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Revealed: What Skills Are Required To Earn Big Money On The Internet

Every month tons of people get on the internet hoping to make money. Some are in search of a few hundred dollars a month to pay off credit card debt, or buy new appliances, or just to have extra spending money. Some are in search of more, they want to pay off their mortgage or even replace their job.

They all have one thing in common, they want to create online income, but unfortunately, they don't know how. The grim reality is this . . . 97% of them will never make a penny, in fact they will lose money, some of them will lose a lot of money.

To make money online, you need skills in two areas 1) technical ... how to build a website, and 2) internet marketing ... how to create a campaign or system that generates online sales. Without knowledge in these two areas, you probably have no business being online.

Let's take a quick look at these two areas.

Technical...

To make money online, you need a website. But not just any website. It must be a monetized website. That means it is designed and built to create online sales.

It must also be an optimized website, that means your website is built keyword specific. Thus, prospects searching specific keywords will be led to your website.

What are keywords?

Keywords are the words that prospects use when searching for specific information online. As an example, someone wanting to learn about training their dog would search the words 'dog training'.

The process of bringing prospects to your website is commonly referred to as driving traffic. Thus, you'll also need to know how to drive traffic to your website. This can be [free website traffic](#), or it can be paid traffic.

To make money on the internet, it's vital that this technical framework is properly built.

Marketing...

To make money online, you must understand the marketing process. Many people mistakenly identify marketing and advertising as the same thing. However, advertising is merely one phase in the entire marketing process.

Marketing is the entire sales process. Marketing begins with...

- 1) finding qualified prospects,
- 2) educating those prospects about the product,
- 3) showing prospects how that product will benefit them,
- 4) triggering the buying emotion in prospects,
- 5) making the actual sale, and
- 6) following up with prospects and buyers, thus generating even more sales.

Now, unless you are thoroughly educated and totally understand both the technical, and the marketing processes, you will never make any money online.

How do you get this education?

There are many, many excellent [online training](#) programs. They range in price from \$0 to \$5,000, or more.

Some training programs are specialized...how to build a website, how to optimize your website, how to do keyword research, etc. Others cover all phases of internet marketing training.

If learning all this is more work than you are interested in, you have one final option.

A lot of the business opportunity programs have created their own marketing system. When you sign up they plug you into the marketing system. All you do then is drive traffic to your affiliate website or splash page and the marketing system takes care of everything else. This is the simplest way to [create online income](#).

However, to succeed with this method, you will still need to learn how to drive traffic to your affiliate website. So learn all you can about driving traffic.

A word of caution, be certain the program you choose is operated by a trusted internet marketer. Somebody who has been online for at least five years and has a good, solid reputation online.

Here is the bottom line...

If you want to make a lot of money on the internet, you must learn and implement the required skills. This may sound intimidating, however millions of other people make a lot of money on the internet every day. If they can do it, you can too.

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