

# The Great Big Picture of Internet Marketing

## Get the Big Picture

There are at least three big pictures of internet marketing:

1. How all the pieces of internet marketing fit together
2. Ways of maximizing your profits
3. Your own personal internet marketing business plan

The better you understand the big pictures, the better you'll be able to focus your efforts on what you most need to do *right now* to optimize your internet marketing business.

## How the Pieces of Internet Marketing Fit Together

There are three main components to internet marketing:

1. Building blocks – the tools you can use
2. Activities – what you do
3. Revenue sources – what people are going to pay you for

The last page of this document is a diagram that explores the details of these three components, and shows how they fit together. Print it out and post it where you can refer to it to help you capture the big picture and see where you have opportunities to build your business.

For recommended resources and to deepen your understanding of each item, refer to the interactive [White Hat Crew Internet Marketing Guide](#).

## Keys to Profit Maximization

There are four main ways to increase your profits:

1. Increase the targetted traffic coming to your website
2. Increase conversion of traffic to paying customers
3. Increase the revenue received per customer
4. Reduce your costs

If you neglect *any* of these, you leave your success to chance, which probably means your business will limp along for a while and then die.

But you don't need to focus on all four all the time. You should take time periodically to consider which is holding you back the most, and then focus on improving in that area till your business is better balanced.

Costs include more than just money – for example, time, stress, opportunity costs, etc.

Be careful not to focus *too much* on minimizing costs. Sometimes excercizing a little courage and increasing your spending on productive activities is the best way to increase profits.

## Your Action Plan

All the knowledge and “big picture” in the world won't earn you a penny if you don't put it into practice.

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Decide which of the items on the following page you're going to implement, and then make a detailed plan for how and in what order you'll do it. For free, in-depth info on each, see the [White Hat Crew Internet Marketing Guide](#).

I recommend including the following elements in *any* internet business:

## Start on a Solid Foundation

1. Pick a niche
2. Choose and register a relevant domain name
3. Get a website
4. Set up a legal business (for example, an LLC)
5. Get a business checking account
6. Get a business PayPal account
7. Use an email address at your domain, not @yahoo.com, @gmail.com, @hotmail.com, etc. (even if you just forward all email to your GMail account, for example)
8. Set up a WordPress blog on your website
9. Add advertising to your blog (for example, AdSense, ClickBank, Amazon.com, companies related to your niche, etc., and of course, Gecko Tribe :-)

10. Get an autoresponder account and create a mailing list that automatically broadcasts your blog posts

## Ongoing Activities

1. Write in your blog
2. Link to your blog posts *and other useful resources* using social sites like Twitter
3. White hat link trading
4. Participate in forums related to your niche
5. Provide and solicit guest blogging
6. Build relationships with competent people in your niche (your best customers, people from forums who aren't just blowing hot air, "gurus", etc.)
7. Create video, audio and text products (one way to do this is simply by compiling and editing your best blog content from time to time)
8. Sell some of these products, and use others as "ethical bribes" to build your mailing list
9. Promote high quality affiliate products to your list

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