

## **INTERNET BUSINESS LAUNCH FORMULA WORKSHOP INTRODUCTION**

Internet Business Launch Formula Workshop is about knowing and using the latest technology available today, understanding online demand searches and knowing exactly what your clients want from you so that you can sell profitable products or services to them!

Many web development courses will only show you how to develop a web site, anyone can create a web site and in reality, doing so only creates a weak foundation for your online business. Affiliate Mastery is about knowing how to get that missing element of the web site which is to generate **massive traffic** to your website and generate **lots of money online**. Which is of utmost importance of understanding online behaviours to the ultimate sale you want to get from your web viewers.

By the end of this workshop, you will walk away with not only a **profitable website** with a **product of yours** but you will learn from Alvin's proven tactics how he was able to generate a massive 5 figures income by promoting digital products online.

This hands-on step-by-step workshop will equip you with practical insights and teach you the essential tools and knowledge that will help you to become an affiliate expert to create massive results for your online business.

## **LEARNING OUTCOMES**

By the end of this seminar, participants will be able to:

- Have a digital product ready to be sold online
- A better understand and knowledge of what Affiliate Marketing is about
- Plan their traffic strategy to appeal to their web visitors
- Able to track web performance and measure your return of investment
- Understand the different internet marketing tactics in relation to traffic mastery
- Create compelling online sales copy
- Develop quality content on Web 2.0 system
- Build quality web content easily
- Understand what your competitors do and devise strategies to out-play and out-smart
- Understand what it means to get high rankings in search engines

## **WHO SHOULD ATTEND**

**ALL** serious individuals who want to grow their very own on-line business.

All web professionals, IT managers, general managers of IT, sales professionals, anyone who need to establish an online website present online, and those in major IT departments, anyone who need to establish more traffic for their web sites.

## **WORKSHOP HIGHLIGHTS**

- Design for total newbie, intermediate and expert level
- Real Hand-ons experience to create online digital products

Avoid the No.1 mistake of most Internet Marketers  
Devise various internet marketing tactics to build your online success  
Discover the art of creating compelling online sales copy  
Learn how to build trust and creditability online  
Learn how to read and understand your web viewers  
Plan and develop strategies to out-smart your competitors in the online arena  
Understand the importance of KEI  
Understand the importance of SEO and how to get high rankings in search engines  
Understand the importance of web content

## **WORKSHOP MODULE OUTLINE**

### **Session 1 – Setting Up Your Online Business**

#### **1. What is Internet Marketing? – 30 min**

- Introduction to Internet Marketing
- How does it affect your online business
- Understand search engines and the internet
- What are the essential steps towards traffic mastery
- Being a master in getting traffic

#### **2. What is Affiliate Marketing? – 30 min**

- Introduction to Affiliate Marketing Business Model
- The various types of Affiliate Marketing
- Type of products you can sell

#### **3. 5 Steps to Online Success – 1 hours**

- Find a large and easy to reach target market
- Find a product or service the market wants
- Setting up a GREAT Sales Process
- Understand the importance of backend

#### **4. Setting Up Your Online Business – 3 hours**

- Introduction To Business Tools You Will Use
- Registering Your Domain Name
- Registering Your Online Merchant & Payment Gateway
- Setting Up Your Auto Responder
- Setting Up Your Web Server With FTP
- Product Creation And Planning
- Planning Your Brand And Unique Selling Point

### **Session 2 – Product Creation & Preparation**

#### **5. Product Creation & Planning – 3 hours**

- Types Of Products You Can Sell
- Learn How You Can Create a Product in 2 Hours
- Outsourcing Secrets To Improve Your Production
- Introduction to Private Label Rights
- Setting Up Your Free Gift To Get Opt-ins

#### **6. Introducing To Salescopy Writing – 3 hours**

- What Is Salescopy Writing
- Understanding the Sales Process To Generate \$\$\$
- Secrets Tactics On Writing Compelling Salescopy That Sells Like Hotcakes
- Various Types of Salescopy
- Proven Formula Of Salescopy Writing

#### **6. Creation of Affiliate Tools – 2 hours**

- What are Affiliate Tools?
- The various types of tools
- Planning And Creating Your Affiliate Tools

#### **7. Tracking Your Results For Success – 2 hours**

- Introduction to Traffic Tracking & Tools
- Understanding How To Measure Your Results
- Calculating Your Return of Investment (ROI)
- Setting Up Your Tracking System

### **Session 3 – Hands On Product Creation**

#### **8. Practical Lessons On Product Creation – 7 hours**

- Creating Your Products
- Fine Tuning Your Salescopy
- Fine Tuning Your Product
- Fine Tuning Your Affiliate Tools
- Fine Tuning Your JV Emails
- Fine Tuning Your Storyline

### **Session 4 – Traffic Generation**

#### **9. Understand Search Engine Optimization – 1 hour**

- What is SEO?
- Understanding of search engines
- Key importance of KEI
- Understand keyword research
- Mastering the art of ranking high

#### **10. Understand Article Marketing – 2 hours**

- Introducing article writing
- Discovering Article Directories
- Writing compelling articles that gets traffic
- 3 Important factors to successful article publishing

#### **11. Understand Forums – 2 hours**

- Introduction of forums
- Types of forums to look for
- Getting traffic from forums
- Creating compelling signatures

#### **12. Finding Joint Ventures – 2 hours**

- Introduction to Joint Ventures
- Finding Joint Venture Partners

Writing Email Invitations to Joint Ventures

**13. Planning Your Marketing Plan For Success – 2 hours**

Setting Your Goals And Objectives  
Determine Your Focus On Your Business

**Session 5 – Practical Lesson On Marketing**

**14. Marketing Discussion Session – 2 hours**

Report of Problems Occurred  
Report of Tracking Results by Students  
Questions And Answers Session

**15. Marketing Pure Hands On Session – 4 hours**

Traffic Tactics Hand On Session  
- Forum Marketing  
- Blog Marketing  
- Article Marketing  
Driving Traffic To Your Product Page

**16. After Action Review – 2 hours**

Traffic Tactics Hand On Session  
Driving Traffic To Your Product Page  
Checking On Your Results

**Session 6 – Practical Lesson On Advertising**

**17. Introduction To Pay Per Click – 1 hour**

Introduction To The Google Adwords  
Creating high converting Ads  
Tracking Your Results From Advertising  
Questions And Answers Session

**18. Hand On Session On Using Google Adwords – 3 hours**

Signing Up For Adwords  
Creating Your Campaign  
Setting Your Keywords  
Creating Your Swipe Ads

**19. Tracking Your Return Of Investment - 2 hours**

Tracking Your Traffic Stats  
Checking Your Commission Stats

**ABOUT THE TRAINER**

Alvin Phang, a very successful entrepreneur who turned his hobby into his business. His major breakthrough achievement arrived when his blog on the internet was ranked as the World's No.1 Blogger on the Internet getting an Alexa Ranking of 37,677 beating 1 million over websites online and the ranking status is currently still rising in Technorati at ranked **5,900 out of 115 million blogs in the world**. His website [www.gathersuccess.com](http://www.gathersuccess.com) is making profits at **5 figures per month!**

A blogger that never sleeps, Alvin is a much sought-after speaker. Alvin speaks regularly at the Poly to coach students on Internet Marketing and he conducts seminars and courses to students both online and offline.

Alvin is now a full-time Internet Marketer. Alvin wholeheartedly shares his knowledge on the techniques on how to use traffic strategies and search engine optimization to generate tons of traffic to double or triple your passive income every month!

## TESTIMONIALS

*Past graduates of this powerful "step-by-step hand-on" workshop have reported:*

**Dr Mike Teng - Managing Director, Author of Corporate Turnaround: Nursing a Sick Company Back to Health**

"Alvin's seminar is **very practical**, the knowledge he imparts could be easily applied with all the strategies, tools and techniques given".

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**David Gwee – Marketing Director , 1LearningHub.com**

"I m a Newbie then and just started blogging 12 months back . Bought Alvin's Atomic Blogging and also graduate from his Batch 3 student from his Traffic Mastery Course.

With Alvin's personal and e-book guidance, within 3 months, my Blog Alexa ranking soars to 272,000 as a NEWBIE ! Alvin Traffic Tactics really works and I made a good **US\$5,000.00 online in 4 short months part time!**"

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**Jasmond Kang – Business Owner, LethalForex.com**

"Having attended a couple of seminars, Alvin's Traffic Mastery is one of the rare few that **truly offer genuine values**. I have never encountered a trainer who is more committed to his students' success until I attended his.

In understanding the challenges to work alone, Alvin has not only put in effort to group his students into team work but also oversee our team right from the beginning in creating our product (eBook) till the final completion. For each commitment our team took, Alvin matches our energy by challenging us to another level.

Alvin's teaching was so amazing! By putting in his teaching into action, **US\$5,829.00 of sale** order swamped into our email account without us realizing it with just **3 days!** And best of all, our system was still in the fine tuning phase.

With that achievement, Alvin's teachings have widened our 'Money Sense'. If it works for one, it works for all. Traffic Mastery Is The Best Course I Ever Attended, I Highly Recommended It!

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**Ewen Chia - World's No.1 Affiliate Marketer**

"It's A **Straight-Forward**, No-Fluff Blueprint"

"Hi Alvin, many people may not know this but you're really good at blogging. In fact you're one of those 'undiscovered' blogging experts who are quietly making a good living from blogging.

Atomic Blogging is a great step-by-step guide for people who seek to learn and profit from their own blogs. I enjoyed it and it's a straight-forward, no-fluff blueprint which will help many new bloggers.  
Good job!"