCCESS - The Fundamentals



Achieving success at anything is a matter of repetition, applying the fundamentals and persistence blended with experimentation using the knowledge that you have gained by taking action.

You'll notice that the word "action" is used a lot in this publication because without taking action we don't learn or progress.

So I'm really asking you to take action on the various steps that are explained in this book, don't over analyse each and everything that you do because it's better that you gain experience even if what you're doing is not perfect or you make mistakes.

In order to keep this book a reasonable length I haven't gone into extensive detail in every single area, but I have giving you the roadmap to follow together with various links to other resources and information where you can drill down into more detail and build your knowledge.

If you haven't already done it when downloading this document please go to the website www.carlhenryonlinesuccess.com sign up

for our newsletter to make sure that you get to hear about updates to this book and further training resources. I will be supplementing the information in this book with a range of videos that will be available on our website member's area and YouTube channel.

Become a Free Member Now!

Register at <http://www.carlhenryglobal.com>

Any Product, service, hobby, business, organisation or even to raise funds for charity?

Yes! Since the late 1990's the Internet has developed massively and is now a major opportunity for every single business and organisation in the world - this is only going to get better in the coming years.

You can benefit by using websites and social media to achieve almost any objective – you are able to present your story to your contacts and visitors in multiple formats. The Internet has truly become a multimedia platform where you can get across your projects, ideas, objectives and sell your products or services.

In this publication I run through the key parts of an online business system that can be adapted for any business, activity or objective.

Once you fully understand all the “moving parts” of an online automated system you can apply it to your own objectives, one of the most common being “Making Money” of course! But this money can be used in many ways including supporting charity or other social or community groups.

Demystifying the internet

The Internet is not some mysterious ‘other world’, it is simply a communication channel that allows you to communicate with lots of people 24 hours a day on autopilot.

It's part of my mission to take away the mystery surrounding the Internet and hopefully helping people to work with the Internet rather than against it.

Your website and social media can be working for you 24 hours a day seven days a week if you set up your online business system correctly, I boiled down the key information that you need to know to get started.

There are many ways to automate your communications, using online software so people can obtain information, products and even services without you having to monitor your website or social media. You just received sales or qualified enquiries.

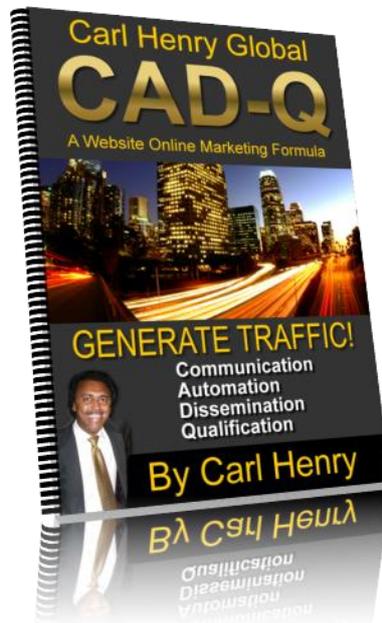
You are not alone!

We have been involved with the internet since 1998, we have also built a minimum of 5000 websites, and we offer a wide range of flexible support products & services to help you in any way you need – we're happy to help you achieve your personal objectives!

**We can help you in three main ways;
we can show you, work with you or work for you**

What is “CAD-Q”?

I have come up with this acronym to remember four key benefits of working online;



Communication
Automation
Dissemination
Qualification

The humble website is essentially the foundation of your online marketing campaign, the technology available today, which can be incorporated into your website, will allow it to perform many functions for your organisation on autopilot.

You want your website to carry out as many roles as possible 24 hours a day without your intervention or even your attention. Only in this way can you scale up your business to a level where it can support you.

Communication

This aspect of the web site is what I consider to be your outgoing message, these are the points you want to make about your

organization and the things that you want to press home so that people understand your point of view.

Automation

It is now fairly straightforward to design systems which operate from your website to automate many of the relationships between your organization and the user. Perhaps this is one of the greatest uses of a web site because it minimizes the requirement for human intervention between your organization and the users until a certain goal is achieved.

For example users can self-register, choosing their own username and password, then to receive a confirmation e-mail with which to give their permission for further e-mail based marketing.

It is also possible to (securely) offer the facility where people can create profiles and update images to the web site. You can also offer the opportunity for users to submit new content for the web site and to enter it directly into the system, this content would not appear on the web site until it has been moderated by an administrator.

Once they are on your mailing list they can receive pre-programmed emails over months or even years!

Dissemination

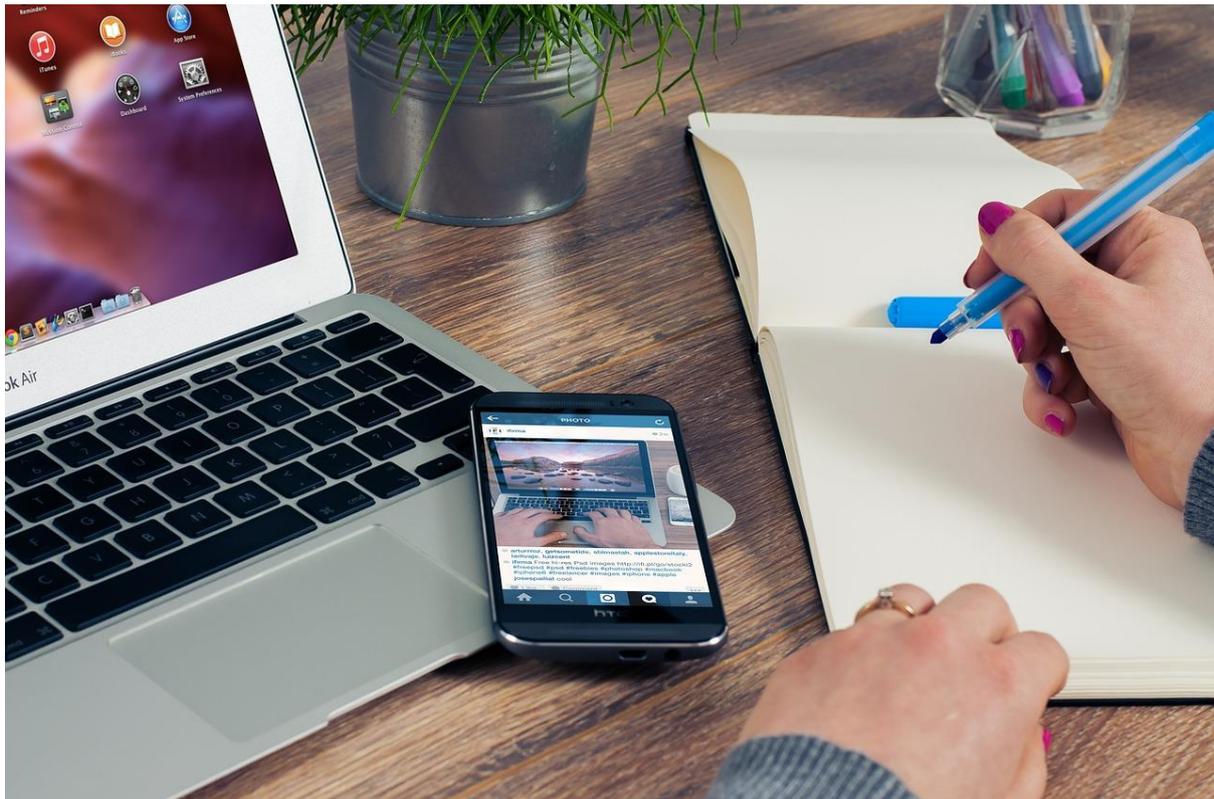
A web site is a great portal which can distribute documents and images which you only have to handle once. The creation of special pages which list and make available documents (normally in portable document format – PDF) is a very good way of allowing users to interact with your organization and to pass back information. In return for their email address you give them access to valuable information automatically.

Qualification

Sorting out the 'wheat from the chaff' is a role that your web site can perform if you incorporate interactive forms and a stepped level of gathering information from your users.

It is quite possible to have publicly available forms on the web site which will gather the basic information, then for the user to receive further feedback via an automated e-mail which guides them to register with the website and to complete further information which resides behind a password protected login form. This has the effect of deterring 'time wasters' and gives you vital information with which to judge the applicants commitment.

Your Personal Considerations and Questions



How Much Does It Cost To Start An Online Business?

You can complete everything in this eBook for under €/\$/£100 remember that the more you do yourself the less it will cost in terms of money – your investment will be mainly time.

One word of warning! Doing things yourself may seem like the cheaper option but you must always remember that your time has a cost as well, every hour you are alive because you money for rent, utilities and for basic human needs such as eating!

You need to calculate how much it cost for each hour of your time for you merely to exist, then consider the cost of employing an expert who could probably finish the work in a fraction of the time it might take you to do.

This is purely your choice, and I certainly am a person that likes to understand every step personally, but you should balance your

financial options when deciding to either do the work yourself, work with an expert or outsource the work completely and spend your time on things that you are more interested in and where you can add the most value.

How Long Will It Take?

You could read this book in about an hour and complete all of the action steps in less than a day if you focus on completing every step. Although you must remember that building and managing a website, together with social media, is an ongoing process that never ends.

This eBook explains how to quickly put together the foundation of a sustainable online business.

I truly believe that if you take simple and quick action you can see positive results within days or weeks, but, I don't suggest that you give up your current income until you see your online business consistently producing all the money you need to live on for several months.

You should have another main income in the early days.

If you have to make your online business decisions based on an urgent need for cash you will find that your decisions are not strategic, so the income may only be short term and you end up re-earning new income all the time – this is exactly like working for someone else!

Taking shortcuts is acceptable as a 'quick fix' and maybe a way to gather the cash and tools you need to build your business but keep in mind that you need to build a real sustainable business to survive long term.

One of the key benefits of building an online business is that you put in most of the work at the beginning, once it is operating

properly you do just enough work to maintain the income, but you don't rebuild the system from scratch each time.

Is It Really Possible For 'ME' To Create An Online Business?

YES!!!! People of all ages, backgrounds, circumstances, nationalities and abilities are creating small, medium and large incomes online, if other people can do it you can do it!

Do something every day even if it is something very small, constant momentum is the key, don't give up. Take action, make mistakes, learn from them and make the necessary adjustments – It's called 'READY – FIRE – AIM'.

Pick an Online Business Model You Like

This eBook is about the general way of starting an online business website, a business that is efficient and can develop into a real asset that you could sell or pass on in the future.

There are a number of reasons you may want to start an online business;

- You have an off-line business and you want to make online sales
- You are an employee and you want to make additional income in your spare time
- You are an employee and you want to 'sack your boss'
- You are unemployed and you want to make your own income
- You want to change your lifestyle or work style for a better quality of life
- You have a product that you want to market through the internet
- You want freedom!

There are a number of 'Online business Models' that you could adopt to make money online, these include;

- Selling products as an affiliate (other people's products)
- Selling your own products
- Selling through social media
- Writing A monetised Blog
- Starting A monetised forum
- Writing an monetised eZine or Newsletter
- Contributing to blogs and newsletters for money
- Setting up 3rd party webstores selling digital or physical products
- Selling from writing articles or selling content
- Selling Software
- Selling Digital or info products
- Selling consultancy or advice

There are many more and I will be publishing further eBooks on each of these shortly ([So don't forget to register for my newsletter so you receive them as they come out! Click Here Now](#)) You can use the information here as the foundation for any of these online business models.

This eBook focuses on building a solid traditional online business website based on you owning your domain name, controlling your hosting account and building your own website.

Pick A Niche Subject You Are Interested In

The very best advice when building a website on the Internet is that you should focus on a particular and specific area (A Niche) – all of your content should relate to this niche.

If you already have a business that you are taking online then your industry is going to be quite clear and you will know all about your

niche subject, if you have decided to start from zero then you have the option of choosing a wide range of niche subjects.

This niche or specialisation is what the search engines will look for when listing your website in the search engine results.

If you are going to start and run a new online business you should pick an area that you are **interested in dealing with on a long term basis**, if you are picking an area of online business simply because of commercial reasons you made loose interest and give up the project far too early.

If you are not putting an existing off-line business online and you are struggling to find your particular area of interest try these techniques;

- What subjects do other people ask your advise on?
- Look at any books you have purchased
- What magazines do you find yourself looking at?
- What TV programs do you enjoy the most?
- What subjects do you find yourself talking about socially?
- What subjects do other people come to you for advice?
- What do you find very easy to do and that comes naturally?

So just look around at your life and activities for clues to what your interests are and website should be about.

Think carefully about those questions and note down any and all ideas that you get in order to find a subject you can consistently work on over the coming months and years without losing interest, with the aim of becoming a recognised expert.

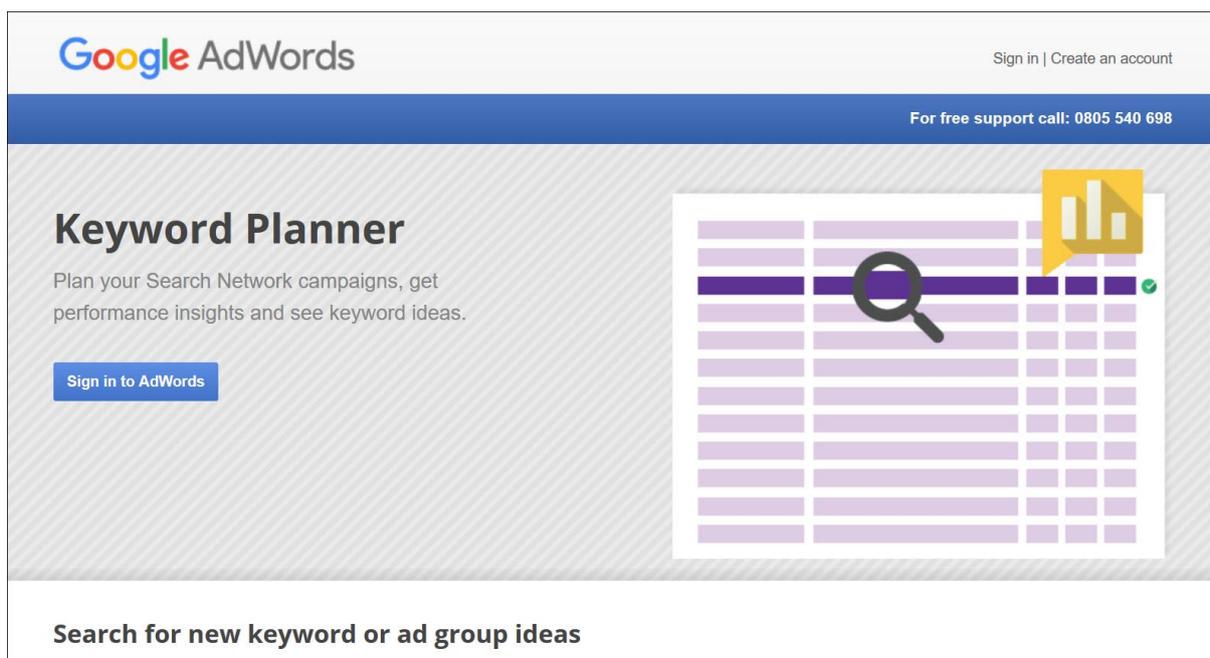
Keep going and never give up – it's that simple.

Are People Interested in your Product or Service?

Before going too far with the development of your online business you need to check that there are people searching for your proposed product or service.

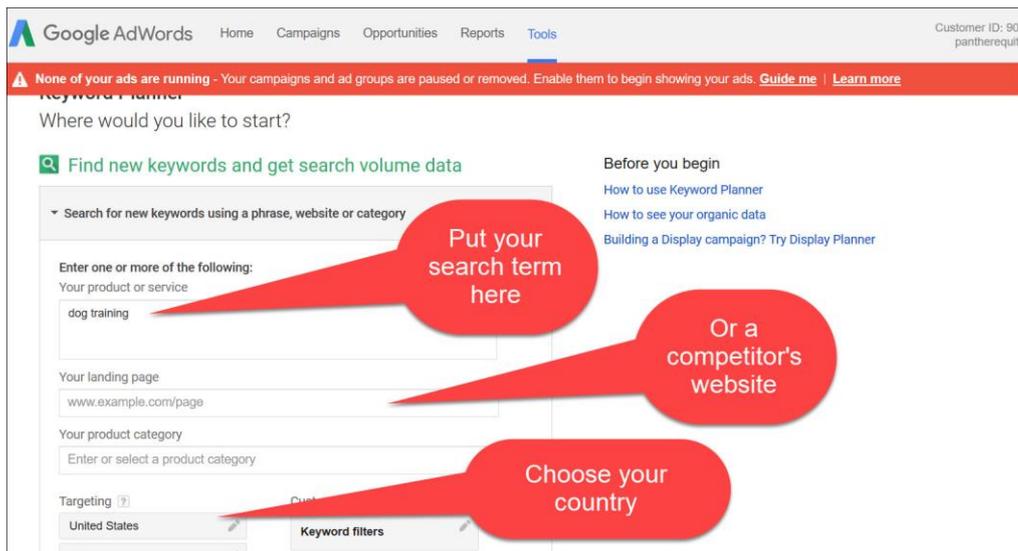
You can find out what people are searching for and in what volume by using this free tool;

Link: Google Keyword Tool: <https://adwords.google.com/KeywordPlanner>

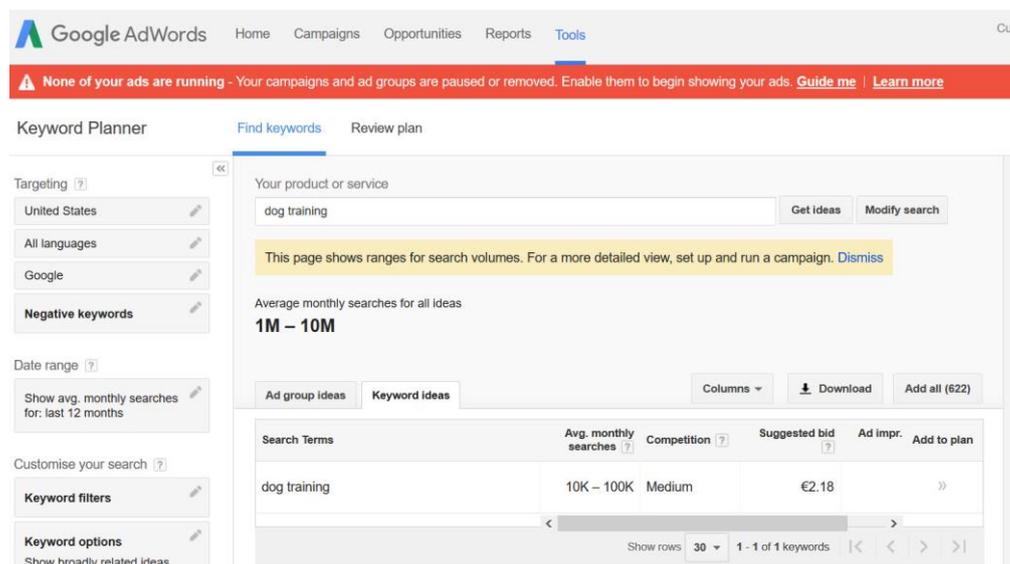


When you set up your account and get inside you will see a menu item “Tools” and then in the drop down menu “Keyword Planner”. You will choose “Search for keywords using a phrase, Keywords or website. (I discuss using these adverts later)

When you carry out a search for a particular keyword remember to set the country that you are targeting. You will get a prediction of the number of monthly searches for that particular subject together with a list of other related keywords people are searching for – you can download the list if you want to analyse them in a spreadsheet.



This will give you a good idea about the size of your chosen niche, industry or subject.



You must remember that key words and key phrases with very high search volume may have a very high level of competition in the search engine results, which means it will be very hard to rank your website in the top ten search results.

For example if you were to try and appear in the top ten search engine results for the word "website design" this will be very difficult as it is a high competition word and rather vague. You must

target the phrase which is more precisely descriptive of your product or service – for example “*website design in central London*”.

Each page of your website should target a specific phrase to fully explain your product or service in a way that is very clear to both visitors and search engines.

This aspect of your online business is called SEO (Search engine optimisation) you will find other publications available on our website covering this subject and remember you can [subscribe for our newsletter to receive up-to-date hints and tips](#).

Check To See If There Is Money In This Market

Once you’ve established that there are suitable search volumes for your product and service you need to make some simple checks to see that that people are actually spending money to advertise similar products and services. If your competitors are spending money on advertising regularly people must be buying.

There is no point in setting up your website just to find that nobody is spending money online for your area of interest.

One clear indication that there is a vibrant market in your niche is to check the search engine results in Google for your key phrases – look at the top, bottom and on the right hand side of the page for advertising.

If you see that there are other companies paying money to sell similar products or services this is an indication that people are actually making a profit with this online.

When you did your keyword research in the chapter above you will see next to each keyword the words *high, medium or low* under the column “Competition”, you will also see a prediction of the cost of your advert appearing on page one of the results.

This indicates how many people are paying money for this particular keyword or key phrase. In the last column of the analysis you will see a suggested CPC (cost per click), this is an estimate of what it will cost you for someone to click on an advert which brings them to your website. Remember that the higher the cost per click indicates stronger competition from your competitors.

Check Out Your Competitors

Having existing competitors in your marketplace is not altogether a bad thing. It means that the market for your product or service has been established by other businesses.

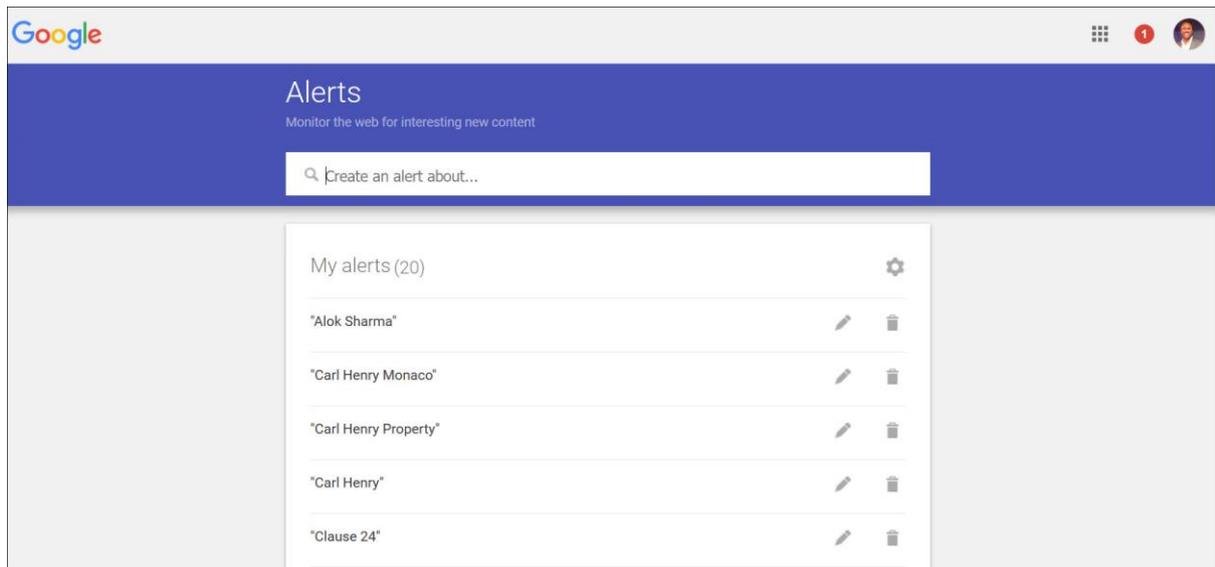
The real trick here is to learn all you can about your competition.

Study the best (at least the top 10 results) take notes of all of the features that they offer, how they lay their website out, what content they incorporate into their website and any particular areas that you think you can improve on.

You can then incorporate all of the good ideas, changing them to make them your own, then work to improve on them by at least 10%. If you are able to identify anything which you believe should be included and is missing from your competitor's websites you should also incorporate this in yours in order to stand out from the rest.

You should also keep a constant watch on your competitors to keep up with new developments in your area of operation. A useful service is Google alerts where you can receive news and information based on certain key words, you can setup your alerts on the following link;

Link: Google Alerts: www.google.com/alerts

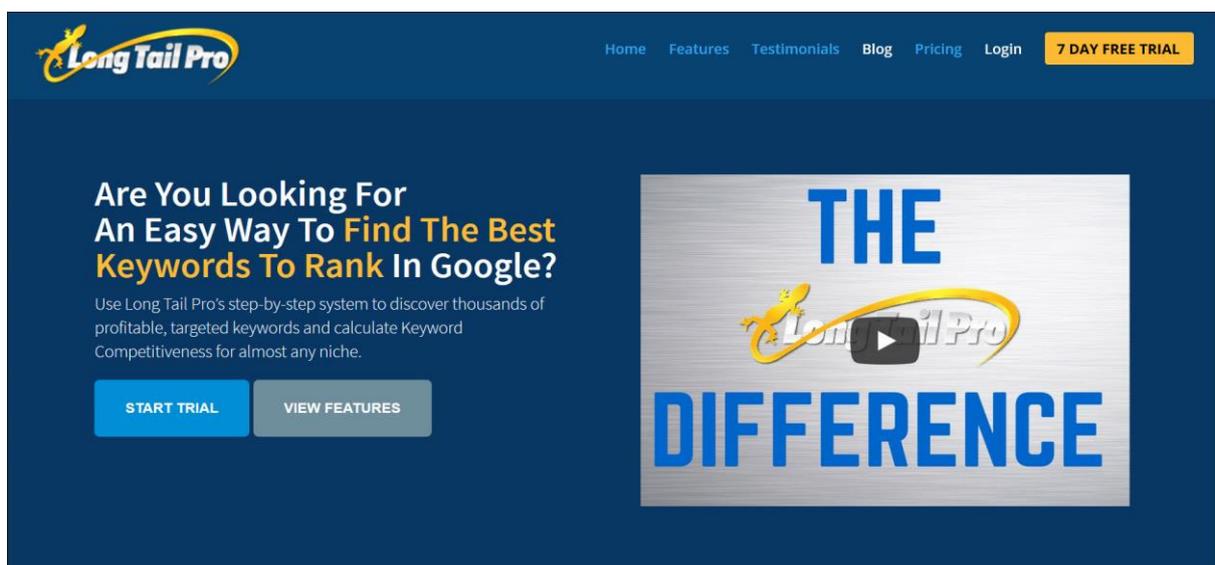


There are also some specialised tools that will help you to analyse the market in greater detail – you can find out everything; from keyword competition to how strong your competition is and the likelihood of you achieving good rankings.

The tool I use is [Long tail Pro](#).

The good news is you can download a free trail copy of this program so you can try it out, as it is fully functioning you can use it to analyse your first website project.

Link: [Click Here to Download a 7 Day Free Trial of LongTail Pro](#)



Identify Your Customers and Where They Are Online

When you start to develop your website text you should have an image of the ideal customer you are targeting. This will help you to 'speak' directly to them and address their needs and desires.

You should try to imagine your ideal customer or customers and write down exactly who they are including things like their sex, age, activities, location, hobbies, reading materials and anything else you can imagine that makes their character and profile. We call this your **customer Avatar**.

Remember that most successful online businesses make sales because the product or service solves a problem that the visitor is seeking an answer for.

Therefore your website text should be written and phrased as **answers to problems** you have identified as the needs of your prospective customers. In other words you should create information on your website that is written from your customer's perspective. You will notice that most websites waste a lot of content saying how good they are and talking about awards or accolades they may have obtained, these are okay to build the credibility but **the customer wants to know is what-is-in-it for them** - they want and need to know how your product or service will improve their lives or solve their problems.

In addition to using the search engines to find your prospective customers you can also use more proactive methods to find them and pass on your sales messages.

You will also be joining existing groups that have an interest in your niche.

You will use your key words and key phrases to conduct searches in the search engines and social media, you should add certain words such as “Blog”, “Forum” “Group” etc. to your keywords or key phrases for your niche to find places where your customers are already visiting. For example put in the search engine; **keyword+blog** - this will bring up any blogs on the niche you pick.

Social media is easier to find your market as you only need to search for your niche keyword or phrase and you will get a long list of possibilities.

You can then also become a member of these ‘online gathering places’ and by way of being helpful, giving advice and assistance so you can expose your website to your prospects.

The most important thing is that you must be seen as an authority in your chosen subject and by offering quality help and advice you aim to get people to “know like and trust you”, this is absolutely essential when you’re working online.

Although I focus on the online world you must not ignore traditional media and publications such as newspapers and magazines or media such as radio and TV. These channels support the online world in a great many ways and of course they use the Internet for much of their research in these days so it is essential that you make them aware of your presence

You can submit potential content to all of these and develop other ways of communicating with your prospective website visitors. One mention of your website in the mainstream off-line media can bring an avalanche of visitors to your website.

Link all types of media to your website

Expand Your Brand with Social Marketing



To complement the development of your website you should also create a presence in the social marketing arena. As you add content to your websites you should also update your social marketing accounts with either copies of the content or links to the content on your website.

There are several pieces of software that you can add to your website to allow instant sharing by yourself or others to social media which add buttons to every piece of content.



About Us - Carl Henry Global



I have spent 12 years in various businesses & industries as an Entrepreneur since the 1st of July 1978. It has been very hard to remain "unemployed".

I have never stopped learning the latest marketing and investigating different industries, to find success can be found, on my own terms.

Social sharing buttons in the content

The key to social marketing success is not to be 100% commercial when making posts, the aim is to get people talking about and recommending your website, products and services. You can do this by adding posts which might be funny, interesting or have some human appeal that relate to your products or services.

You can also use your social marketing accounting to post interesting photographs or images that will attract the attention of users.

The other benefit of using the social media is that some people can only be reached via these accounts because this may be the only part of the Internet that they use.

If you can create content which is interesting or surprising enough on social media there is the possibility that people will then pass on your content to their friends and contacts sending your message viral.

Please ensure that you complete your profile information as fully as possible because this will give a higher level of comfort to people who are checking you out. You'll also find that social media will rank quite well in search engine results so make certain when you're picking your account name of your pages, and the titles of your posts, that your seed keywords and company name feature prominently.

Below are links to some of the *essential social media platforms* that you should form a presence on;



Links: Recommended Social media

Facebook: <http://www.facebook.com>

Twitter: <http://www.twitter.com>

You Tube: www.youtube.com
Linkedin: <http://www.linkedin.com>
Google Plus+: <http://plus.google.com>
Instagram : <http://www.instagram.com>
Pinterest: <https://www.pinterest.com>

If you would like to connect with us on social media here are links to our Social Accounts

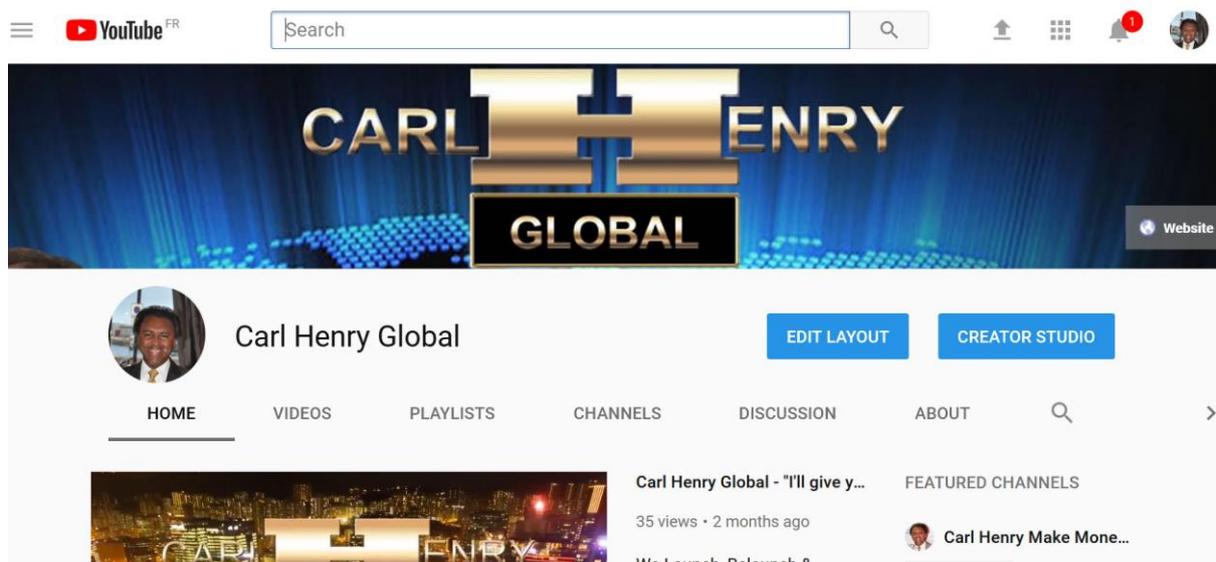
Links: our social media

Facebook: <http://www.facebook.com/carlhenryglobal>

Twitter: <https://twitter.com/#!/CarlHenryGlobal>

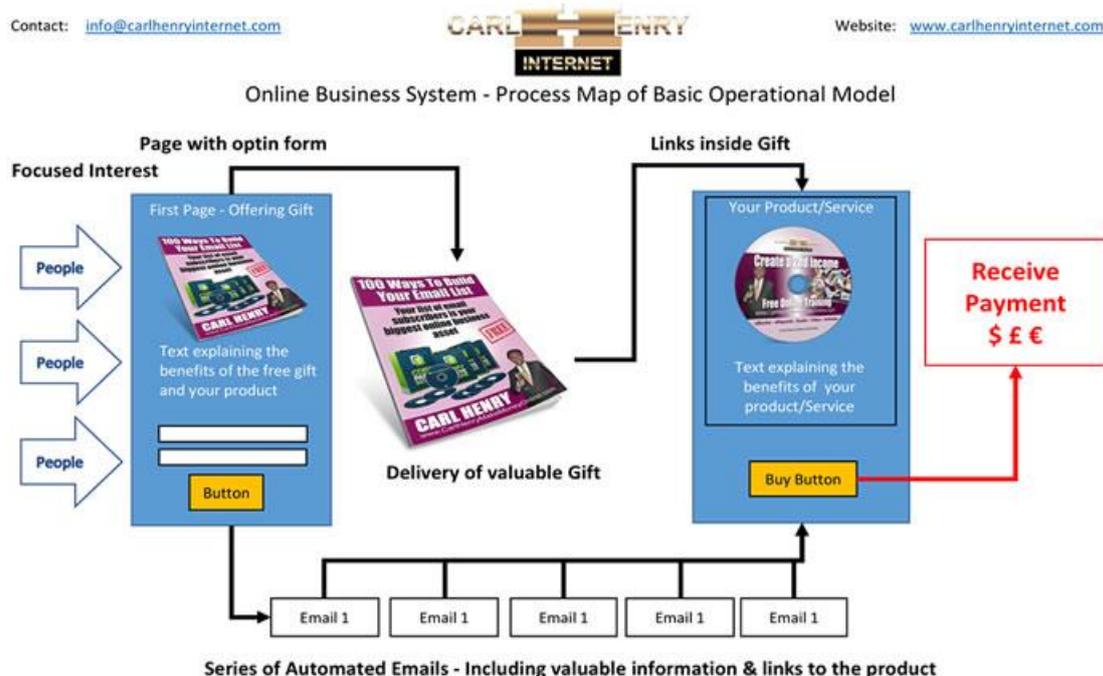
YouTube: <https://www.youtube.com/carlhenryglobal>

Linkedin: <http://www.linkedin.com/in/carlhenry>



The foundation of all online businesses – The Sales Funnel

Before we get into the key parts of an online businesses I want you to understand the structure and system on which every money making website is built on.



[Click the image to see a bigger version & download](#)

It's called a "sales funnel" or as I prefer "an automated online sales system".

The objective is to attract new potential customers, have them give you their email address (very important so you can send further marketing messages) which they give you in return for you giving them something of real value to them.

Too many 'Gurus' who are still selling courses and seminars that rely on psychological tricks aimed at getting people to buy ever more expensive products and services. Today you must give your

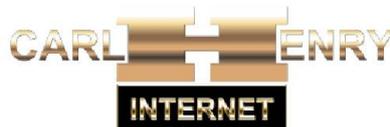
subscribers and customers quality and valuable content or you will be 'found out' if you don't give your prospects value and results "in advance" of a sale.

Due to social media, and the high use of mobile devices, people are sharing information, good and bad, that flies around the world faster and faster – if you are a trickster or phony you will be found out!!

The four key steps to sales

In the spirit of keeping things simple and focused I have identified that there are only four key steps between someone visiting your website and you making a sale.

Contact: info@carlhenryinternet.com



Website: www.carlhenryinternet.com

4 Steps to Online Success



Carl Henry Global - www.carlhenryglobal.com

If you keep this in mind and focus all of your efforts on these four steps you will have the best opportunity for ONLINE! SUCCESS.

As you will see above these four steps are; lead generation, lead capture, lead conversion and effective sales.

An overview of the “sales funnel” system

Here is a very quick explanation of the key elements of the automated online sales system in a little more detail before I get into the specifics and much more detail;

PEOPLE - you need to think about who your audience is, what subject will your website be about (Your Industry Niche), is there a large group of people interested who will pay money for your product? One common factor about products or services is that they solve a "problem" or "need" for your customers, your job is to identify this problem or need and offer a "solution" (your product/service) When you have decided, after carrying out the necessary research, you then have to contact this group (Traffic) and guide them to your first page (Landing Page or Opt in Page).

LANDING/OPTIN PAGE - This is the first contact you will have with your prospective customer, you have a limited time to grab their attention. One way is to offer them some useful and/or valuable information in the form of a free gift, this is an incentive for them to give you their email address (This is important).

FREE GIFT - This should be about the same subject matter as your product or service, it should also offer the opportunity of your prospective customer getting some immediate results towards the solution they are seeking. Within the free gift you will also have an explanation about how your product or service solves the problem, or need, and links to the sales page. Your free gift can be delivered instantly on a "Thank You Page" or automated email.

OPTIN TO YOUR MAILING LIST - Once you get them to enter their details into the opt-in form you will have in place an automated system that will deliver emails with additional useful information

(An Autoresponder) and contain "Calls to Action" to encourage them to visit your sales page and check out your offer.

SALES PAGE - This will explain how your product or service offers benefits to your customer, you must create this to explain "WIIFM" (What's in it for me).

You must look at your product or service entirely through the eyes of your customer to understand how to communicate with them (don't just talk about how 'good' you are). Remember people will only by a benefit to themselves!

The product or access to your service will be immediate in the case of it being digital or you will give instructions on the next steps by instant email if it is a physical product or offline service.

PAYMENT - You will need to have a method of collecting online payments in place such as PayPal or a merchant account from your bank. Being paid in advance is a really good benefit for you using online techniques.

Below I go into more detail on each step...., They are titled "Action Steps" because I would like you to take action on each one!

If you follow the instructions and suggested actions you will get much more out of this information and in the process you will have put together most of the actual system at the same time.

Of course if you need any help we are always here for you, just contact us on info@carlhenryglobal.com

Ok! So here are the main parts of all online businesses;

I've broken down online businesses to 9 main parts, you can always drill down to deeper and deeper levels of detail but essentially you just need to keep in mind these nine elements.

Action Step 1 – Isolate the Niche your product relates to



If you are working on an existing website; you will already have a primary activity or subject chosen. In this case you might need to decide on a particular part of the business to focus on. Remember the idea is to find a subject that will grab the attention of the prospects, also a subject where you can give some value in the form of useable information 'in advance' of the sale, the reason for this is both to cut through the mass of information hitting your prospects and to encourage them to join your mailing list.

If you are starting from the beginning ideally you will choose a subject that you know about and preferably that you are interested

in, it should also be a subject where people are prepared to spend money.

If you want to know if people are spending money, visit online resources such as Amazon & eBay (Links below) and search the subject, if people are spending money you will see lots of products in the niche with reviews – read the reviews to get a feel for that market.

It has been said that you should choose a niche that you are totally passionate about or that is possibly a hobby of yours, but is very important that before you set off with an online business that you find out if people are spending money in your chosen area of interest.

The key to finding an ideal niche is to start with a problem. It maybe that there are not a lot of solutions or the solutions available are low quality. Sometimes they may have to search quite hard to find answers and you can shorten the process of finding a solution for them. You might also be able to look at existing solutions and create a better version or new way of presenting it to attract customers.

The key to finding an ideal niche is to start with a problem.

In short you could call it “find a need and fill it”, you should be able to imagine the type of people who are searching on the web in your niche and who have a very eager need or problem for which, they are looking for a solution.

Remember; when you use the Internet search engines you will normally search with a question and you are looking for the answer.

We tend to ask search engines questions like; “How To....”, “where is...,” etc. so you must word your content as a response to a question rather than a bland promotional statement about your business.

Imagining, or, researching what your target market is asking about and then creating content that responds to those questions will be the best way to get the search engines to 'love' you and put your content in front of the right people.

So, think from the point of view of the people conducting searches and speak to them in a way that shows you understand their point of view and their needs.

It is also very important, in the beginning, that you stick to one niche subject and one website with an online marketing campaign all focused in the same area. You need to focus your resources to the do not get down looted over multiple niche is or businesses.

Aim to dominate that niche and become an expert on the subject, all the sources of information, all the online tools and the online business systems required to make sales.

If you try to target several niches at the same time you will almost certainly suffer from information overload due to the wide range of tasks you need to fulfil.

Action Step 1 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

Check out these links to help you move forward.

1. [Download a 7 Day Free Trial of LongTail Pro](#)
2. Set up some Google Alerts: www.google.com/alerts
3. [Amazon](#)
4. [eBay](#)
5. [Domain Names & Hosting](#)
6. [Our Website](#)
7. [Our Facebook Page](#) (Please Like It)

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 2 - Targeted Traffic



Following on from the conversation about choosing a niche subject; having a very specific focus will allow you to become very specific about your potential audience, then sending that audience to your website or social pages so you can convert them into customers.

Your ideal traffic will be people who; have an interest in the subject you are covering and they have a need which remains unfulfilled which you will provide the solution or answer.

At this early stage of establishing your online business, one of the most important jobs is; your research into your potential market, verifying that there is a definite need for the solution you provide and that these people have money to pay for your product or service.

You also must understand that the Internet is now a place where you should “give in order to receive”, you will need to demonstrate your expertise in delivering the solution by providing your audience with proof in the form of valuable free information.

Ideally this information will allow them to take instant action and improve their situation immediately and without cost - Called “Results in Advance”

In the late 1990’s it was quite possible to publish a web page and immediately start selling an e-book or a service, requesting a purchase immediately.

Today there are a lot of poor products available online that have caused a great deal of damage to the reputation of online marketing and ecommerce.

Which means you should work to establish a rapport and relationship with your audience online and to eventually convert them into eager customers over a long period.

You can still try to sell to “cold” customers but the effort and cost will be a lot higher because the conversion rate from lead to customer will be very low, so you might as well do it properly from the beginning. Create a relationship, show your skill and follow up with product recommendations – it’s more natural and the way it works out in the real world.

People need to know, like, and trust you!

It is essential that you can get this mindset established in your business from the beginning if you want to create a business that can support you well into the future, you must be determined to provide your customers with the highest possible value you can achieve over an extended period.

If you are just starting out with an online business your webpages will take some time to appear in the organic search engine results, therefore the quickest way you can generate traffic, that is targeted on your niche subject, is to choose one of the paid options (see PPC). You will start with a very small budget initially (e.g. 20

to 50 EUR/USD/GBP) to test your online business system and offer.

You must test the effectiveness of your imagery and sales copy. You will also be testing the attractiveness of your free content, which will be designed to establish you as an authority and to let your prospective customers get to “know, like and trust you” (KLT).

Once you have completed testing with a low risk financial strategy (small budget) and you have made the necessary tweaks and adjustments to your online assets you will be ready to start increasing your investment in traffic generation.

You must also note that generating and analysing the statistics relating to all your actions, text and images, is essential and will become one of your highest priorities.

In the early days, you should continually monitor all feedback and be ready to pause campaigns, if you’re not getting results, and make the necessary adjustments to achieve maximum efficiency and effectiveness.

We will discuss PPC (pay per click) strategies, statistics and the use of social media video to generate traffic in more detail later.

Step 2 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

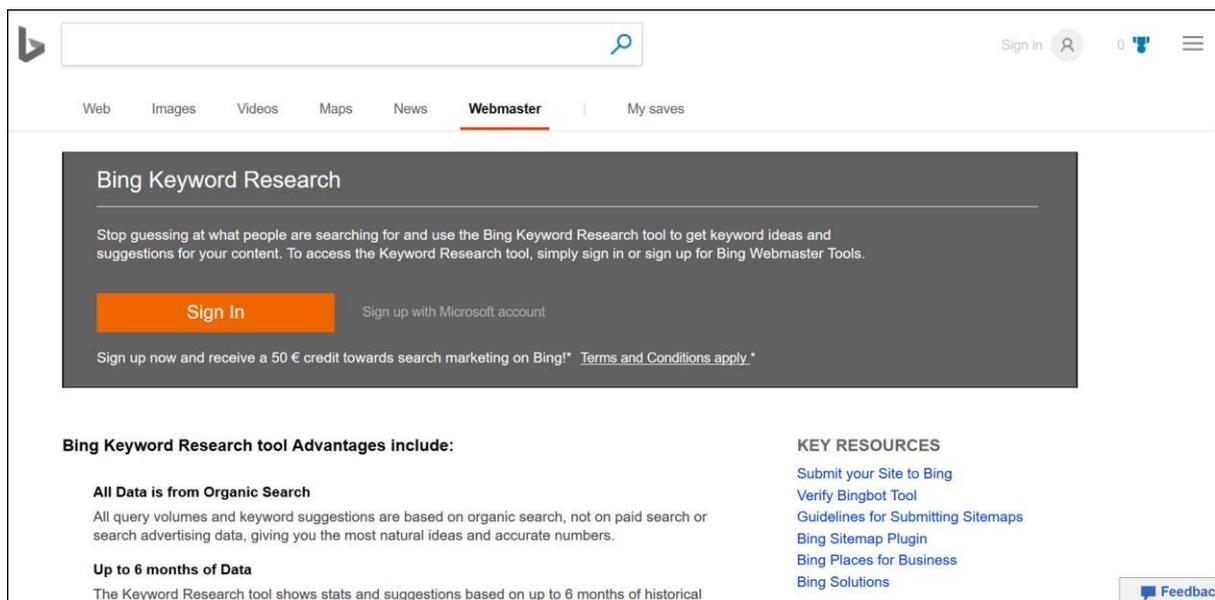
1. List the potential problems people have in your niche
2. List all the possible solutions to those problems
3. Conduct searches on Google or Bing to see what’s being searched for in your niche
4. Also use the search engines to see what solutions are being offered

5. Use the search engines to see your competitors in the niche and look at their websites and product or service offers to fully understand the market you are entering.
6. Open Google AdWords account
7. Open Bing Keyword Research account

Resources

[Google Keyword Tools](#)

[Bing Keyword Tool](#)



The screenshot shows the Bing Keyword Research tool interface. At the top, there is a search bar and navigation links for Web, Images, Videos, Maps, News, Webmaster (highlighted), and My saves. The main content area features a dark grey box with the title "Bing Keyword Research" and a description: "Stop guessing at what people are searching for and use the Bing Keyword Research tool to get keyword ideas and suggestions for your content. To access the Keyword Research tool, simply sign in or sign up for Bing Webmaster Tools." Below this is an orange "Sign In" button and a link to "Sign up with Microsoft account". A promotional message states: "Sign up now and receive a 50 € credit towards search marketing on Bing!* Terms and Conditions apply.*".

Bing Keyword Research tool Advantages include:

- All Data is from Organic Search**
All query volumes and keyword suggestions are based on organic search, not on paid search or search advertising data, giving you the most natural ideas and accurate numbers.
- Up to 6 months of Data**
The Keyword Research tool shows stats and suggestions based on up to 6 months of historical

KEY RESOURCES

- [Submit your Site to Bing](#)
- [Verify Bingbot Tool](#)
- [Guidelines for Submitting Sitemaps](#)
- [Bing Sitemap Plugin](#)
- [Bing Places for Business](#)
- [Bing Solutions](#)

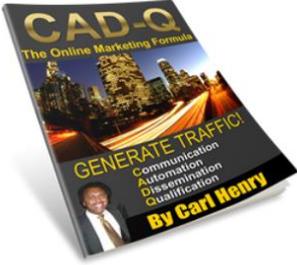
Feedback

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 3 - Online Capture of Leads

Enter your details below
& receive this eBook &
Our Newsletter



First name

Email address

Submit

 *We respect your privacy.*
You can unsubscribe automatically at any time 24/7

 **100% SECURE**

Before you start generating traffic to your online business you need a method of capturing the name and email address of people who visit your website.

Some people call this a squeeze page or landing page, it simply the place where your traffic first arrives when you attract them to your website that allows your leads to join your email list by filling in a short form.

It is essential you do not request too much information at this very early stage as it could put them off and they will leave, at this stage it would be enough to ask them for a name and email address (which they will confirm), or just their email address, which will be captured by a short form and added to your database.

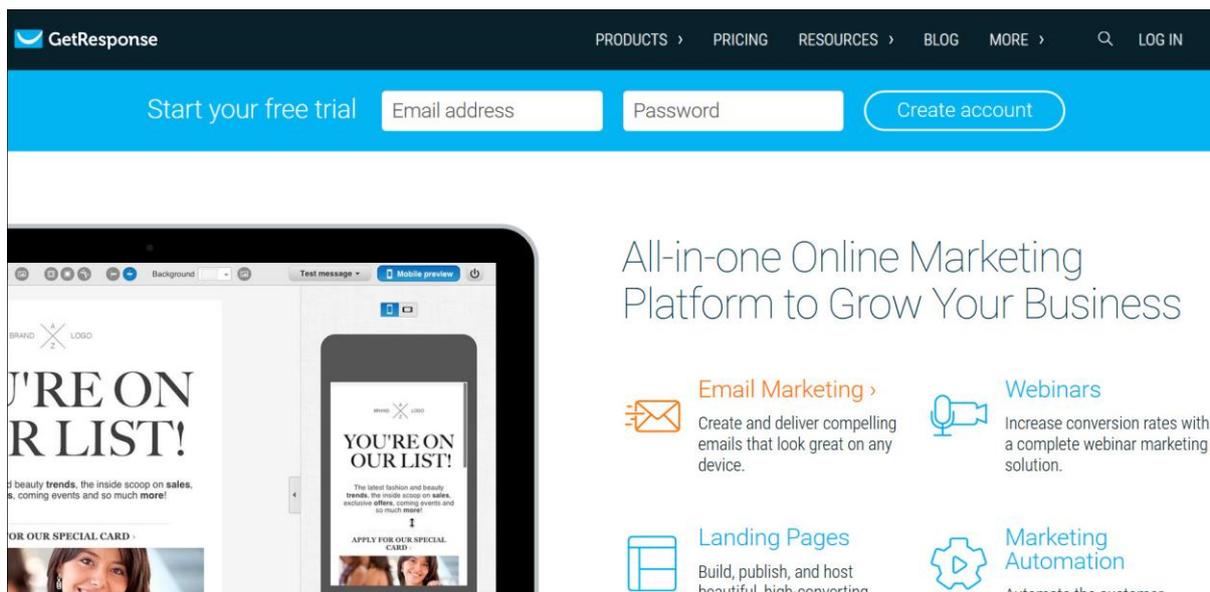
Is also very important that the look and content of the landing page exactly matches the advertising that attracted the traffic in the first

place, there must be consistency of colours, images and branding so that people develop trust and do not feel like they have been diverted to a different website.

The phrase you will hear a lot is “the money is in the list”

You will find that the primary advice when creating an online business is; that you must build a list of interested and responsive people if you hope to have a sustainable online business. The phrase you will hear a lot is “the money is in the list”, your email list is your online business’s most valuable asset, some say it is worth an average of one \$/€/£ per subscriber per month if you have a properly structured marketing system.

I recommend you take a free trial of [Get Response](#) as this is the service that I use myself and I have found that it only improves month by month. You will find inside your account a wide range of training and support which will help you get the very best out of the facility.



The image shows a screenshot of the GetResponse website. At the top, there is a navigation bar with the GetResponse logo and links for PRODUCTS, PRICING, RESOURCES, BLOG, MORE, a search icon, and LOG IN. Below this is a blue banner with the text "Start your free trial" and a form with fields for "Email address" and "Password", and a "Create account" button. The main content area features a large image of a tablet displaying an email campaign preview with the headline "YOU'RE ON OUR LIST!". To the right of the image, the text reads "All-in-one Online Marketing Platform to Grow Your Business". Below this, there are four service icons: "Email Marketing" (envelope icon), "Webinars" (webinar icon), "Landing Pages" (document icon), and "Marketing Automation" (gear icon). Each icon has a brief description of the service.

Your email list will contain people who could pay you money for months and years to come. To maintain this level of loyalty you need to treat each one of them as though they are a close friend and care about their needs and wants.

You must constantly, and consistently, maintain a dialogue with them and fully understand what they need from you. If you do this effectively your email list will become more and more loyal and more responsive to buying your products in the future.

Step 3 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. Open A free Get Response Trial Account
2. Check out the training videos (**Recommended!**)

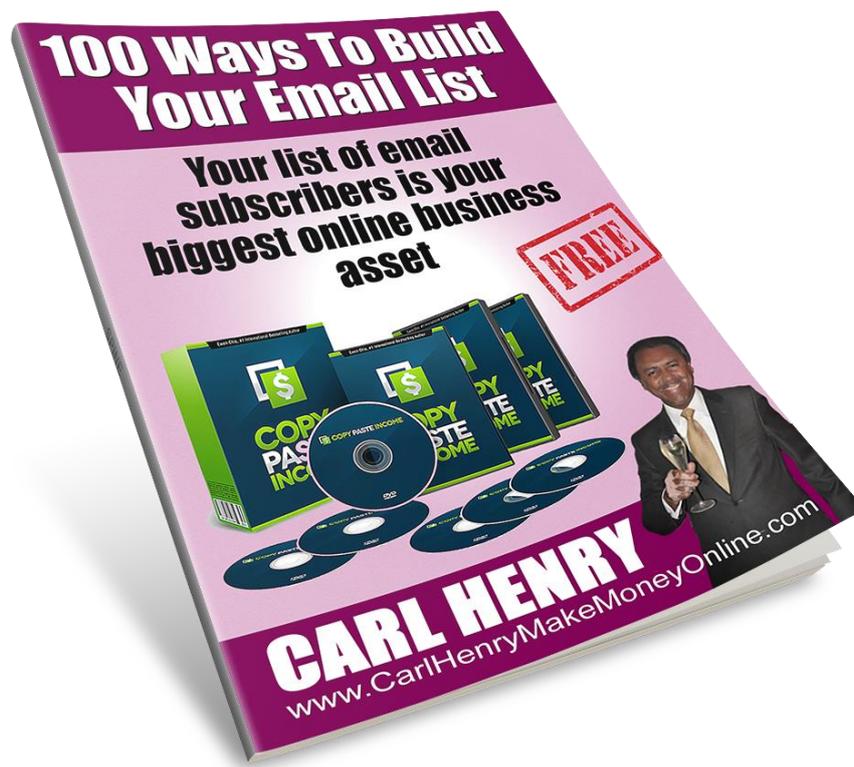
Resources

[Get Response](#) (**Recommended!**)

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 4 – Give A Gift



It is very usual these days to offer your leads a gift of free information in return for your prospects details.

As outlined before this information should be of high value allowing your lead to take immediate action to at least partially solve their problem or need.

If they get part of the solution free, and it works for them, they are more likely to buy the rest of the solution from you.

This gift should be designed to establish your credibility and build a level of trust your prospect has in you, a demonstration of your skill or level of knowledge in an initial free product will be 100 times more effective than if you simply tell people that you can provide answers in your sales copy and asked them to buy immediately.

Your gift can also be designed to create additional income if you include various recommendations for products that your prospect may need to help them find their solutions. You receive an affiliate commission if they click on the links and buy.

You would also include a short “call to action” at the end of the gift relating to your product or service, you can put a few links or a small advert partway through the gift but it should not look like one long sales pitch for your product or service.

As explained before your aim is to give the maximum amount of value at this early stage to generate goodwill and a high level of trust in your capabilities and to let them know you can provide further answers in due course. Obviously, if they want these additional solutions to their problems you will be charging a fee which is when your business starts to operate profitably.

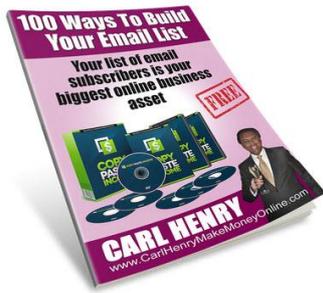
Step 4 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. Think about what you could give away within your niche or business industry that would be of real value to your prospects and which would give them some “results in advance” of purchasing something from you.
2. Search (Google, Bing) for “free giveaways” to see lots of things you could offer as an incentive for leads to subscribe to your email list.
3. Here are some other free eBooks you can use as incentives with attractive graphics. [Click Here](#)

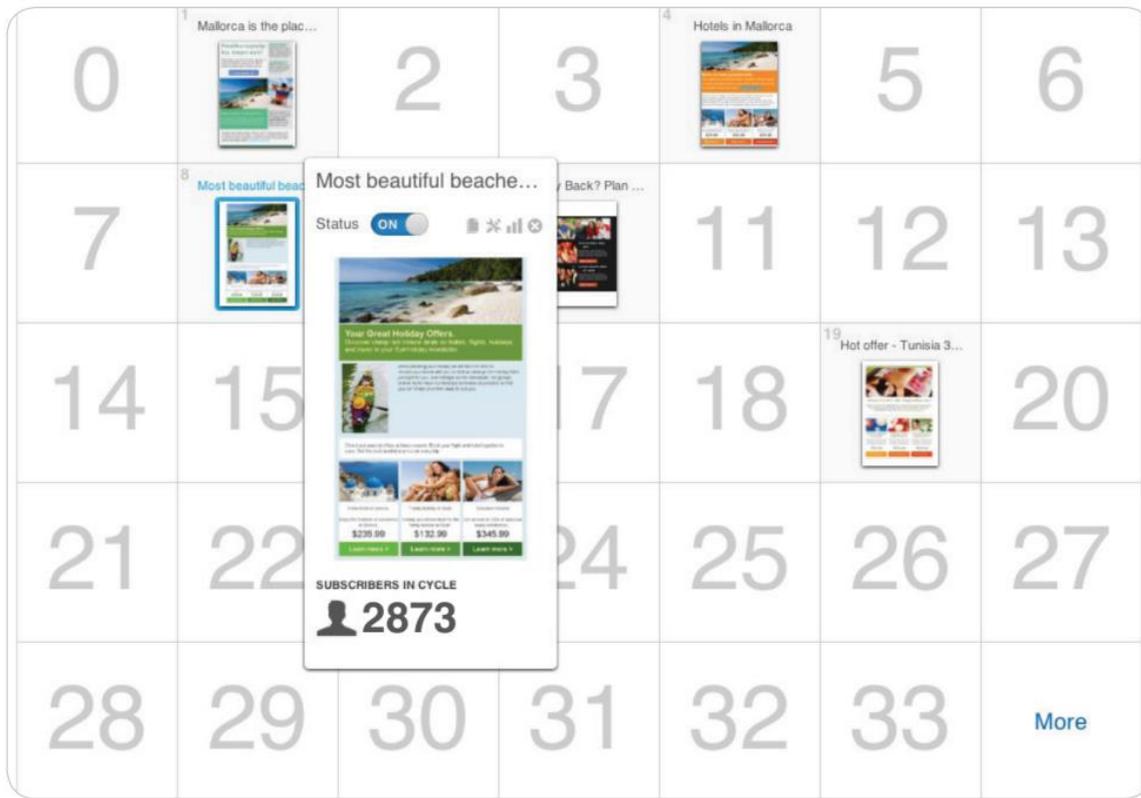
Resources

[eBooks you can give away as gifts & incentives](#)



For more tools Become a Free Member Now!
<http://www.carlhenryglobal.com/members>

Action Step 5 - Automatic Email Delivery



Your main job is to focus on the marketing of your online business, some say 80% of your time should be spent on this, so you must find ways to automate the sales process. Your online business system should be selling while you drive more potential customers to it.

After people give you their name and email address you need to have a system in place to deliver a series of emails that are designed to build a relationship, remind them to take action and offer additional products for them to buy.

**An email autoresponder will sell for you 24 hours a day
seven days a week!**

This is called an “autoresponder”, normally an online service where you pay a monthly or annual service fee, that will provide you with the signup form facility described before and will allow you to

create a series of emails which are pre-written and will be delivered at pre-set intervals in the days, weeks and months that follows their subscription to your email list.

In most cases a **person needs to be offered a product between three and seven times before they will buy online**, each time they see your offer it should be supported by further proof of your skills and expertise. Each email that you set up gives you an opportunity to offer more **free advice**, don't simply send sales messages, reinforce your authority and expertise in the mind of the reader.

You need to maintain a delicate balance between “giving and asking” for the sale, there is no problem asking for the sale if the proposition does not look too one-sided in your favour.

If you imagine that you are dealing with your best friend, your brother or sister, or even a close relative you would immediately know how to act with them, this is how to treat the people on your list. You would show empathy and caring and you would ensure that whatever you were offering would be of high value to them.

Maintaining consistent honest contact with your prospects is vital if you wish to develop a relationship with them, remember you will probably never meet these customers so your only way of building trust is by regular communication.

Step 5 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. Check out the training videos on how to set up autoresponders in Get Response
2. If you have not already;
3. Open A [free Get Response Trial Account](#) and check out the training videos

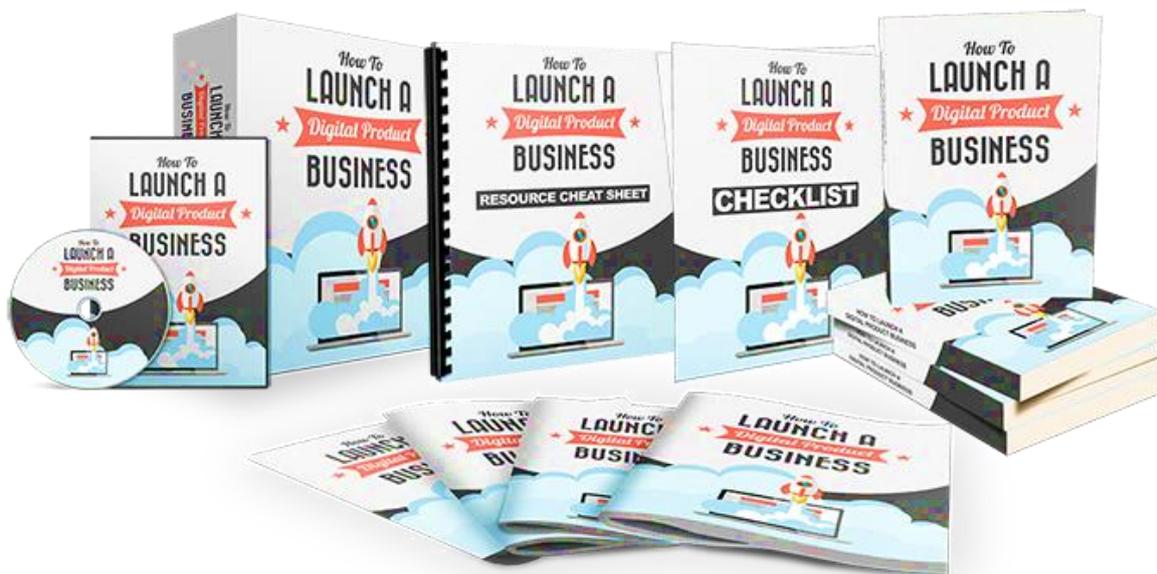
Resources

[Get Response](#)

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 6 - Products



The principal activity of your online business is to make money by selling various products and possibly services (Yes I know that's obvious, but often setting up the system can take over most of the time). An online business can sell any type of product and service including off-line businesses such as services, consultancy, shops and restaurants.

Therefore; when designing your online business system, you need to establish your clear goals and objectives and what benefits you will provide to the customer. Using these goals, objectives and benefits you can then design the appropriate website and social media presence to attract the ideal prospect to your landing page.

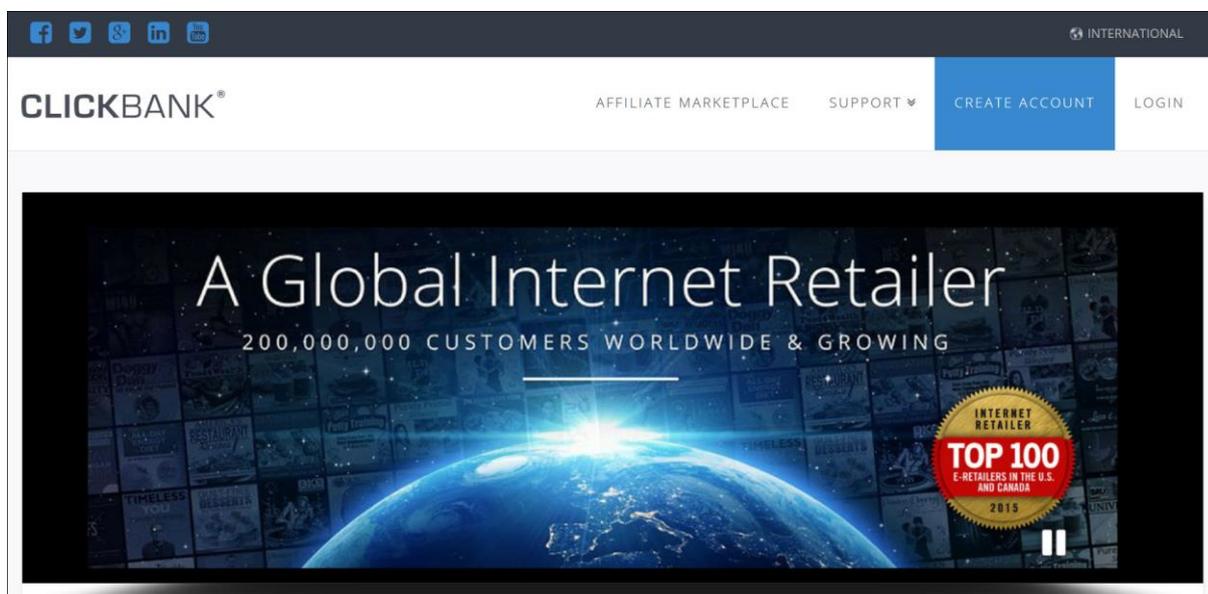
When people buy online they will feel more comfortable if the initial purchase is as low cost as possible, if they can “try before they buy” (Free Trial) it's even better. You must also offer a solid guarantee to refund their money if they're not happy and you must stand by it, just because one customer decides that your product or service is not for them someone they know may actually become a happy customer.

Ideally you have a series of offers which start with a (very) small commitment; then as the customer becomes more comfortable with you, and your offers, you can increase the value of the product or service you are selling.

This demonstrates why having automatic follow-up emails is so powerful, if once they have make a first commitment to try or purchase, your follow-up emails gradually offer other products or services with increasing prices.

The Internet is ideal to be selling digital products, eBooks or software that can be downloaded directly from your website immediately the sale is completed, this makes the sales process fully automated so you can focus on marketing.

As discussed above; you need several products starting at a small price (\$5 to \$10) and then at various levels up to \$197 or more – these are to be used to ‘up-sell’ to your customers after they know, like and trust you and your judgment. There are several sources of existing products where you can earn an affiliate commission such as Clickbank, we will start with Clickbank as it is the longest established and most reliable. [Open a free Clickbank account now....](#)



Another product type is the paid for newsletter or membership site, quite often subscribers will be attracted by offering them the first month for as little as one dollar so they can sample your content with virtually no risk.

The benefit of them paying a small amount of money is that they have already given you their payment information so that if they continue to pay the subscription in the second and subsequent months you will automatically receive the full amount due. Again this will succeed or fail depending on the quality of the information you provide.

The quickest way to get started making money online is to sell other people's products as an affiliate, I have this free training that explains everything about **Affiliate Marketing** from beginners to advanced subjects – [Open an account and enjoy 120+ free training videos](#);



Step 6 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. [Open a free Clickbank Account](#)

2. [Read Advice for New Affiliates](#)
3. Succeeding as an Affiliate; [Watch the videos](#)
4. [Visit the Clickbank Knowledgebase area](#)
5. [Take Free Affiliate Training with Affilorama](#)

Resources

Visit the [Clickbank Marketplace](#) (see products);

[Open A Clickbank Account](#)

[Help Page - opening an account](#)

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 7 - Getting paid



To make money from your online business you need a method of receiving online payments. If you use Clickbank, Amazon, Click2Sell etc. they will collect the money and pay you. If you are selling your own products the best and quickest answer is to open a PayPal account.

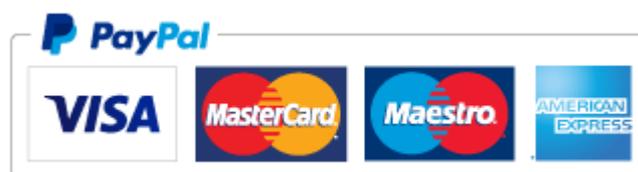
Opening a [PayPal account](#) is straightforward, after you have opened your account you add a credit or debit card and a bank account so you will be able to make payments and withdraw money from PayPal as you make money.



PayPal allows you to create buttons that you place near your products or inside your shopping cart that when clicked take

people directly to PayPal where they can make their purchase securely using a wide range of credit cards.

Another useful facility of PayPal is that you can send an email request for payments directly to your customer's email address, this contains a link to enable them to make a secure payment directly into your PayPal account, this is particularly useful if you need to take an initial deposit or advance payment for off-line business.



If you are selling digital products it is possible to have PayPal send your customer back to a download page immediately after they have made their payment, so when you send traffic to your landing page, they click the pay now button and pay through the PayPal interface the delivery of the product is fully automated.

If for some reason the payment is not successful, then the customer not receive the product and can be redirected to a page explaining the situation and suggesting other actions or methods of payment. Other features of PayPal include accepting donations and also recurring payments both of these can be worked into your product or service offering.

Step 7 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

Open a PayPal Account

1. Take a tour of the various features

2. Set up your PayPal profile, add a bank account and debit/credit card

Action Step 8 - Your primary activity is Marketing



Your “Marketing” efforts to promote your product or service will be a combination of website articles, blog posts, social media posts, more traditional networking and word-of-mouth methods.

In this book I have been highlighting the possibility of automating as many functions as possible to have your online business system functioning and performing for you 24 hours a day, if you are publishing valuable and helpful content online relating to your niche and industry the search engines will visit this content to include it in their search engine results pages (SERP’s) when people enter related keywords or key-phrases.

The downside of this method of getting traffic, called “Search Engine Optimisation” (SEO) is that it can take a long time for the content to be listed and the competition for popular keywords makes the results, like appearing on the first page, unpredictable.

Some people call SEO “Free Traffic” meaning that you don’t pay for organic results – this ignores the hundreds of hours you have to spend producing and optimising your content which has a definite cost to it.

Consider PPC (Pay Per Click) To Create Initial Traffic

Previously we have discussed generating traffic by appearing in the search engine results. Even though we’re giving you some clues of how to appear in the organic search engine results quickly PPC is a way to generate instant traffic, if you have a little budget available.

PPC is a way to generate instant traffic!

“Pay per Click” advertising is a method of bidding on key words and key phrases so that when your advert is seen in the search engine rankings (at the top, right side or bottom of the page) and somebody clicks on it they will arrive at your website for a specific cost per click.

You are able to set a daily limit for your expenditure and you are fully in control of how much you pay for each keyword. Our advice is that you bid the minimum possible (\$0.05) on a keyword and let the system tell you what the minimum you must bid to arrive on the first page.

If you have created good website copy that converts visitors into customers, pay per click advertising can launch your website instantly and assuming that the profit on your product or service is higher than the CPC (*cost per click*) budget you will start to see your online business income building swiftly.

Once you have an effective online business system in place; that you have refined and is working perfectly in converting leads into customers, your main role is to continue with online marketing to

drive more and more specifically targeted traffic to your landing page.

If you have set up your system correctly everything that happens after they arrive at your landing page should happen automatically 24 hours a day.

This way except for driving traffic, which can be done by PPC (Pay Per Click) advertising, you will have little or nothing to do other than to investigate your next niche subject and set up an additional online business system.

Paying for Traffic & Leads

There are free ways to generate visitors but when you consider the time required to make this effective and the delay to getting your system “Live” there is a real opportunity cost.

The quickest way to get your online business off the ground is to carefully buy traffic to your website or social media pages.

The three recommended places to buy your traffic are Facebook Ads, Google AdWords and Bing Ads, I will be publishing separate detailed advice on this because using these platforms requires a whole eBook on its own.

Here is a brief introduction to the three main advertising options.

Facebook Ads

This has become the best form of advertising because of the very detailed targeting, Facebook holds massive data on your likes, interests and personal details so this allows you to target your adverts specifically to people interested in your product or service.

You will need to set up a Facebook business page for your product or service to use this facility.

The screenshot shows the Facebook Adverts Manager interface for the account 'Carl Henry Global'. It displays a table of campaigns with the following data:

Campaign name	Delivery	Results	Reach	Cost per res...	Amount spent
Post: "No Deposit to buy a house, or, selling a house in..."	Recently completed	264 Link Clicks	9,301	€0.11 Per link click	€30.00 of €30.00
CHG Free Charity Websites (Likes)	Not delivering	21,783 Page Likes	58,622	€0.005 Per Page Like	€106.49
Domains & Hosting	Not delivering Advert set inactive	9,746 Page Likes	20,910	€0.01 Per Page Like	€74.08
WebSHOP - Likes	Not delivering Advert set inactive	6,566 Page Likes	21,510	€0.01 Per Page Like	€50.14
Results from 62 campaigns Excluding deleted			500,803 People	—	€2,605.80 Total Spent

Google AdWords

AdWords is the next most popular and the longest running advertising option, the main benefit is that they have massive data on what people search for and the keywords or key-phrases they use. So your adverts will be triggered based on the subjects people are searching for.

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. A red banner indicates that none of the ads are running. Below this, there are customisable modules for 'All campaigns' and 'Clicks'. The main summary shows the following metrics:

- Interactions: 6,055
- Impr.: 1,194,208
- Interaction rate: 0.51%
- Avg. Cost: €0.33
- Cost: €2,009.91

There are also sections for 'Top movers', 'Performance graph', 'Good quality but low traffic keywords (0)', 'Keywords below first page bid (0)', 'All enabled keywords (0)', and 'All non-active keywords (7)'. A 'Try the new AdWords BETA' button is visible at the bottom right.

Bing Ads

While Bing is not as big as Google, it works the same way and you can actually import Google Adverts and campaigns into Bing Ads,

the benefit is that the adverts are cheaper and because Bing was based on the old MSN.com search engine and is now integrated with Skype (Owned by Microsoft) the reach is quite good.

The screenshot shows the Bing Ads dashboard. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Reports', 'Opportunities', 'Tools', and 'Import Campaigns'. The user's account is identified as 'Carl Henry Global - F14283EM'. The main section is titled 'All Campaigns' and shows a date range of 'This month: 01/09/2017 - 15/09/2017'. Below this, there are tabs for 'Campaigns', 'Ad Groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad Extensions', 'Change History', and 'Dimensions'. A search bar for 'Campaign name' is present. An 'Account performance trend' graph is shown, but it contains the message 'No data available. To update the graph, select a different date range. If the graph remains blank, your account might have no data.' Below the graph is a 'Create campaign' button and a table with columns: Campaign, Budget, Delivery, Campaign Type, Bid strategy type, Clicks, Impr., CTR, Avg. CPC, Spend, and Avg. pos. The footer includes copyright information for 2017 Microsoft and various support links.

For now I have included links to these three advertising options below so you can investigate them.

Although there are a great many PPC advertising options, which you can find by searching on the Internet, here are the most well-known and popular PPC advertising options;

Facebook Ads: [http:// www.facebook.com/Ads](http://www.facebook.com/Ads)

Google Adwords: <http://adwords.google.com>

Bing Adverts: <https://advertise.bingads.microsoft.com>

Step 8 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

Visit [Facebook business page](#)

<https://www.facebook.com/business/>

1. Watch all Videos Set up a Facebook Business Page

2. Learn About Facebook Insights
3. Read about How Google Adwords works
4. Open Google AdWords account <https://adwords.google.com>
5. Open Bing Keyword Research account

Resources

Watch Videos: [Facebook business page](#)

[Facebook Insights](#)

[Google Adwords "How it works"](#)

[Google Keyword Tool](#)

[Bing Keyword Tool](#)

Become a Free Member Now!

<http://www.carlhenryglobal.com/members>

Action Step 9 - Get a Domain Name & Hosting

Now you have analysed the market, identified your niche and understand it fully; it is time to do something much more interesting.

You need to [search for a domain name](#) which will become your online brand.

Your domain name is your online brand

For any serious online business, you must have your own domain name and matching email address, using Gmail as your main contact address looks very unprofessional and does not build trust.

The main thing is to ensure that your [domain name](#) is easy to explain to somebody even if you're on the telephone.

While you're totally free to use numbers and hyphens in order to obtain your desired domain name you must think carefully how easy it will be used to explain to somebody and the likelihood that people will misspell your domain name and go to another website by mistake.

Here are a few examples, imagining trying to explain them on the phone;

Domain with Standard Format: www.tobeornottobe.com. You can capitalise the words to make it easier to read in print or on your website: www.ToBeOrNotToBe.com But imagine;

Domain Name With Numbers: www.2beornot2be.com but this could be mistaken for www.twobeornottwobe.com. Domain Name With Hyphens: www.to-be-or-not-to-be.com or www.two-be-or-not-two-be.com Would be a nightmare to explain, I've give detailed advice on picking a domain name later.



New .COMs only €10.99!*

.co
€7.99

.org
€7.99

.net
€16.99

.info
€4.99

You should go over to our domain name and hosting service www.carlhenryhosting.com and do some searches to see what names are available that relate to your chosen niche. If you are not certain how to start, just type the name of your niche and the system will suggest various optional domain names.

Develop Your Own Asset and Brand with a Domain Name

You can either choose a domain name that is very descriptive of your online business, in the niche you will be operating in, or you may decide to invent a word which is memorable and fun similar to Google, Skype, Yahoo! Etc.

You will probably find that the shortest (readable) domain name you can secure these days for a reasonable cost is 5 or more characters, you can have some fun trying different searches and don't forget to review the suggestions the [domain name search tool](#) gives you – you might find a real gem!

If you are very happy with the domain name that you choose you may want to protect your brand by buying the domain name with different extensions such as .net .info and.org – this way your competitors cannot try to divert your traffic to their website.

It is also perfectly possible to buy several different domain names and have them all pointing to your website, one domain name may be keyword rich and the other may be easier to explain over the telephone you would just need to ensure that when people arrive at your website it is clear that they are at the right place!

Link: [Search For A Domain Name Now](#)

How to Pick a Domain Name

Here is some advice on picking a good domain name for your niche online business;

Make it easy to type

Don't use slang (u instead of you), numbers (or you will have to explain "it's O.N.E." or "it's the digit 1"), hyphens or dashes and words with multiple spellings (express vs. xpress) if possible, because it will make it harder for customers to find your site. If you do have a domain that could be miss-typed, try to buy both versions and point them both to your website.

Keep it short

Shorter domains are easier to remember and prone to less mistakes, although very short ones are either taken or very expensive now, so try to stick to words most people know how to spell and remember easily – but it can be a fun game trying out various names and getting the one you want, keep a list of any domains that are close to what you want, try various combinations and then create a shortlist.

Use keywords

Try using keywords that describe your business and the services you offer. Create a list of words that relate to your niche (type your niche into google and see what suggestions drop down from the search box) this will show you the keywords that people enter when searching for your products or services.

Target your area

If your business is local, consider including your town, city, county or state in your domain name to make it easy for local customers to find and remember.

The Telephone test

Imagine telling someone your domain name on the telephone, how easily do they understand and write down your domain name? Remove anything that they could get wrong or register each possible version.

Be memorable

There are millions of registered domain names, so having a domain that's catchy and memorable is essential. Once you've come up with a name, share it with close friends to make sure it sounds appealing and makes sense to others.

Quick solution: Got a great idea for a domain? Go to www.carlhenryhosting.com and register it before someone else beats you to it.

Important: Research Online before you buy it!

Make sure the name you've selected isn't trademarked, copyrighted or being used by another company. It could result in a huge legal mess that could cost you a fortune, as well as your domain!

Use an appropriate domain name extension

Extensions are the bit at the end of your domain, such as .com or .net, .info etc. These can have specific uses, so make sure to choose one that works for your business. The .com domain extension is far and away the most popular, but it can be tough to get a short and memorable .com domain name because it's been around for so long.

There are now a lot more new [generic top-level domains](#) like .photography, .nyc, .guru, .club and many more. Don't ignore them because they offer a great opportunity to register short and highly relevant domain names.

Here are some other top extensions and how they're often used:

- .com:** normally this is an eCommerce website.
- .co:** an abbreviation for company, commerce, and community.
- .info:** included information based websites.
- .net:** technical, Internet infrastructure sites.
- .org:** non-commercial and non-profit organisations.
- .biz:** business or commercial use, like e-commerce sites.
- .me:** blogs, resumes or personal sites.

Domain tip: You don't need to build a website for every domain. You can [forward many additional domains to one website](#).

Protect and build your brand

To protect your brand, you should purchase various domain extensions, as well as misspelled versions of your domain name. This prevents competitors from registering other versions and ensures your customers are directed to your website, even if they mistype it.

Act fast!

Domain names sell quickly. Thankfully, they're also inexpensive, so register your favourite domain name(s) as soon as possible. If you're having trouble finding an available name, we will suggest alternate names during your domain search to help you find the perfect domain name.

[Try it now! - Click Here to make a live search](#)

Select Your Hosting Plan And Set It Up

In order to publish a website to the Internet you will need to [secure hosting server space](#) – this is where you will put all of your website files so that it can be seen on the Internet.

The most economic hosting plan allows you to publish one website to the Internet but for a small additional payment you can select hosting that will allow you to create multiple websites on the same server all with their own domain names.

Your hosting account is the foundation of your online business system so you should select your hosting company very carefully and ensure that they offer you all of the tools and facilities you will need to build your business in future.

[See Hosting Plans Here](#)

Use A Website Hosting Company That Gives You Tools

You can find many free website and blog hosting companies that allow you to start developing your online presence, but, this will never be an asset you totally control. Using these services are a good way to get started if you have absolutely no resources but as soon as you control your own **domain name** and **website hosting** you are truly building an online business that can **generate income** and **become a real asset**.

CARL HENRY
 DOMAINS & HOSTING
 Register Domain Names, Email & Website Hosting
 HIGH SECURITY SERVERS IN USA EUROPE & ASIA

Help, Sales & Support 24h/24h
 USA: +1 480 624 2500
 UK: +44 20 3014 1446

Log In | Forgot Password? | Create Account | EUR | Cart (empty)
 24/7 Sales & Support 020 3014 1446

Home | ICANN | My Account | Make Money With Domains & Hosting - Click Now! | Free Training | FAQ

DOMAIN NAMES ▾ | WEB HOSTING ▾ | SSL & SECURITY ▾ | EMAIL ACCOUNTS ▾ | MARKETING TOOLS ▾ | BUILD A WEBSITE ▾

New .COMs only €9.99!*

Search for a new domain

.co **€7.99** | .org **€7.99** | .net **€16.99** | .info **€4.99**

**ALREADY OWN A DOMAIN?
ADD HOSTING, EMAIL AND MORE.**

**COMPARE OUR
DOMAIN PRICES!**

**€9.99 .US
SAVE ON SPECIALLY
PRICED .US DOMAINS!**

.ME Registration **SALE!**
 From only ~~€18.99/yr~~
€6.99/yr
 Limited-time offer! Get your own .ME and use the built-in tool kit to launch a site that brings all your online activities to one spot. [Tell me more](#)

.CO Registration **SALE!**
 From only ~~€11.99/yr~~
€7.99/yr
 Limited-time offer! Get your own .CO and use the built-in toolkit to launch a site that brings all your online activities to one spot. [Tell me more](#)

.MOBI Registration **SALE!**
 From only ~~€14.99/yr~~
€5.39/yr
 Limited-time offer! Connect with the mobile generation. Make your site easy to read on smartphones and other handheld devices with .MOBI. [Tell me more](#)

Domain Names
 From only **€9.99/yr!***
 Get your domain name today! [Search now](#)

Web Hosting
 From only **€6.99/mo!**
 Everything you need to give your website the reliable, high-performance home it deserves. [Tell me more](#)

Spam-free Email
 From only **€1.92/mo!**
 Fast, reliable, private, secure and spam-free! Free web-based email software included. [Tell me more](#)

E-commerce Solutions
 From only **€9.99/mo!**
 Get everything you need to build, manage, and market your own successful online store!

WordPress Hosting
 From only **€6.99/mo!**
 Harness the combined power of WordPress® and our Web Hosting to create your own personal, state-of-the-art blog. [Tell me more](#)

Joomla Hosting
 Download the latest Joomla CMS Free and host it here

* Plus ICANN fee of €0.15/yr.

Store Home | Catalog | Shopping Cart | My Account | FAQ | Support | WHOIS | Legal Agreements | Bookmark This Site | Mobile Site | Report Abuse

Use of this Site is subject to express terms of use. By using this site, you signify that you agree to be bound by these [Universal Terms of Service](#).
[Legal](#) | [Privacy Policy](#)

VERIFIED & SECURED
 HENRY SECURITY

We have developed [website servers](#) and [domain name hosting](#) services that are particularly aimed at needs of the online business builder. We have servers and localised in America, Europe and Asia. We've also offer 24 hour help by email or telephone to ensure that you are never left with a problem that cannot be solved quickly. [We also have lots of help files online.](#)

You'll also find that there are lots of free and useful services included with even the basic registration of a domain name and hosting. You can control every aspect of your website including

uploading and downloading files to your computer all within your hosting control panel.

The screenshot shows the 'My Account' dashboard for Carl Henry Domains & Hosting. The header includes the company name, 'My Account', a 'Help' link with a notification badge, and the user name 'Carl'. Below the header, there are navigation links for 'My Products' and 'Account Settings', and a support contact number '24/7 Support (480) 624-2500'. The main content area features a 'CARL HENRY' profile section with the customer number '34055224' and a PIN. An 'Account Alerts' box contains two messages about domain renewals. A central list of services includes Domains, Web Hosting, Workspace Email, Website Builder, Calendar, Domain Backordering, Online Storage, Photo Album, Premium DNS, and Website Security, each with a 'Manage' button. At the bottom, there is a 'Recommended for you' section for 'carlhenry.us' and a 'Search for additional domains' section with a search input and button. The footer contains copyright information and a privacy policy link.

You can also monitor every aspect of your websites performance and link to many tools provided by third parties to improve and monitor your website.

Install Content Management Software

Once you have set up your [hosting plan](#) to you can then install your website software. This software is called a CMS (content management system) which offers you a structured framework and administration area that allows you to control every aspect of your website in an efficient manner.

You should avoid publishing static web pages to the Internet because these will take a long time to manage and update.

You can install powerful website software directly from your control panel, we recommend Joomla! Which we have used to build over 5,000 websites.

You can learn more here; <https://www.joomla.org>



Below is a screenshot of the hosting control panel – you will see some of the software applications in the top row.

The screenshot displays a hosting control panel for 'Carl Henry Domains & Hosting'. The main navigation bar includes 'Home', 'Files & FTP', 'Databases', 'Premium Apps', 'More', and 'Help'. The user is logged in as 'Carl'. The page title is 'Hosting Details' for the domain '1carl.com'. On the left, a sidebar provides 'Stats & Usage' (Billing, FTP Users, Applications, Databases, Hosted Domains, Email, Bandwidth, Disk Space) and 'Server Details' (IP Address, DNS). The main content area features an 'Upload Files' button, an 'Options & Settings' search bar, and a grid of application icons categorized into Popular Apps (WordPress, Joomla!, Drupal, Simple Machines, Zen Cart), Tools (File Manager, Form Mail, SSL Certificates, DNS Manager, Cron Job Manager, Sitemaps), Settings (FTP Users, Hosted Domains, Programming Languages, 404 Error Options, SSH, Error Logs), Stats & Monitors (Bandwidth Usage, Disk Space Usage, System Processes), Databases (MySQL), and Premium Apps (SSL Certificates). Copyright information is visible at the bottom.

Carl Henry Domains & Hosting | Hosting Help 2 Carl

Home Files & FTP Databases Premium Apps More Help

All / 1carl.com

Hosting Details

Stats & Usage

Billing
Ultimate Secure

FTP Users
carlhenrygloba

Applications
110 Installed

Databases
164 / ∞

Hosted Domains
16 Domains

Email
No Accounts

Bandwidth
0GB / ∞

Disk Space
14GB / ∞

Server Details

IP Address
72.167.2.128

DNS (Primary Domain)
[Manage](#)
[Show details](#)

Upload Files
Click here to upload files to your account. [Upload Files](#)

Options & Settings

Popular Apps
[Show All](#)

WordPress Joomla! Drupal Simple Machines Zen Cart

Tools

File Manager Form Mail SSL Certificates DNS Manager Cron Job Manager Sitemaps

Java FTP Client

Settings

FTP Users Hosted Domains Programming Languages 404 Error Options SSH Error Logs

Password Vault Domain Change (Primary) URL Redirects

Stats & Monitors

Bandwidth Usage Disk Space Usage System Processes

Databases

MySQL

Premium Apps

SSL Certificates

Copyright © 1999 - 2017, All rights reserved.

Copyright © 1999 - 2017 All Rights Reserved. [Privacy Policy](#)

The other option is controlling your server using cPanel below;

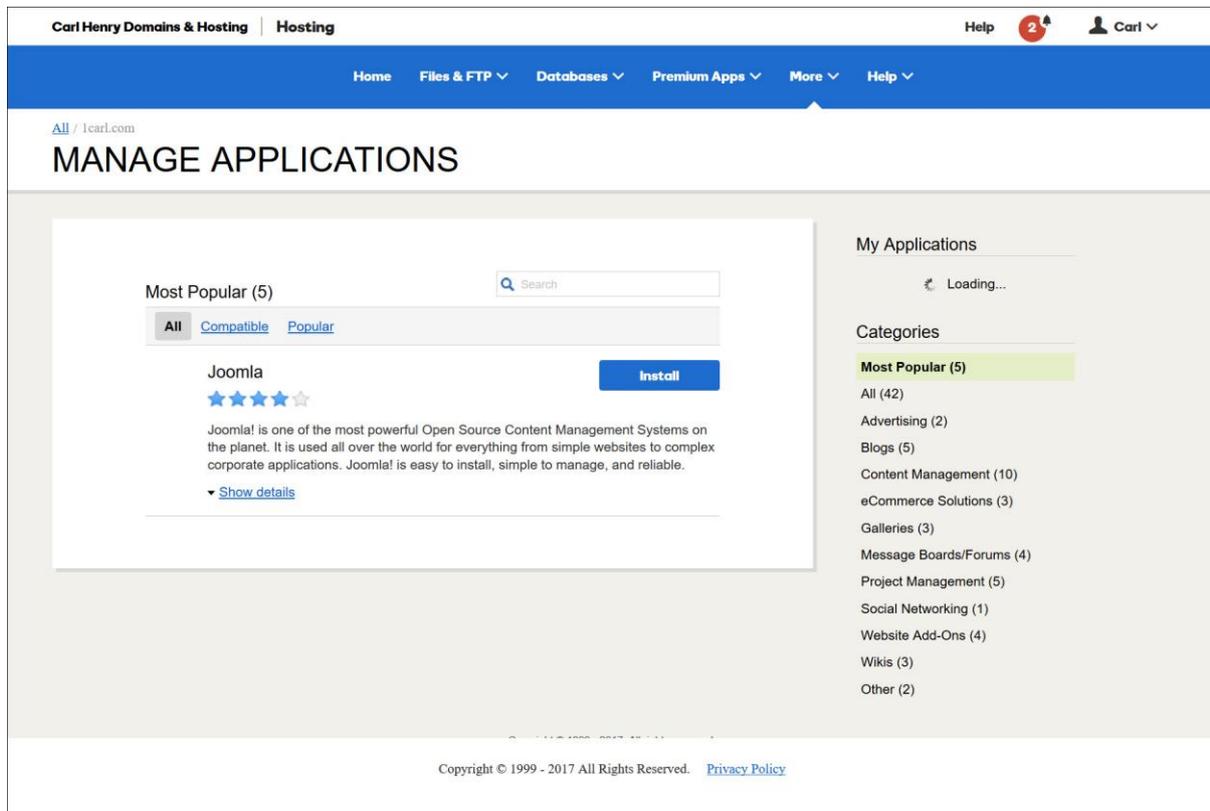
The screenshot displays the cPanel 62.0.20 interface. On the left, a sidebar shows server statistics for the domain 'carlhenryglobal'. The main area features a search bar and several categorized toolsets:

- Files:** File Manager, Images, Directory Privacy, Disk Usage, Web Disk, FTP Accounts, FTP Connections, Backup, Backup Wizard.
- Web Applications:** Featured Applications include WordPress, Joomla!, Drupal, and phpBB.
- Domains:** Site Publisher, Addon Domains, Subdomains, Aliases, Redirects, Zone Editor.
- Software:** PHP, PHP PEAR Packages, Perl Modules, Optimize Website, Installatron Applications Installer, Select PHP Version.
- Advanced:** Cron Jobs, Track DNS, Indexes, Error Pages, Apache Handlers, MIME Types.
- Databases:** phpMyAdmin, MySQL® Databases, MySQL® Database Wizard, Remote MySQL®.
- Email:** Email Accounts, Forwarders, MX Entry, Autoresponders, Default Address, Track Delivery, Global Email Filters, Email Filters, Address Importer, Apache SpamAssassin™, Encryption, Calendars and Contacts.
- Metrics:** Visitors, Errors, Bandwidth, Raw Access, Awstats, Webalizer, Webalizer FTP, Metrics Editor, CPU and Concurrent Connection Usage.
- Security:** SSH Access, IP Blocker, SSL/TLS, Hotlink Protection, Leech Protection.
- Preferences:** Change Language, Change Style, Contact Information, User Manager.

At the bottom, the cPanel logo and version (62.0.20) are visible, along with links for Home, Trademarks, and Documentation.

Website Installation

You can install a complete content management software with a few details and under 10 minutes, this website will be mobile ready and you can manage every aspect through an administration centre.



The screenshot displays a web interface for managing applications. At the top, there's a navigation bar with 'Home', 'Files & FTP', 'Databases', 'Premium Apps', 'More', and 'Help'. Below this, the main heading is 'MANAGE APPLICATIONS'. The central area features a search bar and a filter section for 'Most Popular (5)' with tabs for 'All', 'Compatible', and 'Popular'. A card for Joomla! is visible, showing a 4-star rating and an 'Install' button. The text describes Joomla! as a powerful Open Source Content Management System. To the right, a sidebar titled 'My Applications' shows a 'Loading...' status, and a 'Categories' section lists various application types with their counts, such as 'All (42)', 'Advertising (2)', 'Blogs (5)', 'Content Management (10)', 'eCommerce Solutions (3)', 'Galleries (3)', 'Message Boards/Forums (4)', 'Project Management (5)', 'Social Networking (1)', 'Website Add-Ons (4)', 'Wikis (3)', and 'Other (2)'. The footer contains copyright information: 'Copyright © 1999 - 2017 All Rights Reserved. Privacy Policy'.

Our hosting plans allow you to install totally free of charge all of the latest and most popular content management systems including Joomla! (Our Preference) and WordPress Blogs Automatically – in your hosting control panel you will see a link to “Value Applications”. You can read more details about each one of them and choose to install them with a simple click.

You will be able to install complex and cutting edge website management software with a few clicks and in less than fifteen minutes. You will see that there is also free forum and online shopping cart software available.

Website Content Management System (CMS)

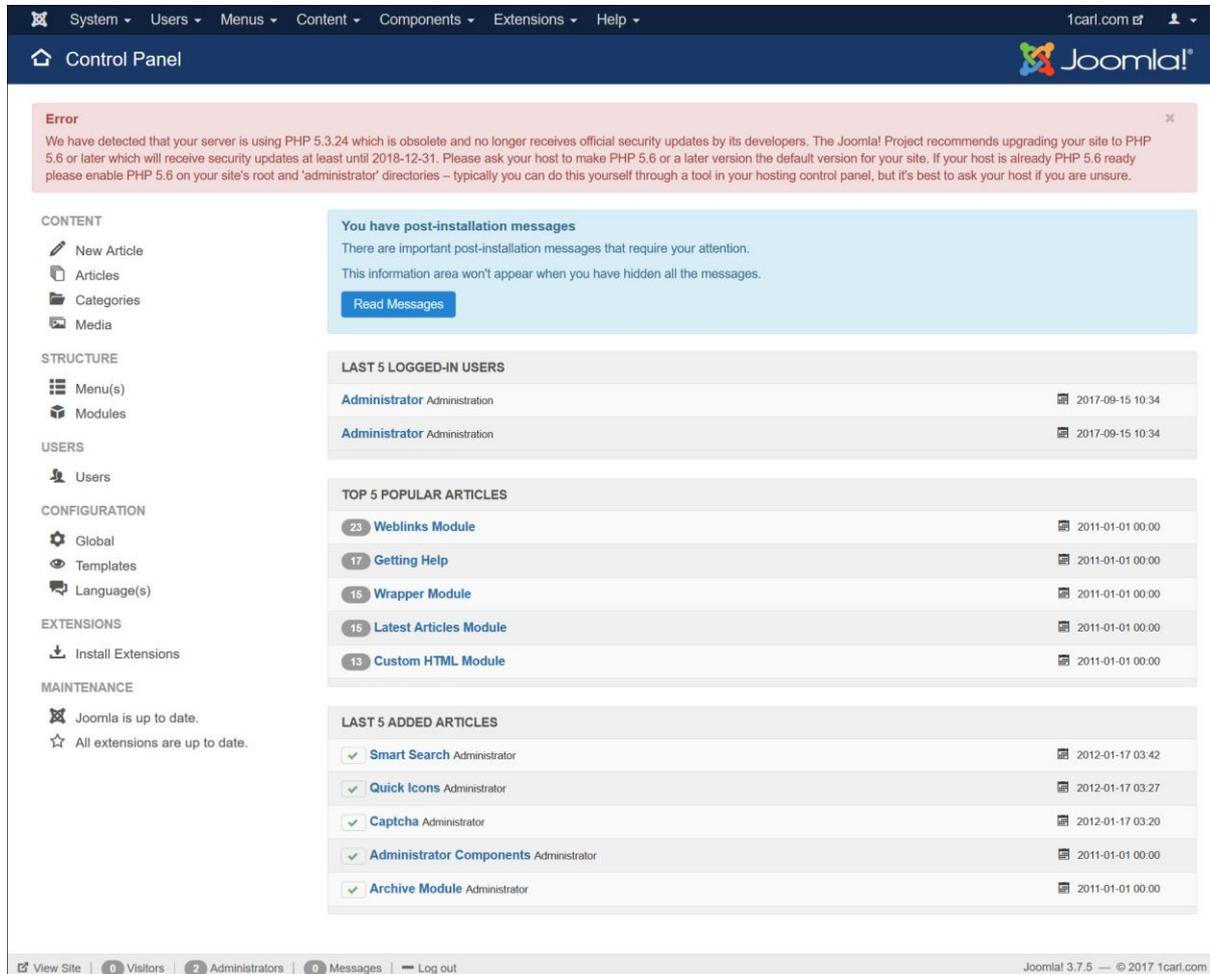
Here is the homepage of a new installation of Joomla!

The screenshot displays the Joomla! homepage layout. At the top right, there are font size controls (Bigger, Reset, Smaller) and a search bar. A navigation menu includes HOME, SAMPLE SITES, and JOOMLA.ORG. The main header features the Joomla! logo and the tagline 'Open Source Content Management', along with a green banner that says 'We are volunteers!'. Below the header, a breadcrumb trail shows 'You are here: Home'. The page is divided into several sections: 'About Joomla!' with links to 'Getting Started', 'Using Joomla!', 'The Joomla! Project', and 'The Joomla! Community'; 'This Site' with links to 'Home', 'Site Map', 'Login', 'Sample Sites', 'Site Administrator', and 'Example Pages'; a 'Login Form' with fields for 'Username' and 'Password', and links for 'Log in', 'Create an account', 'Forgot your username?', and 'Forgot your password?'; 'Joomla!' with a congratulatory message and a link to 'Read more: Beginners'; 'Beginners' with an introductory paragraph and a 'Read more: Beginners' link; 'Upgraders' with a paragraph about Joomla! 1.5 and a 'Read more: Upgraders' link; and 'Professionals' with a paragraph about Joomla! 2.5 and a 'Read more: Professionals' link. The footer contains three 'SUPPORT Joomla!' logos with links to 'Contribute!', 'Books!', and 'Shop!'.

Joomla! Is suitable for all experience levels; Beginners, upgraders and professionals.

Website CMS Administration

Each website comes with an administration centre through a link in your browser, you can manage every aspect of your website and its content.



The screenshot shows the Joomla! CMS Administration Control Panel. At the top, there is a navigation menu with options: System, Users, Menus, Content, Components, Extensions, and Help. The user is logged in as '1carl.com'. The main content area is divided into several sections:

- Error:** A red notification box stating: "We have detected that your server is using PHP 5.3.24 which is obsolete and no longer receives official security updates by its developers. The Joomla! Project recommends upgrading your site to PHP 5.6 or later which will receive security updates at least until 2018-12-31. Please ask your host to make PHP 5.6 or a later version the default version for your site. If your host is already PHP 5.6 ready please enable PHP 5.6 on your site's root and 'administrator' directories – typically you can do this yourself through a tool in your hosting control panel, but it's best to ask your host if you are unsure."
- CONTENT:** Includes links for New Article, Articles, Categories, and Media.
- STRUCTURE:** Includes links for Menu(s) and Modules.
- USERS:** Includes a link for Users.
- CONFIGURATION:** Includes links for Global, Templates, and Language(s).
- EXTENSIONS:** Includes a link for Install Extensions.
- MAINTENANCE:** Includes status messages: "Joomla is up to date." and "All extensions are up to date."

Key features and data shown:

- You have post-installation messages:** A blue box with a "Read Messages" button.
- LAST 5 LOGGED-IN USERS:**

Administrator Administration	2017-09-15 10:34
Administrator Administration	2017-09-15 10:34
- TOP 5 POPULAR ARTICLES:**

23 Weblinks Module	2011-01-01 00:00
17 Getting Help	2011-01-01 00:00
16 Wrapper Module	2011-01-01 00:00
16 Latest Articles Module	2011-01-01 00:00
13 Custom HTML Module	2011-01-01 00:00
- LAST 5 ADDED ARTICLES:**

Smart Search Administrator	2012-01-17 03:42
Quick Icons Administrator	2012-01-17 03:27
Captcha Administrator	2012-01-17 03:20
Administrator Components Administrator	2011-01-01 00:00
Archive Module Administrator	2011-01-01 00:00

At the bottom, there is a status bar showing: View Site | 0 Visitors | 2 Administrators | 6 Messages | Log out. The footer indicates Joomla! 3.7.5 — © 2017 1carl.com.

Resources;

<http://www.carlhenrydomains.com>

<http://www.carlhenryhosting.com>

Set Up Your Email Address and Signature

Once you have your domain name is time to setup your email account. It is much more professional to have an email which has the same name as your website. [Click Here to see email plans.](#)

The screenshot shows the Carl Henry website's email plan selection page. The header includes the company logo, contact information for 24/7 sales and support, and navigation links for domain names, web hosting, SSL, email accounts, and marketing tools. A main banner for 'Business Class Email' highlights personalized email and Europe-based servers. Below this, a 'Plans & Pricing' section is active, displaying three plan categories: Personal, Business, and Unlimited Business. Each plan is described with its benefits and pricing options. A table at the bottom lists features included in all plans, such as free calendar, online storage, and virus protection. The footer contains site navigation and legal notices.

Carl Henry Help, Sales & Support 24h/24h
USA: +1 480 624 2500
UK: +44 20 3014 1446

Register Domains, Email & Website Hosting
HIGH SECURITY SERVERS IN USA EUROPE & ASIA

Log in | Forgot Password? | Create Account | EUR | Cart (empty)
24/7 Sales & Support 020 3014 1446

Home | ICANN | My Account | Make Money With Domains & Hosting | Click Now! | Free Training | FAQ | Search | GO

DOMAIN NAMES | WEB HOSTING | SSL & SECURITY | EMAIL ACCOUNTS | MARKETING TOOLS | BUILD A WEBSITE

Already own this product? [Manage Now](#) | [Get Email help](#)

Business Class Email

Personalized email now even faster for you.
Europe-based servers make the difference.

Plans & Pricing | **Features**

Create a unique and professional email address based on your domain.

- Build your business identity**
Put your company name in front of customers & prospects, suppliers, vendors and partners with every email you send. Details
- Receive only the email you want**
We stop spam in its tracks to keep your inbox squeaky clean. Details
- Get live, expert help**
Our U.S.-based customer care consultants, available 24/7/365. Details
- Grab your email anywhere**
Including from your Web browser, mobile phone, tablet and desktop clients like Outlook or Mac Mail. Details

Personal	Business	Unlimited Business
Starting at €1.92 /month	Starting at €3.75 /month	Starting at €4.67 /month
PERFECT FOR EMAIL USING YOUR PERSONAL DOMAIN Add a personal touch — use your domain for your email address.	IDEAL FOR YOUR CONNECTED BUSINESS Be responsive with email addresses set up for quick message sorting (think sales@ or support@), or for your employees as your business expands.	MAXIMIZE YOUR BUSINESS EMAIL Plug in to your email from anywhere — smartphone, tablet, Web browser, desktop client — and have what you do on one device automatically show up on all. Includes 5 email addresses and unlimited storage.
<input type="radio"/> 12 mo - €1.92 /mo <input type="radio"/> 24 mo - €1.92 /mo <input type="radio"/> 36 mo - €1.92 /mo <input type="radio"/> 60 mo - €1.92 /mo	<input type="radio"/> 12 mo - €3.75 /mo <input checked="" type="radio"/> 24 mo - €3.75 /mo <input type="radio"/> 36 mo - €3.75 /mo <input type="radio"/> 60 mo - €3.75 /mo	<input type="radio"/> 12 mo - €4.67 /mo <input type="radio"/> 24 mo - €4.67 /mo <input type="radio"/> 36 mo - €4.67 /mo <input type="radio"/> 60 mo - €4.67 /mo
1 email address 1 GB storage Full-featured web interface for desktop and mobile Free integrated Calendar¹ and Online Storage ¹	5 email addresses 2 GB storage Full-featured web interface for desktop and mobile Basic mobile and desktop access using POP Free integrated Group Calendar¹ and Online Storage ¹	5 email addresses Unlimited storage Full-featured web interface for desktop and mobile Fully synchronized email on mobile and desktop with IMAP Free integrated calendar¹ with each mailbox (1st year only) Free online storage¹ (1st year only)

Add more addresses
€0.50 /mo for each additional.
0

Add to Cart

All Plans Include | All Plans Include [Support](#) [FAQs](#)

- > FREE Calendar¹
- > FREE Online Storage¹
- > FREE Webmail, including PDA/handheld & light versions
- > Mobile access, including iPhone® and Blackberry®
- > Secure 256-bit encryption
- > POP3
- > Text-mail service

- > Strong virus, spam and fraud protection
- > Desktop notifier
- > [Fast European-based servers](#)

¹ | [Click here for product disclaimers and legal notices.](#)
Third-party logos and marks are registered trademarks of their respective owners. All rights reserved.

Store Home | Catalog | Shopping Cart | My Account | FAQ | Support | WHOIS | Legal Agreements | Backup This Site | Mobile Site | Report Abuse

Use of this Site is subject to express terms of use. By using this site, you signify that you agree to be bound by these [Universal Terms of Service](#).
[Legal](#) | [Privacy Policy](#)

VERIFIED & SECURED
TRUSTED SERVICE

Create an email “Signature”

A very important marketing tool is the *signature* at the end of each email that you send out. In your webmail (accessing your email account through your internet browser such as Internet Explorer, Firefox or Safari) or in your email client on your computer you will be able to write a message at the bottom of each email that will appear automatically. This should include your name, the name of your business, a brief description of your business, your contact details and a link to your website. For Example;

John B Website Owner

Wonderful Website Company

“We will build you a Fantastic Website Every time”

Tel: +00 3333 5555

www.WonderfulWebsites.com

When you do this every single email you sent out will be working to generate new traffic to your website and build your online business.

Other Options To Build Your Website

If you want other alternatives that do not involve understanding the technical aspects of building and designing your website we can offer you two very effective solutions.

Online Website Builder

You will find this [website builder](#) very fast and you can use the drag-and-drop functionality and within 3 steps you can design and build a professional website.

It also includes your hosting and 24 hour support, visit this link to learn more;

Link: [Try our online website builder](#)

Quick Shopping Cart

You can also build a [professional online shop](#) with the same functionality as described above.

You will have everything you need to open your own online store.

You don't need technical skills to build a successful Web store. Quick Shopping Cart makes it easy to create an eye-catching store that accepts credit cards, integrates with Google® and eBay® and offers multiple shipping options – all with no set-up fees! Click this link for full details;

Link: [Try our Online eShop Builder](#)

Develop Your Website Look and Feel

Both Joomla and WordPress have a few standard templates included with the installation and there are lots of free templates available online to get you started, you can install these through the administration areas, just do a search in the search engines and you will find many free and paid template options. Of course if you have skills with HTML code and CSS you can build your own custom templates.

Add Content to Capture Your Visitor's Interest

All visitors to your website will be looking for an answer or a solution to a problem that they have – your job when creating your website text is to show your visitors how your product or service addresses their needs.

Remember to keep in mind your target customer and ‘speak’ directly to them when you’re writing your website copy. You should write as though you are having a conversation with a close friend who you are trying to help.

You should only talk about your product or service in terms of how your website visitor will derive a benefit from them. You should show your visitor how their lives will be improved by the use of your product or service.

You may also include other back ground information such as comparisons with your competitor’s products and services, or if appropriate you may include additional technical information that may **help them to make a decision to buy**.

This may be the only opportunity for you to develop a level of trust and a relationship with your visitor so be sure to include details about yourself, your business and how they should contact you with queries or any problems they may have.

Having photos and graphics is always a good idea and will help your visitors understand your product and service clearly. Although you should make certain that you only include images that help you to explain the page objective, avoid unnecessary image content that will distract the visitor.

Focus Your Content on Keywords and Key Phrases

From your research earlier you should have uncovered certain seed keywords and key phrases that describe your business activities, together with a number of secondary key words and key phrases that describe subdivisions of your main activity.

Your homepage will normally focus its content on your seed key word(s) and sub-pages will focus on the secondary keywords. Your text should be written in a natural fashion and should use your keywords in a normal way, avoid using your keywords too many times and never repeat them in an unnecessary way.

It is quite normal for your keywords and key phrases to make up about five to ten percent of your content particularly on highly focused websites.

Remember that each page in your website should have a specific objective which may be to inform the visitor about specific aspects of your product or service, the goal may be to encourage your visitors to take a specific action like complete a form or click a 'Buy Now' button.

Make certain that you include the 'call to action' on the page and explain the action that you want the visitor to take.

Add Email Capture Facility and Give A Valuable Gift

There are many marketing methods to increase sales from your website, one of the most powerful and widely used is **email marketing**. I have mentioned this before in this publication, I'll just give you a little more detail.

Email marketing allows you to remain in contact with your prospective customers so that you can offer them special offers or remind them about your products and services. You are also able to develop a relationship with them and build their trust in you and your online business.

In order to build a list of website users that are interested in your particular business industry you need to include a form on your web page where the visitor can enter their name and email address.

To encourage visitors to subscribe to your website you will normally offer them *something that they value* and that can be delivered instantly from your website. This can be a special PDF report or eBook, a promise of the newsletter or even a discount coupon that they can redeem if they make a purchase in the future. The most important thing is that the gift that they receive has a real value to them and relates to your specific niche.

Your content management system will normally offer you a module where visitors can become a subscriber to your website but it is much better than they subscribe directly to an email generating program called an auto responder.

There are services which offer you the facility to create attractive subscriber forms and also to automatically send out your sales emails at the frequency that you decide. You can create a series of emails that you load into the auto responder program so that each new subscriber starts to receive the email over a pre-programmed time.

The benefit of this is that you can concentrate on marketing and building traffic while your sales follow up is being carried out automatically 24 hours a day. You can get trial periods of third party software on these following links;

Link: [Get a Free Trial of Get Response](#)

This service offers superior email delivery services including email and newsletter templates with many tools to manage your lists and deliverability. These are highly trusted companies - the only downside is that the system is not 100 percent in your control.

Remember that with email marketing you should only send information which will be interesting and of use to your customers, you should select a frequency of emails that is not so frequent it annoys your users but often enough to remind them that your website is there.

Add A Sitemap And Submit It To Google And Bing

Most content management systems allow you to add extra software that will create a *sitemap* of your content which you can display as a page on your website. In addition the software will create a special type of "XML" sitemap that can be submitted directly to the search engines, these sitemaps are specially coded to be read by the robots that search engines send out around the Internet to create their listings.

By submitting a sitemap you are sending the search engines direct links to all of your website pages. This way the search engines are able to *find and index* your content much more completely and very much faster.

To be able to submit to a site map you will need to open up webmaster accounts with both Google and Bing, this is free of charge and can be carried out on the links below;

Google:

<https://www.google.com/webmasters/tools/home?hl=en>

Bing: <http://www.bing.com/toolbox/webmaster>

In addition to submitting sitemaps you'll also find many tools available which will help you to run your website much more efficiently and to understand your website statistics, the health of your website and how people are interacting with your website on the Internet.

A Fast Start Way to Make Money Online

The fantastic thing about the Internet and running your own website is that there are multiple ways for you to make money from the same content.

You can include third party “Affiliate Products” and services into your pages that relate specifically to your online business niche or sector. If you restrict these extra channels of income to products and services that directly relate to your keywords your visitors will see these as added value and you will save your customers a lot of time searching around the web. To learn about Affiliate opportunities [access these free affiliate training videos](#);

**Watch 120 Online Business Training Videos
Totally Free of Charge - Open an Account Now**



My recommendation to start making money quickly

Occasionally there are opportunities to “ride on the back” of very experienced online marketers that have already made millions, here is one of those opportunities!

BRAND NEW: VERSION 4.0
The License To Clone A Turnkey Online Business Today



[Click Here To Clone](#)

Read on below to understand a little more then click the images or [click here to watch a video](#).

This system is already working for 100's of people around the world but the market has hardly been touched so far!

This system takes away all the technical and administration problems from you and you just 'Give away' a piece of software to earn money, it's so simple.

You need to know that this has been checked out and endorsed by Clickbank who are the biggest sellers of digital products online!

[Just click here to check it out to see if it is for you....](#)



How To Earn Commission From
ClickBank
On Auto-Pilot... For LIFETIME!

[Click Here To Find Out How](#)

The image shows a stack of computer screens displaying spreadsheets with columns of data, likely representing earnings or commissions from ClickBank. The text is overlaid on the left side of the image.

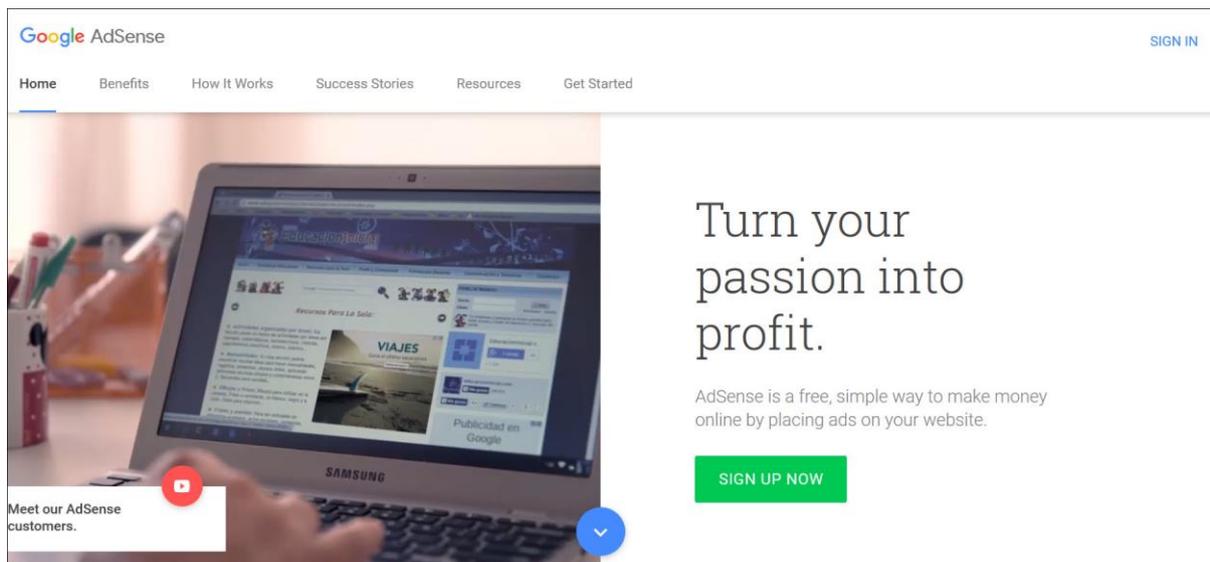
More opportunities!

I am going to research more opportunities and make recommendations of affiliate programs you can join or products that will help you generate income. Become a Free Member Now! <http://www.carlhenryglobal.com/members> to receive full details.

Google Adverts

In addition to incorporating third party products on your web pages you can also include special code from Google that will display adverts on your web pages that relates to the content of each page. Every time someone clicks one of the adverts you earn a small commission. You will need to learn how to edit your pages to include this code or you can engage an outsource contractor to carry out this work very quickly. You can create an account on the following link;

Link: <https://www.google.com/adsense/start>



Step 9 - Action Tasks & Resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of these recommended Resources.

1. [Open a free Domains & Hosting account](#)
2. [Search for potential domain names](#)
3. Buy your domain name and hosting package
4. Open an [AdSense account](#)

Resources

[Domain Search](#) – Search for a name now

[Hosting packages](#) – Professional worldwide service

Link: [Try our online website builder](#)

Link: [Try our Online eShop Builder](#)

Conclusion and Recap



So there you have it, 9 straightforward steps to creating a 2nd income & setting up an online business.

I hope by now you can see that there are very clear steps you need to take to establish your very own online business, everything here has been done thousands of times before and you are perfectly able to replicate what others have done.

While some people have been dealing in the online marketing world for many years and will talk about quite large income numbers, your success will depend on focusing on earning your first \$1.00 or £1.00 or €1.00, then scaling your marketing activity upwards gradually. You can then move towards creating larger and larger income at the pace that you feel comfortable and with the minimum of risk.

As you build your income your work will get much easier; in the beginning, you may be doing most of the tasks yourself, if they are new to you it will feel a little awkward initially and you may lack confidence in the potential outcome. Don't Worry about this it's

normal, with repetition it will become easier to the point it will be second nature to you.

People from all walks of life and who started with very little have managed to get through this uncomfortable early stage. You simply need to follow each established step and copy the moves made by others, if you keep at it you will see sales begin and money coming in.

**Your success will depend on focusing on earning your
First \$1.00 or £1.00 or €1.00!**

Once you have income you can invest in larger advertising budgets which will give you a compounding growth in sales and you can start to delegate work to outsourcers giving you more freedom to do what you are best at, enjoy the most and have more freedom in your life style.

I hope you have taken all the recommended “Action Tasks” along the way, if not please become familiar with all of the resources and complete all of the steps below.

Action Step 1 - Choose a Niche Subject

Action Step 2 - Targeted Traffic

Action Step 3 - Online Capture of Leads

Action Step 4 – Give a Gift

Action Step 5 - Automatic Email Delivery

Action Step 6 - Products

Action Step 7 - Getting paid

Action Step 8 - Your primary activity is marketing

Action Step 9 - Get a Domain Name & Hosting

Conclusion and more resources

Visit <http://www.carlhenryglobal.com/resources> for live links to all of our recommended Resources.

“If you have carried out all the steps outlined above you will have done more than most people *ever dream* of doing when Starting an Online Business!”

This has only been an overview of the major steps because there is a constant learning curve of new techniques and deeper knowledge of website development, online marketing and search engine optimisation.

Don't forget to join our newsletter so we can keep you up-to-date with more free training through eBooks and videos.

Visit: www.carlhenryglobal.com

Free Membership – Updates, Tools & Training

To Support our publications we have created a free membership area on our website so that we can give you updates, additional training, to give you more tools and resources – [Access your Free Membership, Click Here](#) to continue to build and manage your online business.

As I have said before the objective is to start from where you are then continue taking steps in large and small everyday towards your objective of creating a full time online income.

I would like to wish you the best of luck in your online endeavours and finally to remind you to [subscribe to our mailing list](#) so that we can send you further more detailed information on specific areas of developing your online business.



If you want help check out our services below to see how we can assist you in completing all or part of the work described.

Best regards,
Carl Henry – CEO Carl Henry Global

Please send all enquiries, suggestions or questions to;
info@CarlHenryGlobal.com

How we can help you - your options!

When you decide to put together the online system you may need some help depending on your own level of expertise, you have 3 main options;



TRAINING (Show You)

Get someone to show you how to do it using information such as this course and supporting media. This is useful if you have a lot of time to learn and you want to reduce the initial investment you have to make.



CONSULTANCY (With You)

Get someone to do it with you and provide the assistance you need when you need it. This is an idea balance between the time and money required to get started, you can do most of the work and only access our help as you need it, or, if you need it!



SERVICE (For You)

Have someone set it up for you 100%, this perfect if funds are available and time is the issue for you, because we do this all the time we can complete the work in a fraction of the time it would take doing it the first time.

We can help you with each of these, just contact us to info@carlhenryglobal.com to know more.

Visit our other websites & social media

**Carl Henry Global sa – A Global Internet Marketing Company
Supporting Online & Offline Businesses**

Learn More at: www.carlhenryonlinesuccess.com

Contact Us Now: info@CarlHenryGlobal.com

We Offer a Complete Support System For Business Based Online & Offline;

www.carlhenryfinance.com – Opportunities, Advice, Property Investments & Online Documentation

www.carlhenryproperty.com – Advice, Trading, Investments, Management, Developments & Refurbishment

www.carlhenryinternet.com – Mobile Ready Websites, Applications, Online Business Sales Systems & Online Shops

www.carlhenrycorporate.com – Offshore Company Formations, Bank Accounts, Offshore Nominee Directors & Shareholders

www.carlhenrylifestyle.com – Social Media & Digital Publications On A Wide Range of Lifestyle Subjects

www.carlhenrymodular.com – Offsite Precision Modular Construction of Residential Housing

www.renttobuytrust.com – Alternative Techniques To Buy or Sell Housing In Any Negative Situation

www.carlhenrymakemoneyonline.com – Cutting Edge Techniques for building Online Sales Systems for Online & Offline Business

www.carlhenrydomains.com – International Website Domain Registration & Trading For All Countries Of The World

www.carlhenryhosting.com – High Security Website Hosting based in USA, Europe & Asia With Multiple Management Tools

Good luck and contact us through [Facebook](#) or [Email](#) if you have any questions or suggestions for additional content.

You can find various videos on our [YouTube Channel](#) Search for Carl Henry Global - [Top - Back to the Contents of the Document](#)