

# ***The 20 Commandments of Internet Marketing***

*by*

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always there. The techniques discussed in this ebook could  
cost you money. Yes, you could lose money. It is up to you to  
use judgement and wisdom in all of your business dealings  
and activities to reduce your risk.*

# **The 20 Commandments of Internet Marketing**

**1. Thou shalt not have any guru before thee. In fact, if thou seeth a guru, thou shalt run, run, run.**

Well, maybe not.

A guru  according to is:

a. A teacher and guide in spiritual and philosophical matters.

b. A trusted counselor and adviser; a mentor.

The word *mentor* is used a lot by Internet gurus. You buy their Internet course or ebook and the first thing you know you will get an email asking you to let him or her be your personal mentor.

They don't come cheap! Not if they are your personal mentor.

Many gurus say that they have a personal mentor. *That special person* can help you too. They hook up with each other, these gurus. You click and not only the new mentor or guru gets paid but the first guy does too—and vice versa.

They are affiliated.

Most every guru is selling an ebook or Internet course. I've bought many of them and I've never asked for a refund.

Why not?

Many are junk.

Did I learn the secrets on how to get rich on the Internet?

No, I didn't.

But I did learn at least one or two valuable tips from each of the books or courses I purchased. Here is my criteria for buying an ebook; do I want the information and am I willing to risk my hard-earned money to get it.

Did each guru really tell me how he is getting rich? Probably so—but if I don't do what the guru does, I won't succeed, will I?

That's why the guru comes back to help you further. He knows that you will fail if you don't do what is required. Once he has your email address, he will continue to offer you more products and advice. If you pay him enough, he will give you personal mentoring by telephone and email and by other means.

Can you believe what a guru says? Not really; because less is implied than what really happens. If a guru says he made \$37,782.98 in 36 hours, perhaps he did. But you can't jump in and do the same thing. What he didn't tell you is that he worked a very long time building an email list of buyers that trust him. He simply found a new exciting offer and emailed it to his list.

Oh, for such a list!

Some people read a course like [The Insider Secrets to Marketing Your Business on the Internet](#) and actually follow the comprehensive details and create a successful Internet business on their own.

*The Insiders Secrets to Marketing Your Business on the Internet*

was created by Cory Rudl. Sadly, Cory Died in Late May of 2005 while racing his Porsche in California. The company, located in Blaine, Washington, is now operated by Derek Gehl who is doing a fine job of carrying on Cory's tradition.

Cory, a Canadian, wrote an ebook on automobiles and made a good living at it. In fact, the ebook is still available. Then, after many of his friends wanted to know how to get started in an Internet Business, he decided to write his marketing course. Other gurus have started in this same way.

I've purchased the above course twice. It is very good—but may seem a bit too overwhelming for a beginner. I call it *The Nine Pound Wonder*. It comes in two large volumes and has a number of CDs, etc. It is a fine course but maybe you don't really need it just starting out. Maybe you do, but I would learn a few basics first.

If you go to the [SiteSell Corporate Home Page, it says "You Will Quickly Learn How to Set Up an Internet Business Based on Your Talents and Interest](#). Ken Evoy of Canada runs this comprehensive operation. Listen to Ken's short message and then take the 30 minute SBI Video Tour. SBI means SiteBuildIt®. It covers all of the aspects of the 20 Commandments I have written here. What I mean is, if you have Ken's system, you don't need anything else.

Whether you are interested in Ken's site or not, you should take the video tour to learn what is really needed to succeed on the Internet.

It cost several times more than Cory and Derek's course because it is not a course, per se, but a system that includes all you know to make money with your Internet business. The cost of \$299.00 is much less than if you buy all the other systems you need to

operate an Internet business profitably. The fee covers one year, more time than you need to set up your business. (I'm sure he gives a deal on succeeding years.) So it is my [BEST BUY!](#)

If you want to read two big fat books and watch a few CD's for less money, take [Cory and Derek's course](#).

If you want a complete system where you do not have to purchase needed software, etc., then you may want to go to [Ken Evoy](#).

Either way, you will have a tough time getting started with a profitable Internet business without spending money on education and any needed software.

**HINT:** Before you buy any ebook, program, or piece of software place the name in the Google search box. Read comments about the software, ebook, or program and all evaluations of the product. Look for complaints, scams, free substitute programs or software that do the same thing. If you evaluate the ebook, program, or software and find that it is not what you want for any reason, ask for a refund as soon as possible—before the warranty or guarantee period ends. Remember that competitors will tell you not to purchase certain items so that you will buy their items instead. You must be the judge of who is telling you the truth. However, if you look at all of the reviews you will find some honest evaluations.

I have a friend, [Neal Shearing](#), who has a Ph.D. to do cancer research but can earn more money to support his family through the Internet. Neal's ScamFreeZone has helped many Internet marketers. Neal lives in Devon, England and vacations in Cornwall. I use to travel to England every few months and I love that area. Lucky guy! Neal might be the best person to help you get started.

**Here is my best recommendation if you are new to Internet Marketing:**

Join the [Wealthy Affiliate University](#) where you will get some individual attention without paying for it. It comes with the monthly fee. The two computer scientist that own the site are always on the forums to guide you.

Better still, they take you through an 8-week course to get you going. Week by week you will become a stronger Internet Marketer as you work through the course work at the site.

Education is expensive but the [Wealthy Affiliate University](#) is only about 30 bucks a month. There is no place on the Internet that cost less and is so effective to get you started.

So, that is my recommendation: [The Wealthy Affiliate University](#).

***2. Thou shalt find a niche market.***

A *niche* according to The Free Dictionary is:

- a. *A situation or activity specially suited to a person's interests, abilities, or nature: e. g. found her niche in life.*
  
- b. *A special area of demand for a product or service.*

I have a strong background in industrial ceramics. I have sites that give technical advice to industry and consumers. The sites are new so there is little traffic. But I was able to contact many in the ceramic industry who were willing to note that I had a new site and who will put links on their pages.

If you have a special skill or interest, you should consider a site

on that interest or skill.

Ken Evoy gives an example of a juggler, not a professional juggler but a man that likes juggling. He sell a lot of juggling stuff from his site. Watch the SBI Video Tour to see the site and learn more. I just placed the word *juggle* in the Google search box. There were 598,000 entries. Interestingly, there were only two Google ads in the right hand column.

You may have to be more specific within your niche market. You may want to sell teaching materials, provide supplies, sell books, etc., rather than trying to do everything on one site. Yes, you can have several sites but try to establish your main niche first. Try to get one site making money before you go running off to another site. If you actually learn how to make money, you will be able to quickly apply that knowledge to your next site.

You can discover niche markets using programs like [WordTracker](#) and [SEOElite](#). Note that WordTracker® has free and low-cost short-term options. You might want to look at the vidios at the SEOElite® site and also the descriptive information at WordTracker. You don't have to buy to learn and these sites have some good information.

If you are a member of [Wealthy Affiliate University](#), you will not have to pay for software or other cost for keyword search. [WAU](#) has their own keyword tracker.

There are free sources that provide some of the information you need. Just make a simple search on the Internet for tools. Google is a good source of information.

You can find niche finding software on the Internet. One program bills itself as [Niche Detector - Advanced Market And Keywords Research](#). You may want to take a look at it.

**HINT:** You do not need to sell products to make money from a web site. If you can bring lots of traffic to your site, you can make money from advertising, Google AdSense®, and by referring your visitors to other sites that pay you an affiliate commission on sales, etc.

### **3. *Thou shalt be an expert in thy niche market.***

You will need to build yourself as a knowledgeable and helpful person in your niche market. That means that you may want to write articles for the Internet and give lots of free informative content on your site. You may want to visit forums and join groups in your niche market. You need to build trust. If you do this, folks will like you, know that you are a knowledgeable strait-shooter and they will look to you for information. Later, they may even buy something from you.

**HINT:** Don't overlook article writing with your expertise as the content as a way to drive people to your website. Write "*Taylor Jones the Hack Writer*" in your Google search box. How many items were listed? Write my usual name "*John T. Jones, Ph.D.*" in the same search box. How many items did you find?

Recently a Times-News writer called to ask me for an interview. She talked to me two hours the next morning. She told me that one of the feature editors had read one of my science fiction articles on Big Foot and looked for an ad in their newspaper that I had mentioned in my Hack Writer article. A second feature editor was brought in. Of course there was no ad. They had been spoofed. Finally, they read that the Hack Writer had written the article (me) and called in a reporter. They said, "Find that guy?"

The article was not found on my article site (ezinearticles.com). It was found on another web page who had copied my article. In a few days there was an article about me in the Times-News

including a pic of me. So you see, articles bring publicity.

But article writing is one of the best ways to make money. Using keywords in the title of your article and in the text and in the keyword box will bring your website to the top of Google and Yahoo and MSN. I sell flagpoles at [www.aaafgpoles.com](http://www.aaafgpoles.com). I write articles on patriotism and the flag and other patriotic subjects. Folks read my little biographical sketch where it list my web sites. I use a different profile for different articles. I would use [www.internetbusinessstoolcenter.com](http://www.internetbusinessstoolcenter.com) for an Internet marketing article, etc. Go to EzineArticles.com and put my name in the author box. Bring up an article to see what I mean.

#### ***4. Thou shalt write an ebook to prove that thou are an expert and guru in said market.***

Ebooks can be sold or passed out free.

Free ebooks are sometimes loaded with affiliate links just like this one. (Well, this article is not overloaded, is it?) The writer gets his reward if the reader finds something to his liking and buys it. The writer gets his cut. Free books can usually be forwarded to others, sold, folded and mutilated as long as nothing is changed in the ebook.

Ebooks sold for a fee can sometimes be quickly modified so that the links are changed to the benefit of the reader. Then the reader can sell the ebook or just give it away and get the affiliate goodies.

Whatever the ebook, free or sold, affiliate links or not, it must contain real content valuable to the reader. If it is just a rehash of some other ebook, gives no important details, gives no new information, then it will not be accepted by the Internet. Your readers will report that your ebook (program) is worthless, that the

information is free elsewhere (for paid-for ebooks), that it is poorly written, that it is one big (or little) piece of junk.

I suggest that when you write your ebook that you think only of the needs of the reader. Be careful of what you say and stick to the subject until you have really exhausted what is important to the reader. If you do that, you will be accepted as one who cares about people and endeavors to give them reliable information. And don't hold back secrets—there are no secrets on the Internet.

When you write your ebook, I suggest that you follow these simple rules:

**a. Restrict your subject to what you know.**

Don't try to write the bible on your subject in a single ebook. Restrict your subject so that you can cover the material in a relatively short number of pages. A novelette is about 50,000 words. I put about 250,000 words in one of my detective novels (except [Bull](#) which is a western saga and has more words). Maybe a 5000-10,000 word ebook would be about right for your subject. You get to decide how many words. For your information, articles are usually about 400 to 2500 words.

**b. Write from an outline.**

This means that you write a detailed outline of the subject you want to cover. This article is an outline filled with works, right? If you think about your subject, decide what you want to cover, and then write your outline, you are on your way.

**c. Write the way you speak.** That way you will not try to be *fancy* but will generate a feeling of sincerity with your readers. Just tell it like it is. But don't use profanity, inanity, and more words than you need. Remember that modifiers are your enemy. Keep things as

concise as you can. If you say, "This is a really good important way to skin a cat," you are using too many modifier. Why not say, "This is how to skin a cat?"

**d. Copyright your work** by simply placing *copyright©2008 John T. Jones, Ph.D. (Replace publication year and John T. Jones, Ph.D. with your name.) at the front of your work, perhaps on the bottom of the title page.*

Look at several ebooks and see how the author is protecting himself. There may be a statement that the stuff in the book will not work for everybody and that results are not guaranteed, etc. Is your brother an attorney?

**e. Summarize your article.**

You can write an abstract in the front or a summary at the end of your article. Remember that repetition helps your reader.

**f. Add a list of good references.**

You probably don't know everything, or do you?

There are some good helps to writing ebooks. Just make a search on the Internet for the free ones.

Also, templates can be used to write ebooks. They can be useful to beginners. Here is that all important affiliate link to help you write your ebook.

There is a site that advertises that claims to be the source of [The WEBS Greatest How-to Toolkits!](#) They have what you need to write ebooks, articles, ezines, etc.

I thought that my site [InternetBusinessToolCenter.com](http://InternetBusinessToolCenter.com) was the

authority. Well, like I say, nobody knows everything.

Well, I've decided that [WAU](#) is the authority.

***5. Thou shalt write a sales letter to sell thine ebook to thine niche market. In said ebook thou shalt deny that thou art a guru.***

Why do those sales letters you read on the Internet always start out that the writer is not a guru but just a guy like you that spent tons of money to feed the gurus before he learned the secret to bring him out of poverty to riches?

That secret he may have learned all by himself or he may have met an old man in the desert that told it to him. The writer may say that he had a mentor who taught him all he had to know to get rich.

The way you learn to write a sales letter is to just look at the zillion that are on the Internet. However, you can find plenty of free sources on how to write a sales letter on the Internet. Also, you can go to [The WEBs Greatest How-to Toolkits!](#)

One source you should consider are the article writing sites and low-cost books from Amazon.com or Alibris.com. I have written over 450 articles for ezinearticles.com and some are on Internet business. I have also written for several other sites. Articles are a wealth of information—usually. Read some good articles.

If you add testimonials to your sales letter, for heaven's sake make sure they are true testimonials. Fake testimonials just don't ring true and just don't work. I've written to gurus and told them why I think their testimonials are fake. Fake testimonials mean lose of credibility. Goodbye business!

## ***6. Thou shalt convert thine ebook and sales letter to HTML.***

There are plenty of free sites that will tell you how to write HTML. If you want a low-cost tutorial, try [One Hour Html](#).

Your word processor will convert your document to HTML but I don't recommend it because word processors add a bunch of junk HTML that you don't need.

I suggest you buy or use free the [CoffeeCup HTML Editor](#). It is easy to use and you can use the WYSIWYG (what you see is what you get) feature if you like.

Also, [Godaddy.com has a free HTML editor](#) you should find easy to use.

Here is the basic HTML you need:

`<html>`

This tells the website that it is an HTML document that the site can read. The websites speak HTML.

`<head>`

This means some important information comes before the body of the text.

`<title></title>`

Write the name of your page in between `><`.

`<meta name="description" content="">`

Describe your page between `><`

`<meta name="keywords" content="">`

Write in keywords that the search engines like that pertain to your page. Place them between `"`. Put a comma after each keyword.

</head>

<body>

This tag says, "Here comes the good stuff, the main content."

<h1></h1>

H or h is just a heading. Place your heading between ><.

NOTE: the "1" is the type size, not the number of the heading. A lower number gives a bigger type size.

None of the HTML characters are going to show up on your web page. HTML has told your reader's website that this is a heading so it will show it as such on the viewed page.

<p></p>

P or p is a paragraph. Just type your paragraph between the ><.

As you write, add headings and paragraphs as below. The type in a "2" heading gets smaller and the "4" is still smaller, etc.

<h2></2>

<p></p>

<h3></3>

<p></p>

</body>

This tag says, "I'm through talking to you."

</html>

This says to the website, you can't read below this line.

**HINT:** Go to a simple website and then click on *View* on your

browser tool bar. You will see the code of the site. Look at the descriptions and keywords in the meta files. Look at the code versus what you see on the site. Now look at a complex site like Yahoo.com.

Wow!

What does all that stuff (code) do?

Keep things simple at least to start.

***7. Thou shalt obtain an autoresponder and code for name and email address collection. Place said code in thine sales letter HTML.***

An autoresponder will answer routine email and send out messages of your choosing on a regular schedule. For example, you can send several lessons to your associates.

If you are brave, you can use [PostMaster](#) or other such mail programs to do this from your own computer. The problem may be troubles with your server when you try to send bulk email to your list. Also, these programs take time to learn to use. Most marketers prefer to pay someone else to take care of such worries. Yes, I am a brute and use [PostMaster](#), but I everytime I have a problem, I want to head to AWeber.

I suggest [Aweber](#) to build up your community. It is well known and versatile. But Godaddy and [AdLandPro](#) also offer such services. My son uses Godaddy for his [IrishFluteStore.com](#).

I have a small community at AdLandPro. My friend Bogdan Fiedur runs AdLandPro. He gives away a lot of free services and I have been advertising with him for years. His is a story about a poor immigrant getting rich by hard work, focus, and dedication. He

always tells me that I'm not focused. You need to be focused to make money.

I'll tell you how unfocused I am. I just got a call a few minutes ago from the *Times-News* in Twin Falls, Idaho. They are coming out to see Taylor Jones the Hack Writer (me) so they can see where all of my article ideas come from. I write on everything from soup to nuts as you will see at my site: [www.tjbooks.com](http://www.tjbooks.com). (The reporter came yesterday.) You have got to do better than me. Stay focused!

### ***8. Thou shalt obtain a payment source and ebook delivery system and add HTML to thine sales letter.***

You need a way to collect money on the Internet. I suggest that you use PayPal or ClickBank to do so. With PayPal, you simply sign up for a free account and then use their shopping cart or single-payment code to collect the payment and tell the buyer how to get the product you are selling. Simpler for some of us is to list the product on ClickBank and let them collect the money. With PayPal, you get your money immediately in your account. With ClickBank, they write checks every two weeks.

Here is a simple [ClickBank](#) link to a product, a site that provides products to sell on EBay. If you list your product with ClickBank, you would use your own product link to get your customers to look further at the product. The HTML code you get from PayPal is coded to protect you. Remember that if you are selling an ebook, you will have to tell PayPal where to find the book on your website. For example, you convert your document to a PDF file using your word processor and you upload it to your site. As an alternative, you convert or write the document to HTML and you upload that to your site where it can be found by authorized folks, the buyers.

This function is sometimes confusing. Email me if you need help.

If you want to sell ClickBank and other affiliate products, then by all means join [Wealthy Affiliate University](#) who will give you the actual details of how to sell buying pay-per-click, article writing, using forums and other methods that you don't pay one red cent for.

### ***9. Thou shalt pick a domain name that has keywords for your niche market.***

Well it doesn't have to have keywords.

It can be your company name.

But if you are marketing on the Internet it may help to have a keyword or two in your domain name. I have a site called Secret-Cash.com. It is hyphenated but I've been told that search engines like hyphens so you can add a hyphen to find an unused name. I guess I have a site called [www.money-making-books.com](http://www.money-making-books.com) which is hyphenated twice.

I use GoDaddy to register a domain because I have a dedicated server with those folks. The thing I like about GoDaddy is there is no messing around. They have great customer service 24/7 and low prices.

You may want to look at your competition before you patent a domain name. See what they are up to. Try to keep your domain simple and memorable. Short is good if you can find a suitable domain name that is short. Now you can have a domain like howdoyoubreadshrimp.com if you want to be so specific. That name is not up. I just tried it.

Stick to .com or .org. Forget the other endings unless you are a

university or something that uses .edu or part of government that uses .gov.

### ***10. Thou shalt find a host for thine domain.***

The other day I designed a site for a local spring water company, registered the domain with GoDaddy, hosted it on their server, and the site was up and running in less than 24 hours.

CoffeeCup offers these services. Like GoDaddy.com, if you use their hosting you get software free. I'm sure there are dozens of other sites that do the same thing.

Both of the above companies have great customer service, especially GoDaddy.com. I've had problems with other sites because of poor customer service. I won't mention their names because they are reputable companies which have had some problems in the past.

If you join [Wealthy Affiliate University](#) they will host your site as part of the monthly fee.

### ***11. Thou shalt upload thine sales letter to thine server.***

Lots of HTML editors have uploading functions. I use CoffeeCup Direct FTP. It lists all of my sites, keeps track of where my files are for each site, and keeps track of the passwords and identities. There are free software programs on the Internet too.

Remember that your server will be looking for a file called index.html. Make sure that is the name of your main page for your site or sites. You should read your instructions carefully from the hosting company. You may have to load your files in a designated file such as *htmldocs*. Maybe not.

I just put "FTP software" in the Google search box. There were only 8,680,000 entries. If you have never uploaded files before, have a friend tell you how to do it. If you are with GoDaddy.com, you can get them on the telephone and they will walk you through it. Actually once you have an FTP software program, free or otherwise, it will take you through the steps. You need the login ID and the Password you have chosen. You need to know if there is a special file on the server that you must FTP your files.

[Wealthy Affiliate University](#) will create your web pages and upload them to their server.

## ***12. Thou shalt drive traffic to thine domain name.***

This is an art in itself and the key to Internet Success. If you have no or little traffic, you have no business. You need a site that search engines like. That means it has useful content. You can write that content or you can import articles from the article sites that pertain to your niche market. I write for ezinearticles.com and several other sites that have such articles.

Make sure you find the best keywords for your site and place them in the meta file. You can use the programs listed in ***Commandment 2.***

You can lose your shirt with pay-per-click search engines. That includes Google AdWords®. You need some instruction before you pay for clicks. There is plenty of free information on the Internet if you search for it. There are paid systems too. One is [Google Snatch - The Free Click Formula](#) which claims to bring tons of traffic to your site without spending money for it. How good this program is, I don't know, but you could check it out on the Internet *before* you buy it.

Linking to other sites can be helpful. That is one reason why article writing pays off. Your URL is on each article and anyone can follow it to your site.

Self promotion will bring folks to your site no matter how you do it.

[WA](#) give you what you need to perform the task of getting traffic. That is what I use.

### ***13. Thou shalt not buy traffic from scam artist.***

Don't pay for traffic in any form. You will get a zillion hits but no buyers. This is one of the best ways to throw away the money you need for your business. Learn how to drive traffic to your site.

When you buy emails and banners and surfing hits, etc., you are going to get zilch. Surfers will bring up your site but they will pay little or no attention to it for the few seconds it is up.

Having said that, there are some honest to goodness business men who will help you focus on a selected group and contact them effectively. They may use email. But BEWARE! I know a couple of good sources. Why don't I list them here Because you can lose money even with some of the best. I don't want to lead you to some guy I trust only to have you lose money.

### ***14. Thou shalt join thine niche communities and build relationships, pass out good information, and be helpful to others.***

You can join groups and make comments on bulletin boards to increase traffic. Yahoo and the other big boys feature many groups. Search for groups on the net for your market.

[WA](#) list the many forums available but I like the forums at WA

because I get information from members that I trust.

### ***15. Thou shalt share free information and services.***

Giving something away is a good way to build a community. That is why this ebook is given away gratis. But you can share information with a blog or by email too.

### ***16. Thou shalt be patient knowing it takes time to build an Internet business.***

If you think that you are going to get rich quick on the Internet, you are probably mistaking. For gosh sakes, if you do, let me know how to do it too. An Internet business is a business and it may take you a year or more to drive sufficient traffic to your site to make a profit. That is just the way it is. Many of the best Internet businesses are an extension of a real storefront business. Regular businesses increase sales above what they get from street traffic by selling on the Internet. How about Target® and Wal-mart®, etc.

### ***17. Thou shalt work everyday on promoting thine Internet Business.***

Spend some time every day promoting your website. Even a small amount of time each day can add up to a significant contribution over a one year period.

If you study a subject for less than an hour a day you can become an expert. So make study part of your daily activity. It will help you increase your business.

Here is something that works. Look at some of those free or inexpensive ebooks that didn't give you much to go on. Read them again and glean the little tidbits that may be valuable. Type

them into a Notepad® file called "hints" or "tidbits," or such, for future reference.

Try to write an article everyday to generate sales. You can follow the procedures at [WA](#).

### ***18. Thou shalt plan thy day to accomplish goals to promote and improve your Internet business.***

If you have a dream—not a daydream—if you can visualize your status in the future—you can plan to achieve that status. If you see yourself riding in a red convertible, you can work to attain that convertible because it is a workable goal. I'm working on mine.

So write down your major goals and then break them down into doable tasks. Then schedule the task.

This article is really broken down in to 20 task, isn't it?

Each of those 20 main task need you to break them down in to the steps that will take you to your goal.

Cory Rudl said that the thing you must do is do one thing at a time. Learn how to do one thing right before you go on.

What he meant that if you are learning to use PPC to draw traffic, do it piecemeal, seeing if you can get one process that will bring you traffic and enough sales to make money. Then extend that process until you are able to make significant money. When you can no longer increase your sales by that one process, then go on to another process that you can debug and make function to your favor.

I once told a Corporate President three things that I could do to help him sell off a number of divisions. He took the list and

pointed to the first one and said, "I never got into trouble doing one thing at a time."

So, that is what I did. I traveled *Helter Skelter* from hither to hence collecting engineering and financial information from factories.

Doing that one thing was enough.

I also put myself out of a job because we sold the divisions and closed down the corporate research center—where I worked!

***19. Thou shalt improve thine technical skills to stay abreast of Internet businesses.***

Yes, there are technicalities in this business. You can pay to have them done but you will probably go broke doing it. You need to be savvy in some technical issues. You can find the information you need in books and free on the Internet. You can simply ask someone on the Internet to help you—but learn your stuff.

Take scripts or forms. They are useful things. When you put a Google AdSense® ad box on your site to collect primary or secondary income, you use their script.

You may need a script or form to collect email addresses or to stop searchers from lifting your proprietary pics. You will find them on the net for no cost.

Some scripts don't work unless you place them according to instructions on your webpage—so read the fine print.

***20. Thou shalt define a code for thine own self conduct that will not allow thee to scam, deceive, mislead, steal, defraud, condemn competition, or be a nuisance to others.***

You need to have a code of conduct for this business. You may even state items from that code in your site content. Stand by your guarantees and remember that the customer is right even when he is wrong.

The thing is—reputation.

I suggest that you have a good one.

### **Conclusion:**

If you look for the 10 Commandments of the Internet using a Google® search, you will find references to [The Ten Commandments of Internet Marketing](#) by Craig Lock of New Zealand and other such articles and sites, etc. I don't think that Craig thought too much about his 10 Commandments but he had things to say and he said them. I decided to put things in more of a chronological order and to make the list more comprehensive. There are more than 10 things you need to know to run an Internet business. I settled on 20 because seemed about what a person would need. Some hack writer like me will come along and write 30 just for the heck of it.

I didn't use Craig's Commandments as he wrote them and I left at least one out. Craig made an important point about keeping your family in the loop and not neglecting their needs. I think that is a very good idea. It was not a step to success. It just makes success a much more pleasant event for everyone.

Many ebooks and courses are just a annotated list of things that you need to do to start up an Internet business. Such entries should be considered as commandments because if you violate them, you may fail, just as in life you fail if you do not keep the Ten Commandments of Moses. So, keep the faith, work hard, and keep the commandments.

The End

P.S. If you are new, look at [WA](#) as the best answer to making money for beginners and pros too.

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John