



Internet Marketing QuickStart

The Answer to “Where Do I Start?”

by

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The Technology Tamer™

Please Give This Report Away!

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Welcome to the Internet Marketing QuickStart.

The purpose of this document is to present a step-by-step plan you can follow to achieve your goals online. Whether your goal is to make an extra \$100 per month – or to live a lavish lifestyle, totally supported by your online earnings, you have to get started. And that’s why we’re here.

You’ll hear me talk a lot about Online Success, so let’s define the term. “Online Success is achieving Your Goals for your business online.” It’s a personal decision. So let’s start by outlining *your goals*.

Ideally, in six months I would like to be earning \$_____ per month from my business online.

Okay, now that we have the goal in sight, let’s get started.

Choices! Decisions! That’s really what you face as you get started online. It’s also one of the things that can hold you back in getting your business online – and profitable.

In many cases you already have too much information about marketing online. You’ve bought several packages, thinking that “this one” will provide the answer. But time after time you’ve been disappointed – and are now more confused than ever!

In other cases you may feel “clueless” and not know where to start.

Stop The Madness!

I am dedicated to making this as quick and painless for you as possible. So if you will follow these simple steps, **you will know exactly what to do to become successful online.**

1. Print this document. You are going to write your answer to the questions as you read the document, so you need paper on which to write.
2. Write your name below – to personalize your work.

Did you print the report and write your name? Good for you!

If not, let's talk about why you didn't follow that direction.

Do you want to "save" this QuickStart manual – so you can work on it later? When you're perfect? When you've made all the decisions? When you're ready to take action? If you're saving it for later – don't! A wise Yoda said in the movie "Star Wars"

“Do or do not. There is no try.”

Are you waiting for permission to make it your own? You have permission!

Are you waiting for perfection in everything you do? Accept this now. *You are not perfect.* And particularly when it comes to creating information products and marketing online - you can't afford to wait until it's perfect. Recognize that no one else is perfect either. You will be surprised at how few people judge you when you publish a product or put up a site. In fact, a lot of them will secretly admire you – for having taken action!

You probably know people who have been talking about their "great idea" for 6 months, a year, two years, 5 years! And they still haven't taken action! You're in this to make money. And time is money. If you wait until it's perfect you'll waste a lot of time.

So why do I ask you to write your name on the line above? It's your first action. It signifies your commitment to actually following this process to reach for that goal you defined.

Do it now. Take that first action.

10 Steps to Online Success

One of the reasons you may have been confused about what to do next is that few people give you the steps in order. So let's clear this up right now. Here are the steps I recommend to my clients, in the order I recommend them.

1 Identify your target market.

Once you know who you're serving, it's much easier to make all of the other decisions. But if you jump from one market to the next, you'll just get confused. Even if you have an idea that is "good for everyone" you still need to choose ONE market with which to start. Otherwise you'll go broke trying to reach "everyone." Start with one, become successful, then branch out to an additional market. Keep this up and you will be highly successful, both online and offline.

2 Do your keyword research.

People find you online by typing keywords into their search engine. Yes, some people will type your URL into their browser and come directly to your site. But only the people who already know you and are already your customers or prospects even know your URL! The rest of the world (the ones you are trying to reach as prospects) will be searching for "some answer" and will be typing these words into their search engine. The more you understand what they type when they are looking for the solution you offer, the better.

3 Buy domain names

While some people will tell you that you need one website, I totally disagree. You want to spread a wide net to catch more fish. So you need more than one website. You need one URL for each of your websites. So you will be buying more than one domain name. Get used to that idea. They are less than \$10 per year and if you want to be in business online, it's a very small investment to make.

4 Get a hosting account

Your website lives on a host. There are a lot of choices for arranging hosting, but here are the only two things you need. A host that runs cpanel (a type of user interface that has a lot of built-in tools and free programs) and one that allows multiple domains on the same

account. (I've provided specific vendor and product recommendations in the next section, so you don't need to go find them on your own.)

5 Set up a blog

If you don't already have a website, your first site should be a blog. It is free to create and easy to use. You can do the publishing and editing of the blog yourself, so you don't need to rely on someone else to update your materials. Because search engines love blogs, you can generate a lot of traffic to your blog – and to the other sites that you are marketing. A blog provides the easiest way for you to start marketing and create an online presence.

6 Set up an optin page

You want to start building a list. The easiest way to do this is to set up a page that offers a bribe (special report, audio, ecourse) in exchange for the visitor's name and email. After they have given you their information, you are going to send them to a product that someone else sells, using your affiliate link.

The optin page

- Provides practice in creating a small site, including a download page.
- Gives you the opportunity to publish a small information product as the bribe.
- Gets you involved in promoting an affiliate product and potentially earning revenue.
- Gives you practice in driving targeted traffic to a site.
- Provides practice in creating an autoresponder sequence and managing a list.
- Lets you test a market before you spend the time and money to build a business in that niche. It's better to find out at the start whether or not you can generate enough targeted traffic to make it profitable.

In short an optin page puts you into business online, at the least possible level of risk and investment.

7 Sell a Resale Rights Product

A resale rights product is one that someone else has created. They are licensing it to you. You sell it from your own website. You keep all the money. You provide the customer service. The advantage is that good resale rights products come with a ready-to-use sales letter, all the graphics you need, plus the product itself. This gives you the practice you need in running a full scale business, since you have to take payments and support the product. But you don't have to write the sales letter or create the product, which are the most time-consuming parts of selling a product.

8 Sell a PLR Product

A PLR (Private label rights) product is one that is created by someone else, then sold to you. You have the right to “make it your own” by editing it and putting your name on it. It may or may not come with a sales letter. But it’s the closest thing to having your own product and therefore the last step before you do have your own.

9 Sell your own product

This is the full-blown online business model. Here you are doing everything, including writing the sales letter, creating the product, putting up the site, taking payment and providing customer support. But if you have progressed through the prior steps, this is a relatively painless transition. It’s when you try to jump from the start to this step that you are overwhelmed.

10 Repeat!

Once you’ve gone through all of the prior steps, you have the experience you need to take any one of the steps and expand on them. For example, if you really enjoyed the speed of putting up a Resale Rights site, you may want to do a whole sequence of these sites.

On the other hand, if you love creating products, you may want to create a full line of your own products – or create and sell resale rights or PLR rights to the products you create.

The important thing is to not stop here. This is only the beginning. Just as there is no “magic pill” to make you rich, there is no single product or website that will generate all of the revenue you want. Building a business online is a process – and you’ve just begun!

Frequently Asked Questions

Does the order of the steps matter?

I think they do. Other marketers will tell you to jump right in and create your product, but repeatedly I've seen people fail and become overwhelmed when they try to skip prior steps. The advantage to doing the steps in order is that you are building a list and testing your marketing – before you risk creating your own products. The exception is if you have an existing market you are already serving. Then you can start immediately selling your own product to them. This works well, especially if you outsource the technical aspects. But if you are working alone and are new to creating a business, then stick with this order.

Can I put all of the products on one site, like a store?

I would strongly recommend against it. One product, one site. One purpose, one site. People coming to your website are easily distracted. If you give them other links to click on, they will – and they will be off surfing in no time, having forgotten about your site. If you give them choices to make, they will avoid having to make a decision by saying “I’ll think about it and come back later.” But they won’t.

Every page in your website should have a purpose. One purpose. One action you want them to take.

Can I put the optin page on my blog?

Yes, you can – but I recommend against it. Keep your blog open so that people can drop by and read it. Yes, you can offer a signup box on every blog page, but don’t force them to register before they read your blog.

And no, you should not put your optin page on the same website as your blog. Use a separate website. This is a different purpose from the blog.

Costs and Resources for Each Step

Please note that all of the resources are linked online for your quick use at <http://InternetMarketingQuickStart.com/resources/>

Step	Do It Yourself	Get it Done	Resources
Identify Target Market	\$0	\$0	Your Target Market special report – free to download
Keyword Research	\$0	\$0	Google Keyword Tool GoodKeywords Yes, there are paid keyword tools you can use. But save these for later when you need more sophisticated information. For now, keep it simple and get it done!
Domain Names	\$8 each per year	\$8 each per year	DomainTools.com for research. Buy at TechTamersDomains.com Get your name.com if it's available. Use it for your blog. Register others with keyword phrases at the start of the name. Buy a dotcom if you'll be saying it aloud.
Get a Host	\$8 per month	\$8 per month	TechTamersHosting.com This is the lowest cost with all of the requirements you need.
Blog	\$0 1 week	\$65 2 days	FirstBlogSite.com This product includes what you, the business owner need to know, as well as an option to have a webmaster set it all up for you.
Optin Page	\$0 setup \$20 per month autoresponder 2-4 weeks	\$65 setup \$20 per month autoresponder 2 days	FirstOptinPage.com This is a short course in how to do it yourself, as well as the option to have a webmaster do it for you.

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			OnlineSuccessCoaching – Incubator level Will help you to generate traffic, choose affiliate product, create bribes, etc.
Sell RR Product	\$47 for product 2-4 weeks	\$100 for product & site 2 days	ResaleRightsBasics (being revised)
Sell PLR Product	\$47 for product 3-5 weeks	\$100 for product & site 3 days	CashFromScratchVideos
Sell Your Own Product	\$0 to create 6-8 weeks	\$70 for site 2 days Product creation 4 weeks	DrainYourBrain – home study course to help you create your first three information products. Includes TeleseminarBasics and the Idea Organization System
Repeat	See steps above	See steps above	BrainDrainSpecial – if you're unsure which direction to go next, seek an expert's guidance

Your Web Team

One of the phenomena of the Web is that it all looks so easy. After all, it just takes some typing, a few graphics and a link here or there to create a web page, right?

But it's more complex than that when you're serious about doing business online. In fact, it takes a TEAM to create a profitable online business.

So who is on your web team?

You, the business owner, are the team leader. You are the person who sets the direction. And you ensure that direction is followed. Just because you are not technical does not mean you should compromise your vision. Stick by your guns and have the technical staff set it up to your standards.

Your Web Designer. He or she is a professional who combines both artistic and technical skills. They may choose to outsource the graphics or the programming, but their specialty is ensuring that your site looks good and functions properly. Your web designer may only create your site, then leave the maintenance to someone else in the organization or they may stay on for the maintenance role. You definitely need someone who can create new pages, add links, and respond to the changing environment of your online business.

Most web designers are not Internet marketing experts. You or the Internet Strategist need to tell the web designer what standards you want applied to your site. You are the manager of the process. The designer works for you. Even if they think a fancy graphic would look good, you should ask them to refrain, unless you know it will enhance sales.

Your WebMaster. This person makes sure your server is running properly and that all of the backend services that your web designer depends on are operating properly. Your webmaster may be the same as your web host, depending on the complexity of your site. In some cases your web designer may also be your webmaster.

But never assume that all of these roles are being done by a member of the team. Instead, ask if they will perform specific functions. What is not being done can hurt you more than what is being done.

Your Internet Marketing Strategist. This person understands how business is done online. She understands your business goals and sets out a plan to ensure you are able to achieve those goals online with your website and the marketing activities prescribed. The strategist looks at every aspect of your information assets that can be turned into information products or free offers, as well as at your website. The strategist may be a one-time investment or it may be someone you work with regularly.

Your Internet Marketing Team. These are the people who do the activities included in your strategic plan. These activities may include registering your site, marketing your articles, creating link exchanges, and running your pay-per-click advertising campaigns. This role may be done in-house or outsourced. But it is one that is ongoing.

Regardless of whether or not you've ever outlined all of the activities that are involved in creating, maintaining, marketing and profiting from a website, they do all exist. And if you've been wondering why it just doesn't seem to be "happening" for you - it could be you've left out an important function and/or member of your web team.

Should you be your own web designer?

For some reason, early in the days of the worldwide web, people decided they needed to learn to create their own web pages. That myth has persisted – that if you want to do business online, you must learn to create web pages.

But creating web pages is like any other profession. You can do it on an amateur basis or you can hire a professional.

In your business, do you do all of your own taxes or do you hire an accountant? Do you write all of your own contracts or do you hire a lawyer? Do you create all of your marketing materials or do you hire a professional designer? The same thinking applies to designing and maintaining your website.

Do you want to spend the time and effort it takes to learn web design? Some will say “yes” and learn a new hobby. Others will say “no way” and hire a professional. Some will hire a professional to set up the site, then do the maintenance themselves. Others will say “I have no choice at this time” and do the best they can.

The important thing is to recognize that when you decide to do it yourself, you need to be willing to spend time and effort learning to do it.

A False Sense of Economy

Many people say “I can’t afford to hire someone.” But let’s look at the facts.

If you decide to create your own web pages, you will need:

- Web design program – you can use NVU, which is free.
- Tutorial materials – books and courses start at \$20 and go up to \$700. If you are truly serious about mastering web design, I recommend [MiniSiteToolbox](#).
- Time – ah! Here’s the Issue!

Let's say you're selling a product for just \$20. And you sell 2 per day.

Now let's say you take the 2-3 weeks most people take to learn to put up a website. Now you've spent 20-30 hours of your time. Even if you value your time at only \$10 per hour, that's a chunk of change. But you've also delayed sales. So let's compare:

	Do it yourself	Get it done for you
Design program	NVU - \$0	\$0
Tutorial	Book - \$20	\$0
Time	20 hours x \$10 = \$200	2 days
Lost sales	14 days x 2 days x \$20 = \$560	\$0
TRUE COST	\$780	\$100

So who can I get to do my website for only \$100? Well, I could give you his name, but then I'd have to...

Seriously, I do share the information on my webmaster with my coaching clients. He'll put up a sales site for \$100 or less, generally overnight.

You can understand why I cannot publish his information in a free publication like this. When I restrict my referrals to my clients, he knows that I've already worked with you and you have a clear plan that fits an overall strategy. It saves his time not having to educate you and it lets him do what he loves – web design!

So Where Do I Start?

That really depends on you, where you are and what you want to do to build Online Success. You'll find active links on the [resource page online](#)

If you	Then your next four steps are
Are brand new with no clue	<ol style="list-style-type: none"> 1. Decide on your target market 2. Do your keyword research 3. Listen to OnlineSuccessExplained 4. Sign up for a BrainDrainSpecial and talk to a strategist about your next step
Have a blog	<ol style="list-style-type: none"> 1. Set up an optin page and start building your list 2. Increase the traffic to your blog (Join the Online Success Incubator) 3. Recommend affiliate products 4. Add a Resale Rights product you can sell to your list
Have a growing list of prospects but aren't making money yet	<ol style="list-style-type: none"> 1. Increase the traffic to your optin page(s) 2. Recommend affiliate products in your blog and autoresponder sequences 3. Add a Resale Rights product you can sell to your list 4. Use Pay-per-click advertising for more traffic
Are making a small amount online	<ol style="list-style-type: none"> 1. Increase the frequency of emails you send 2. Add more products you sell as Resale Rights and PLR products 3. Use Pay-per-click advertising to increase traffic to all your sites 4. Start using testing and tracking methods to improve each step of your sales process
Want to create products from your expertise	<ol style="list-style-type: none"> 1. Do competitive research to see what your target market buys online and at what price 2. Lay out your first product funnel 3. Market an affiliate product to be sure you can get the traffic 4. Start creating your own product

How Can We Work Together?

Actually, there are four ways that we can work together, depending on your needs. Since your needs are unique, only you can decide the best way to use my coaching services in your business. Here are four possibilities:

- One-time Consulting
- Group Coaching for Online Beginners
- Group Mentoring for Online Business Owners
- Fast Track Personalized Coaching for Intermediate Marketers

One-time Consulting Session

Regardless of your current level of Online Success, you will have times when you need to TALK to someone - to sort out options, figure out what's working and what's not, and decide what you need to do next.

That's the purpose of the Brain Drain Special - to give you my full attention for an hour of private, one-on-one consultation. During that time I'll answer your questions, recommend resources and give you a list of action steps you need to take.

We'll record the call, then I'll post the resources to a private page for you. For any new tasks, I'll provide a short lesson explaining the "what's and why's" for both you and your webmaster. And, I'll share my Experts' Rolodex with resources that can help you accomplish each task.

There are two purposes to the Brain Drain Special:

- Get all of your questions answered and get you on the right path.
- Impress you with my "brilliance" - so much so that you'll want to keep working together! That's why you're sure you'll get my very best.

Sign up for your [Brain Drain Special](#) today! It's \$150 for the first hour, then \$250 per hour for every hour thereafter. Quantity discounts are available.

Online Beginners - Small Group Coaching

If you're a beginner online, then you understand the frustration of reading about others' success - but not knowing how to get started yourself. That's why I created the [Online](#)

[Success Basics course](#). This course offers 8 modules, complete with more than 75 videos to walk you through every step. At the end of the course, you'll have a website you've created, three potential revenue streams and confidence in your ability to be successful online.

But the students in the original Basics course asked for more. They wanted ongoing support beyond the basics. More lessons, the ability to ask questions and get answers, a monthly webinar where they can ask questions in a live format - and see the answers. So began the Online Success Incubator. The Incubator has a strong emphasis on getting your first one or two sites online, attracting traffic and generating revenue.

Plus we've added another feature. Each month we have a beginners' topic covered in-depth. While each of these topics is available as a standalone product, Incubator members get the product free as part of their membership!

This is definitely a bargain at just \$29.95 per month! Join the [Online Success Incubator](#).

Group Mentoring for Online Business Owners

If you have been doing business online for a while and already have experience with a website or two, you need to move out of the Incubator and into a Mentoring program. You'll still have access to all of the great Incubator materials, but you'll also have more focused attention directly from me.

First of all, you will have personal answers to your questions. Since you're now working at the strategic level, you'll find the articles and bonus products are more focused on your needs. Plus you'll have special Behind-the-Scenes insights into marketing processes currently being used and how you can adapt them to your business.

And for those times when you need more focus on a specific aspect of your business, you'll find one of our Action Courses perfect, with the daily assignments to keep you on track to profitability. Finally, you'll get videos on demand for any tasks you are having difficulty with.

Naturally new products are being added to the Online Success Store all the time – and you'll have access before the public so you can be first-to-market with the latest offerings.

If you're ready to take your online business to the next level, join [Online Success Mentor](#).

Personalized Coaching for Intermediate Online Marketers

If you already have the Basics, you're ready to move on. And while I can recommend a lot of great programs that will take you to the next step, sometimes you want to move FASTER!

If FASTER appeals to you and you want GUARANTEED RESULTS from a personalized one-on-one coaching program, then the CashFlow System is for you.

To see if you qualify for the program, visit [CashFlow From What You Know!](#)

In whatever capacity you think I can help, I hope we have the opportunity to work together!

Jeanette

Wait! Where does this fit in?

There are a lot of buzz words and “new” techniques that you’ll hear about in Internet marketing. Here’s where these tactics fit into the big picture – and why you don’t need to worry about them right now.

Tactic	Category	Notes
Adsense sites	Revenue	These sites, often built on autopilot, are okay for an additional revenue stream, but they should not be your main source of revenue.
Affiliate Marketing	Revenue	Other people offer their products for sale. When you sign up as their affiliate, you receive a “referral fee” when someone you refer buys their product. Affiliate marketing is one of the easiest ways to start earning online because you don’t need a website or a product of your own. We use affiliate programs to test a market, as well as generate revenue in our 10-Step process.

Articles	Traffic	<p>When you write an article and post it to an article distribution site, other publishers pick it up and publish it on their sites. This creates links back to the site you put into your resource box at the end of the article. People read your article and follow the link – and you get traffic.</p> <p>Article marketing is included as an important traffic tactic in the 10-Step program.</p>
Butterfly marketing	List building	<p>This is a script Mike Filsaime sells that can help with your list building. Save this until you have finished the 10-Step program.</p>
Clickbank	Payment	<p>Clickbank will accept credit cards and paypal on your behalf. Their fees are higher than Paypal's, but they have the added bonus of providing 100,000 affiliates access to selling your product. They also manage your affiliate payments and refunds.</p>
Directories	Traffic	<p>Directories are a good source of incoming links and should be part of your traffic tactics. These are included in our 10-Step program.</p>
eBay	Revenue stream Sales List building	<p>You can sell via eBay for a separate revenue stream. You can also sell your existing products on eBay make more money. Plus eBay is a good way to build a list. Save this until after you have completed the 10-Step program.</p>
Forums	Traffic	<p>When you make valuable contributions to a forum, you can often bring traffic to your site via your signature file. Forums are a part of traffic generation in the 10-Step program.</p>
Giveaway programs	List building	<p>Okay for list building, but be careful of the type of subscribers the giveaway attracts. If you sell \$97 products and they are freebie-seekers, there is a mismatch</p>
Graphics	Sales	<p>These are helpful on your sales page, but only if you are the one creating your websites. Otherwise, either buy them for your webmaster or ask him/her to add them to your website for you.</p>

IME (Internet Marketing Explained)	Miscellaneous	This is a very comprehensive product from Armand Morin. With three notebooks and 32 CDs, it can be overwhelming. Choose one topic, read and learn about it, apply it, become successful, then move on to the next product.
Member Site	Revenue Product Creation	A member site is a type of product for which members pay over a period of time. It has the advantage of providing recurring revenue, without additional sales effort. Any type of content that can be provided over a period of time can be set up as a member site. It also allows you to charge less initially for a higher-priced product if they can pay over time.
Paid keyword search tools & niche sites	Background research	You can sometimes find a lesser known niche and broaden your marketing, but save these for later.
Paypal	Payment	Most people find they can sell 15-30% more when they accept Paypal payments. If you're just starting and don't have your own merchant account, Paypal is a good way to start. In every case you need a Paypal account.
Press releases	Traffic	Like articles, you write a press release, publish it to an announcement site and then get traffic. Sometimes you get a contact from a reporter, but generally online press releases are used as a source of incoming links and traffic. You'll see press releases used to generate traffic in our 10-Step program.
Product launch	Sales	This is a process you follow for a large product. It generally involves a lot of advanced preparation and JV partners. Save it for "big" products, after you have experience. Participate in some to see how they work from the inside.
Public Domain	Product creation	You can use materials in the public domain to modify and create your own products. The biggest drawback is they are generally out of date, so it is time-consuming to modernize their language and illustrations.

SEO	Traffic	Search Engine Optimization is a catch-all phrase to mean creating your website so the search engine see it and rank it well – with the result that you show up on the first page of search results. While you can pay a lot for SEO, most marketers rely on good practices in building their websites instead of paying for SEO.
Teleseminars	Sales Product Creation	Good marketing tactic for making sales. Not the best for traffic generation. You need traffic to be successful at teleseminars. Also good for product creation.
Webinars	Sales Product Creation	Same as teleseminars, but with the visual component added. Not for the technology challenged without practice.
Your own affiliate program	Sales	You need a track record of selling from your site before you should ask others to sell for you.

Still missing a critical piece of the puzzle?

If after you've read this report, you still have questions about what to do next, then here are two suggestions:

1. Ask a question at AskJeanetteCates.com – I respond to those questions every week or so.
2. Or you can submit a ticket at TechTamersSupport.com (no need to register – just submit a ticket). My staff generally checks that site daily.

Again, thank you for downloading and sharing this report.

Here's to YOUR Online Success!

Jeanette

Jeanette S Cates, PhD
Online Success Mentor

Jeanette Cates, The Technology Tamer™



Jeanette S. Cates, PhD is the creator of the Online Success System and author of *Online Success Tactics: 101 ways to build your small business*.

Dr. Cates is a frequent speaker at state and national conferences, with more than 300 presentations to her credit. Her fast-paced, information-packed presentations and her knack for explaining cutting-edge technology in easy-to-understand terms have gained her the reputation of being The Technology Tamer™. She has taken that same experience and applied it to the Internet to become your Online Success Mentor.

As the owner of TechTamers she has developed a full line of learning materials, including more than 100 technology-based workshops, ranging from Teleseminar Basics to Organize Your Online Business. In addition, she has authored numerous tips booklets, special reports, ebooks, and audio albums. Jeanette is a Certified Technical Trainer and is conversant with more than 200 software programs. She is also a Robert G. Allen Infopreneur Master Trainer, one of only 30 in the world!

Dr. Cates holds a PhD in Instructional Design and Technology and an M.Ed. in Adult Education, both from the University of Texas at Austin. She earned a B.S. in Business Administration from Trinity University. She is listed in Who's Who of American Women and is a member of Women in Technology International and the National Speakers Association. Jeanette has been featured in PC World, Computer Shopper, and TechRepublic, among other technology-related publications.

Jeanette has been married for 38 years to Bob Cates, an Internal Auditor. They have three daughters – Stephanie, Jennifer and Vicki, and are the proud grandparents of J.R., Heather, Megan, Jaycie and Katelyn.



TechTamers is a consulting and training firm, based in Austin, Texas, celebrating more than 10 years of helping experts leverage their expertise into Online Success. Founded by Dr. Jeanette Cates, TechTamers' clients range from A to Z – from Apple Computer to the San Diego Zoo, and include many independent business owners who look to TechTamers for strategic and tactical support of their online businesses.

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Related Resources

[Online Success Coaching](#). This site encompasses both free and paid memberships. You can start by browsing the available information, then upgrade to a paid membership when you're ready for the next step in your business.

[First Blog Site](#) This includes the 90-minute recording of the webinar that explains the process, as well as handouts and step-by-step instructions and videos to walk you through the entire process of creating your first blog. This is where you want to start to create content and traffic for your online business.

[First Optin Page](#). This recording of the 90-minute webinar shows step-by-step how to put up your first optin page – and all of the other pages no one ever mentions but are required to really start building your list online. Full instructional materials are included.

[Online Success Secrets](#) is our blog. You'll find photos from recent events, links to online resources, opinion pieces, and multiple tips and articles for your online success.

[Cash From Scratch System](#): If you need to get your first profitable product going, you won't find a faster, easier system. Three steps. No HTML. No list. No product. This simple, easy to follow system, will have you creating an assembly line of profitable websites.

[Teleseminar Basics](#): If you can talk on the telephone, you can host your own teleseminars. Whether you want to use teleseminars to expand your business, build rapport with your existing clients, to introduce new products, or to consult and teach, you'll get valuable information on how to get started offering your own teleseminars. This provides the nitty-gritty basics that will start you on the road to success with teleseminars.

[Sales Letter Shortcuts](#): When you sell an ebook online, you rely on the sales letter to convey the value of your ebook. In this unique product, you explore the Anatomy of a Sales Letter, then see the 21 Things You Need to Tell Your Customer To Get Them To Click The Buy Button! Easy to read and easy to apply.

[Organize Your Online Business](#): If you're drowning in a sea of misplaced receipts, yellow stickies with your ideas, missing ebooks, affiliate links, and lost opportunities you need these tools! Take control of your planning process, content calendar, time tracking, and intellectual property with these easy-to-use tools.

[Talk To Your Webmaster](#): If you've had the experience of not getting what you thought you asked for from the person creating your website, this is the special report for you! You'll find diagrams, checklists, and the language you need to use to ensure you get what you want the first time, every time.