

# The BreakingOut Guide To Internet Marketing Training

## TRAINING

TEACHING

DEVELOPMENT

LEARN

KNOWLEDGE

COACHING

NEW SKILLS

by Kevin Wells

"A Review Guide to Courses in  
Amazon, eBay, Affiliate  
Marketing, Blogging &  
e-Commerce "



BreakingOut Guides

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# Hi and Welcome!



Congratulations first of all on purchasing **The BreakingOut Guide To Internet Marketing Training**.

If you're new to online business and interested in getting some Internet Marketing training to help you build your business, then this is the guide for you.

When I was starting out in online business the one thing that helped me most of all were training courses in Internet Marketing.

The trouble was there were so many courses out there to choose from. Some were suitable, others less so. And some were reputable and some were more of a scam than anything else. In the event, I tried out a number of different courses while I was starting up and building my business.

What I really needed was someone who could guide me through the Internet Marketing course jungle and give me the benefit of their own experience in finding the most suitable course and avoiding the scams and ripoff merchants.

So I've written **The BreakingOut Guide To Internet Marketing Training** to help you find your way quickly and also avoid wasting time and money. The book is based on a series of articles that first appeared on my blog at [www.BreakingOutGuides.com](http://www.BreakingOutGuides.com).

**The BreakingOut Guide To Internet Marketing Training** reviews the courses that I found most useful and worthwhile and which could be of interest to you if you're also starting an online business for the first time.

The courses I review are all reputable and established programs which teach solid skills focusing on specific aspects of online business, such as selling on Amazon, setting up an eBay store, affiliate marketing, blog marketing, e-commerce, and sales copywriting.

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**The BreakingOut Guide To Internet Marketing Training**

The guide contains over 60 pages reviewing the best training courses suitable for newcomers to online business and Internet Marketing - as well as warning you what to look out for in order to avoid the scammers.

Whether you're launching an entirely online business, or you're starting an offline “bricks and mortar” type business that is also looking to attract customers and sell via the Web, then you've made the right choice in purchasing **The BreakingOut Guide To Internet Marketing Training**.

I'm very interested to receive your feedback about what you think of this guide. As well as anything important that I've missed out - and also any new tips you come across.

You can contact me via [info@BreakingOutGuides.com](mailto:info@BreakingOutGuides.com) or via the contact page on my website at [www.BreakingOutGuides.com](http://www.BreakingOutGuides.com)

Here's wishing you all the best with your Internet Marketing training.

Kevin

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Building an online business isn't easy.

There's a great deal to implement and a lot you need to know.

Fortunately there's a much faster way of getting there.

## Chapter 1 Internet Marketing Training Helps You Build An Online Business Fast

There's one thing above all else which will help you get going fast with your online business.

Know-how.

Arm yourself with proper Internet business know-how from people who have already been there and done it.

Online training programs have the big advantage of serving as a one-stop practical training resource to provide you with the practical know-how you need to build your business into a success as quickly as possible.

There's also another big benefit you get when you join a training program. You get access to a community of other like-minded entrepreneurs who are also building their own online businesses.

This means you'll always have a source of mutual support to turn to whenever you need

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help and advice about the problems that all online businesses encounter.

There's now a whole heap of online training courses and programs out there to choose between. Some of these courses are reputable, others less so. And there are some which are just a waste of time and money.

So how do you make the right choice of training program for you and your business?

Online business and digital marketing covers a very wide area. You have to choose a specific area of business to specialize in.

And the specific kind of business you select will determine the kind of training program you'll want to join.

## **What Are The Most Popular Types of Online Business Right Now?**

### **E-commerce**

E-commerce is the name given to the business of directly selling products and services to customers via the Web.

These are usually products you source yourself. You sell these products directly to customers, either through your own website, or by using the large established e-commerce platforms such as Amazon and eBay.

Amazon and eBay have the advantage of being ready-made e-commerce systems which already attract large volumes of traffic.

You can also combine both strategies - operating your own e-commerce website as well as having an online store presence on Amazon or eBay.

E-commerce is a profitable sector and it's continuing to grow fast. But it's also a very competitive field and to make a profitable living from it you need to deploy the techniques and methods used by the professionals.

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## **Affiliate Marketing**

Another very popular online business sector is affiliate marketing.

Affiliate marketing is system by which you as a website owner receive sales commission from a merchant every time you generate a lead or refer a customer who then makes a purchase of the merchant's products or services.

The big advantage of affiliate marketing is that you don't need to create or stock any products yourself. You don't need to get involved in distribution. You are simply acting as a sales intermediary between interested buyers and sellers.

Another plus with affiliate marketing is that it enables you to sell high-profile brand name products that you otherwise wouldn't have access to via the e-commerce route. Many brand-name businesses now run affiliate marketing programs either dealing directly with affiliates or via a third-party affiliate network.

Because of the low overheads and ease of entry, affiliate marketing can be an ideal business model for small startups.

But as with e-commerce, affiliate marketing is a very competitive activity. To succeed you have to understand your market and what drives your customers. You need to learn how to promote products effectively and you have to utilize the techniques that work best.

## **Content Marketing and Copywriting**

Web marketing involves a wide range of activities. From content writing, sales copywriting, email marketing, social media services, through to Web services such as SEO and website design and building.

Copywriting and content writing are probably the most important aspects of online marketing. Online business and selling on the Web is all about communication. This means writing content and creating sales copy to sell products and services online.

There's big demand for content writers and sales copywriters. However, these are two

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very different styles of writing.

Content writing is a more journalistic and informational style of writing. Content is written to entertain or provide information to readers.

There is also content which aims to attract visitor traffic directly from the search engines. This involves writing content which includes relevant keywords which then get indexed and ranked by search engines. This form of content writing is sometimes called SEO or search engine optimization.

A lot of this content is low quality and the writers of such content tend to be poorly paid.

Sales copywriting on the other hand aims to actively sell a product or service rather than just to inform or entertain. Copywriting is basically "salesmanship in print". To achieve this, sales copy has to be specially structured and written.

There are plenty of content writers out there, but good sales copywriters are in much shorter supply. Writing copy is not an activity which comes easily to most people. But it's a skill which can be learned.

If you want to learn copywriting, then probably the best course available for complete beginners is the AWAI Copywriting Course.

## **What's The Best Training Program For Me?**

The answer to this question depends on the kind of business you are starting.

### **Interested in e-commerce?**

For e-commerce entrepreneurs, two of the most popular training programs are the Proven Amazon Course run by Jim Cockrum, and the Complete eBay Marketing System from Skip McGrath.

Both of these courses are well established and are operated by experienced e-commerce professionals.

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## **Starting an Affiliate Marketing Business?**

If you're starting an affiliate marketing business then I can definitely recommend Mark Ling's Affilorama training program and the Chris Farrell Membership program.

Affilorama is a training program which focuses specifically on affiliate marketing. It's designed specifically to meet the needs of beginners to affiliate marketing.

Chris Farrell Membership is a training program which coaches people who are completely new to online business. In particular, it focuses on the computer technical aspects. If you're entirely unfamiliar with such things as html, ftp, file configuration, WordPress and other such technical issues, then Chris Farrell Membership may be the ideal choice for you.

## **Want To Become a Freelance Copywriter?**

If you're interested in becoming a sales copywriter, then you should take a look at the Copywriting Course offered by American Writers and Artists Inc, also known as AWAI. I'll be taking a look at the AWAI Copywriting course later in this book.

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# Chapter 2 The Proven Amazon Course From Jim Cockrum



The Proven Amazon Course from Jim Cockrum is a training program which shows you how to make big profits selling on Amazon FBA or Fulfillment By Amazon.

The Proven Amazon Course has helped thousands of people get started selling successfully on Amazon FBA.

Jim Cockrum's Proven Amazon course is probably the best and most comprehensive course for people who want to build a profitable online business using Amazon FBA.



## One Minute Review of The Proven Amazon Course

**What is it?** Practical online-based business training course about selling on Amazon.

**What's inside?** Videos, PDFs, interviews, webinars, members forum, online support team.

**Who is it for?** Anyone who wants to start a business selling on Amazon using the Fulfillment by Amazon program.

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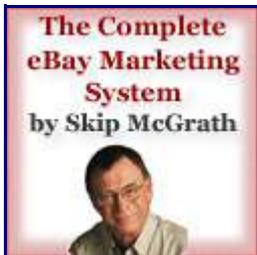
**How much?** \$247.00 USD (one time payment), or 3 monthly payments of \$89.00 USD each (both payment schemes offer instant access to the course).

**How can I purchase?** Go to [www.mysilentteam.com](http://www.mysilentteam.com)

**How can I find out more?** Check out the full review below.

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# Chapter 3 The Complete eBay Marketing System



Want to learn eBay marketing and run your own eBay store?

The Complete eBay Marketing System will show you how to make big profits on eBay.

The Complete eBay Marketing System has now sold over 5,000 copies in the US and Canada. It's the most COMPLETE eBay business system ever created.

The Complete eBay Marketing System by Skip McGrath will show you how to make a success of your selling on eBay.



## One Minute Review of The Complete eBay

### Marketing System

**What is it?** A printed-paper practical training manual on how to become a professional eBay seller

**What's inside?** 300 printed pages with 63 chapters, containing extensive know-how, detailed step-by-step techniques, practical tips, advice and resources on the subject of eBay marketing. PLUS 4 bonus offers (see the main review below for more info)

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**Who is it for?** Newcomers to selling on eBay, as well as experienced sellers who want to learn new techniques to increase their sales and profits.

**How much?** US buyers: \$97 USD plus \$9.90 shipping; Canadian buyers: \$97 USD plus \$22.50 shipping; UK/EU buyers: £27 GBP

**How can I purchase?** Go to [www.skipmcgrath.com](http://www.skipmcgrath.com)

**How can I find out more?** Read the full review below.

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# Chapter 4 Affilorama Affiliate Marketing Training



Want to run your own affiliate marketing business - but don't know how to start?

Affilorama is an affiliate marketing training program for beginners.

A professional training program that teaches you the know-how you need to be successful in setting up and running your own affiliate marketing business.



## The One Minute Review of Affilorama

**What is it?** Affilorama is an online training course in affiliate marketing for beginners to affiliate marketing and e-commerce.

**What's inside?** Videos, podcasts, PDFs, templates, members forum and support

**Who is it for?** Complete beginners to online affiliate marketing

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How much? \$1 for a 30 day trial, thereafter \$67 per month or \$497 for 3 years.

How can I join? You just need \$1. Go to [www.affilorama.com](http://www.affilorama.com)

How can I find out more? Read the full review below.

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## Chapter 5 Chris Farrell Membership



Looking for an online marketing training course?

Chris Farrell Membership teaches you the practical know-how you need to succeed with your online business.



### The One Minute Review of Chris Farrell

#### Membership

**What is it?** Chris Farrell Membership is an online training course in internet marketing for beginners

**What's inside?** Webinars, podcasts, PDFs, templates, graphics, web-hosting, forum and support

**Who is it for?** Complete beginners to internet marketing and related computer technical aspects

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**How much?** Currently \$4.95 for the first week, then \$37 per month thereafter. Quit whenever you want.

**How can I join?** Go to [www.chrisfarrellmembership.com](http://www.chrisfarrellmembership.com)

**How can I find out more?** Read the full review below.

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## Chapter 6 Blog Marketing Academy



Want to learn how to use blog marketing to build a successful online business?

The Blog Marketing Academy shows you how to run your own profitable business on the Web.



### **The One Minute Review of The Blog Marketing Academy**

**What is it?** The Blog Marketing Academy is an online training course with a focus on using blogging as an effective marketing communication tool to attract traffic, build an audience and make profitable sales.

**What's inside?** Webinars, videos, podcasts, PDFs, templates, members forum, live mastermind sessions and on-going support.

**Who is it for?** Complete beginners to online marketing and blogging.

**How much?** \$38.50 per month or one year membership option with two free months. Quit whenever you want.

**How can I join?** Go to [www.blogmarketingacademy.com](http://www.blogmarketingacademy.com)

**How can I find out more?** Read the full review below.

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