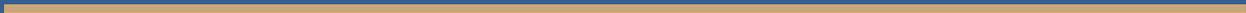


KEVIN FAHEY'S

# IM NEWBIE FREE TRAINING REPORT

Brought to you by...



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*The purpose of this short report is to give you an insight into what you'll learn as a newcomer to Internet Marketing in the **IM Newbies** course by **Kevin Fahey**.*

*So let's just get stuck in shall we? Please be aware that while an online business is a very cheap way of creating additional income, it isn't totally free. Be prepared to make some small investments in the tools that will serve you well for years to come in your internet career.*

# Introduction:

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This short guide is an accompanying PDF for [Kevin Fahey's IM Newbie Video Training Course](#). While it does contain references to the videos included in the full course, it is still valuable as a resource in itself.

## IM Newbie – Free Training Report:

### Module 1

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#### Part 1...Purchasing Your Domain & Hosting

It's important to keep in mind that if you're just starting out, the information presented in this video might be the most confusing. However, if you already have a domain and hosting account that you're happy with, you don't have to worry too much about this but I highly recommend you watch each video from start to finish anyway, regardless of your level of experience.

#### Resources:

##### **Purchasing Your Domain:**

<https://namecheap.com>

<https://godaddy.com>

##### **Hosting Accounts:**

[D9 Hosting](#) – Well priced, reliable hosting with fantastic support.

[A2 Hosting](#) - (Slightly more expensive, but also faster and more advanced hosting setup)

## Nameservers:

Unless you have your own dedicated server, you may have to set your nameservers. This is something that confuses people but nameservers are actually quite simple. They allow the people you bought your domain from to know where that domain will be hosted. Sort of like when the postman brings you the letters, - you take a look and say 'that person doesn't live here anymore, he lives at number 27, and the postman takes it there instead'.

Your nameservers will be provided by your new hosting company if you choose either [D9-Hosting](#) or [A2-Hosting](#) like I mentioned above, and they'll look something like.....

Name server 1: ns1.d9.co.uk

Name server 2: ns2.d9.co.uk

You can purchase hosting *and* domains from **A2** and **D9**. If you do that, your domain and hosting will be with the same company so you won't have to worry about nameservers as it'll be done automatically for you. Click either of the blue links above to grab a hosting account.

## Logging into your C-Panel:

In most cases this will be found at "<https://YourDomain.com/cpanel>" but if not, please login into your main hosting account and follow the instructions from there.

## Part 2...C-Panel Home Page

The C-Panel can be confusing but keep in mind that about 90% of the options you see there will never be needed nor used. What IS important are...

- 1) - the e-mail accounts,
- 2) - installing WordPress and ...
- 3) - file manager.

## Part 3...Setting up Email Accounts & Forwards

To start off with, I recommend you create the following emails for each domain you purchase...

- *info @ yourdomain.com*
- *ju @ yourdomain.com*
- *support @ yourdomain.com*

Then, it's best to set up forwarding in your C-Panel so that these emails all get automatically redirected to the Gmail account or whatever you use from day to day.

## Part 4...Installing a Database

Don't worry about this because 99% of the time you will not need to do it. It's more for those who get involved with custom scripts and CRM (Customer Relations Management) Systems. That's just an easy way to explain it for newbies so don't worry about this for the moment.

## Part 5...File Manager

Important: be sure to upload all your files to **public\_html**

## Part 6...Uploading Via FTP

Download FileZilla. This is an FTP (file transfer protocol) program which you'll use frequently, so get familiar with it. Go to [filezilla.org](http://filezilla.org) to download.

## Part 7...PHP Admin

The only time I've only used PHP Admin is to export databases - for example when backing up my WordPress blog, a custom script, or if something goes wrong. 99.99% of people will not have to worry about this. Again don't stress about this for now.

# IM Newbie – Free Training Report:

## Module 2

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### Part 1...Installing WordPress

You will find the WordPress install by searching your C-Panel for WordPress, Software or Softaculous.

### Part 2...Installing a Free Theme

**Important:** Choose a great theme and install it. Don't drag this out forever, better to get started. Always update your themes and plugins as soon as you see an update is available.

Once installed, you'll need to create these pages:

**- Home - About Us - Contact - Products**

Your blog post categories could be:

**- Reviews / Tips and Tricks / General Blog Posts**

If you want a professional theme I recommend [Optimize Press 2](#) because it's inexpensive, very easy to use, and comes with loads of pre-made templates for every occasion. Plus you get a blog theme, membership plugin and its mobile responsive which is a must these days. I have OP2 on all my sites, - it's just that good.

### Part 3...WordPress Settings

Be sure to apply updates as soon as possible and go through the settings upon installing your blog. There's very little to be done here.

## Part 4...Menus, Home Page & Permalink

Adding or editing menus is found in: **Appearance > Menus.**

You can add as many menus as you wish. To edit the homepage settings, go to:

**Settings > Reading**

## Part 5...Sidebar Settings & Widgets

Adding or editing elements to your sidebar and footer is found in:

**Appearance > Widgets.**

Different themes will have different layouts. The free theme I am using is called 'Cerauno'. If you want a professional theme I recommend [Optimize Press 2](#).

## Part 6...WordPress Plugins

**Install the following free plugins:**

- Jet Pack
- Social Pug
- Yoast SEO

# IM Newbie – Free Training Report:

## Module 3

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### Part 1...Creating Your Squeeze Page

We recommend using a professional squeeze page builder like Optimize Press where the pro design work is already done for you. You can check it out here:

→ [Get Optimize Press 2.0](#)

## Part 2...Paid Split Testing Method

There are free and there are paid ways to do this. As always the paid ways do it better and faster and as this is such an important part of the learning curve, let's go straight to the better method.

The tool everybody (almost!) uses is called [ClickMagick](#). Click the blue link to watch a video that shows how to do this.

## Part 3...Setting up Your 'Thank You' Page

A **'Thank You'** or **'Welcome'** page is the name for the first page a visitor sees after signing up to your list. Sometimes this will be a page that just says 'Thank You for Signing Up' (which is where it got its name from!). But more usually it will be an offer to purchase a paid product.

Check out this example from one of my sign up forms. After signing up, the very next thing they see is this offer... <https://bit.ly/2lB0uhu>

## Part 4...Creating Your First Welcome Email

The welcome email is very similar to what was discussed in the 'Thank You Page' section, and the text you would place on a traditional 'Thank You' page. It goes like this...

### Template Guide

1. Welcome the new subscribers and thank them for signing up
2. Introduce yourself and your company
3. Ask them to whitelist your email address
4. Ask them to connect with you on your Social Networks
5. Explain what's to come in further emails

6. Provide access to what they signed up for

## Part 6...Moving subscribers and automation

This video outlines the process in Aweber. Every professional auto-responder will have an automation feature where the same rules and principles will apply. If you do not have an auto-responder account get your [Aweber Account Here](#)

A bit later you'll find that the additional features provided by AwPro-Tools to be very useful. But you don't need it to start with.

# IM Newbie – Free Training Report:

## Module 4

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### Part 1...Why Social Media?

Social Media is free and it's exactly where the majority of our customers hang out, so they can be easily targeted. We utilize the 4 top social networks. ie Facebook, YouTube, Google+, Twitter.

### Part 2...Setting up your Facebook Fan page

Fan Page Cover Photo Size: 851px 315px

Fan Page Profile Photo Size: 180px x 180px (Shows 160px x 160px)

### Part 3...Setting up your YouTube Channel

YouTube Channel Cover Photo Size: 2560px x 1440px

## Part 4...Setting up your Google+ Page

Google+ Recommended Cover Photo Size: 2120px X 1192px

## Part 5...Setting up your Twitter Account

Twitter Header Photo Size: 1500px X 500px

Twitter Profile Photo Size: 400px X 400px

## Part 6...Integrating Social Media

Fanpage Script: <https://developers.facebook.com/docs/plugins/page-plugin>

Follow Me On Facebook Script: <https://developers.facebook.com/docs/plugins/follow-button>

Subscribe On YouTube: [https://developers.google.com/youtube/youtube\\_subscribe\\_button](https://developers.google.com/youtube/youtube_subscribe_button)

Twitter Tools: <https://publish.twitter.com/>

# IM Newbie – Free Training Report:

## Module 5

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### Part 1...Creating Your First Blog Post

Check Out Examples Here: <https://imvideopod.com>

## Part 2...Monetize Your Blog

Check Out Example Blog: <https://zerotoheromarketing.com>

## Part 3...Fast Free Traffic

[Download The Facebook Pixel Helper Tools For Chrome](#)

## Part 4...Finding Profitable Niches

- <https://MunchEye.com> - (No signup required)
- <https://JVZoo.com> - (Create a free account)
- <https://WarriorPlus.com> - (Create a free account)

## Part 5...Using Facebook to Get Traffic & Leads

[Setup Your Facebook Ads Account Here](#)

## Conclusion:

I hope you found this short report useful, and that it opens up possibilities on how to get started in the wonderful world of Internet Marketing and making money online.

**[CLICK HERE TO GET THE 32 PART VIDEO TRAINING COURSE COVERING EVERYTHING IN THIS PDF IN GREAT DETAIL](#)**

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