

FIRSTSTEPS ONLINE

First Thoughts



HAVE YOU BEEN ASKING YOURSELF...

- "How can I use the Internet to make money?"
- "What's so great about the Web and why should I learn about it?"
 - "Do I have what it takes to succeed online?"
 - "Who is this guy named Walter, anyway?"

Hi, I'm Walter. Welcome to FIRST STEPS ONLINE!

Thanks for joining me on the journey into your future success. I promise you that I will help you answer all these questions and a whole bunch more. But before we get into the money part, let's look at the big picture and how you might feel along the way.

For some folks, learning about the Internet is like being a newborn baby. When you first popped into this world, your parents did everything for you. It was an hour-by-hour, night-and-day, non-stop labor of love. They fed, clothed, and cared for your every need. After weeks or months, could you roll over, sit up, interact with others, and eventually gain the strength to crawl or stand on your own, but you still needed someone who would take you by the hand, show you what to do, where to go, and how to do it... step-by-step.



After more months of dirty diapers and daily life lessons, you might have been able to toddle around and feed yourself. And then, seemingly overnight, you were walking into walls, climbing the curtains, and running circles around your harried parents! Later

came tricycles, bicycles, skateboards, hover-boards and first cars so you could terrorize the entire neighborhood.

It's a process – life's journey of self-discovery, interaction, developing, trial and error. You can't crawl until you can balance and sit. You can't run until you can crawl and then walk. Learning is a progression of tiny failures and successes:

- Your first fall when you got up and then fell again
- Your first knee scrape while running and your little legs couldn't keep up with your big brain
- Your first wobbly bike ride as you destroyed Mom's prize flower garden

You know this because you've been there, done that, and are probably still doing it as you progress through life!

Your entry into the Internet World can be like being born again... *virtually*. In Internet terms, some might call you a "newbie". In this training course I like to use the term, **"First Stepper."** (I've been one myself... many times!)



All First Steppers are not the same. Some are truly like newborns, unaware of the dangers of this new world and know nothing about navigation through or survival in the online space, or even how to access a website. They don't speak the language, nor comprehend the methods and strategies of this vast web.

Others have been around the block on their tricycles (or their Ferraris), gawking at skyscrapers like tourists, but have never delved into starting a business online, creating products, or Internet marketing.

Let me be clear: being successful on the Internet has nothing to do with your age. You may be in your teens, or early twenties, or sixty-plus like



me. **Grandma Moses**, a famous American folk artist, whose artwork hangs in museums around the world, has been featured on magazine covers and greeting cards, and won numerous awards, *started* painting when she was 78. *Yes, 78!* In 2008, one of her paintings was auctioned for US \$1.2 *million*. It may take a little longer the older you are, but with calculated steps and a persistent attitude, you can educate yourself, engage, and expand. If you keep your mind active and alert, there's no limit as to what you can learn if you set your mind to do it – at any age.

First Steppers have fertile minds like blank slates or new sponges, waiting to receive input, data, and surfing experiences. But maybe you need help getting started, knowing where to go, how to use a search engine, how to find... on and on and on like a newborn.

Maybe you need someone to feed you nutritious information to digest, to help you grow and mature: how to earn money, where to earn it, and how to keep earning for a long time! Maybe you need someone to guide your moves from A to B to Z, to help you filter through the endless data, and to create connections between concepts and online strategies. Otherwise, you could feel overwhelmed by the depth and breadth of the Internet, be frustrated from a lack of profitable results, and spend a fortune on worthless programs and non-performing techniques. And like a defenseless newborn, you might not survive the journey.

I've been a FIRST STEPPER many times during my life as I wandered along the long winding road of careers during my 60+ years. (On my recent 61st birthday, I moved the decimal point one place to the left. 6.1 sounds more like an upgrade!)

Here's the short list of the Life of Walt.

- Grew up in Idaho, Oregon, Washington, and Germany
- Worked in printing companies in Oregon, Idaho, Arizona and Ohio
- Directed a choir, orchestra, and traveling music ensemble in college
- Became the pastor, caretaker, and snow shoveler of a small church in Idaho
- Established and ran several printing companies in America and SE Asia

- Wrote and recorded my own music projects (3) and produced other artists
- Built and operated a Tilapia fish hatchery and farm in northern Thailand
- Avid builder and flyer of remote control Airplanes



As the saying goes, “I may be schizophrenic, but I’ll always have each other.

In 2007, my wife and I “first-stepped” our way into the fishing business and our Red Tilapia Fish Farm and Hatchery became the second largest in north Thailand, but the industry became too volatile with increasing costs, falling fish prices, and fish that didn’t want to live past 30 days!

It was time to reinvent Walt. I’d always be fascinated by the Internet and decided to pursue this passion. I thought it would be a walk in the park, but soon realized my minimal web-browsing background, an occasional scroll through Facebook, and the ability to send and receive an email left me a few fries short of a Happy Meal. No way could I ever succeed earning a full-time income on the web! My dreams screeched to a halt at a dead end.

Help came from Boston-born George McBride, a close friend, former computer-science instructor at Chiangmai University (10 years), Internet marketing guru, and a man patient enough to answer the hundreds of my “First-Stepper” questions. George introduced me to my first Affiliate Marketing program in [SFI](#), mentored me through the rough spots, helped me make my first dollar online, and has since proved to be a lexicon of Internet methods and strategies. With his guidance I immersed myself studying online marketing, taking action and engaging what I learn, and expanding this knowledge into multiple streams of income. (I’m doing the 3E’s to Succeed!)

Since 2014, I’ve been working on the internet, creating products and training programs, and helping people learn to make an income in the online space. Over a period of 18 months, I built a following of nearly 3,000 people from all over the world and have been teaching them various Internet marketing methods and strategies.

Am I a guru with all the answers? Hardly, but I am determined to continue expanding my mind, my abilities, and my talents until I’ve achieved my dreams *and helped you with yours.*



Do I know what I'm talking about in this training course?

Absolutelyamento! (And you get to learn new words that I've made up.) What you *will* learn in **FIRST STEPS** is exactly what I've been doing and putting into action for several years while teaching hundreds of other First Steppers to do the same!

Six important points to get the most out of your experience:

1. With this **FIRST STEPS** training course, it might be impossible for everyone to start at the same point. All people have different backgrounds, experience, abilities, knowledge, and varying degrees of understanding of the internet.
2. This is focused on First Steppers, so I've included several modules in the beginning which cover more elementary internet concepts.
3. You might find these first modules too basic for where you are in your online experience, so I encourage you to bypass them and perhaps start with Module 5: "Importance of Staying Safe Online," or Module 7: "IM Lingo and Shop Talk."
4. If you do skip earlier modules, I recommend you return to them later and review the material. Something might be lurking in there you don't know yet! :)
5. **This is not a race!** This training course will allow you to learn at your-own-pace. There is no time limit or time-frame for completion. If you have problems with comprehending one module, take your time, read at your own speed, and take the time necessary to learn and engage.

6. **First Steps Online is not the Only Step!** Much more is ahead, if you desire to make online marketing your long term journey. **First Steps Online** is just getting started. As the song says, "We've only just begun," online!"

Take a look at what I've jam-packed into this training course:



Module 1: The Internet – Why Use it for Business?



Module 2: Language, Lingo, and a Brief History



Module 3: Bring On the Browsers



Module 4: What's Up with URLs and Links?



Module 5: Importance of Staying Safe Online?



Module 6: Soaring Through the Online Space



Module 7: IM Lingo and Shop Talk



Module 8: Making Money the New-Fashioned Way!



Module 9: Affiliate Marketing 101



Module 10: Email Marketing, Lists, and Autoresponders



Module 11: Fun with Funnels



Module 12: Top Ten Tools of the Trade

As a First Stepper and valued purchaser of this training course, you have access to the entire course and all its modules, in a downloadable PDF version and here in this membership, **"Work With Walt!"**

If you'd like me to custom tailor *your individual training to where you are right now in your online experience*, then please take a few minutes and fill out the **Personal Survey Questionnaire by clicking [HERE](#)**.

I'll personally review your survey answers and respond back to you with a customized plan of action and **"Best Steps for Using First Steps!"**

In conclusion, four more points about the format of FIRST STEPS.

1. Every module has a *Content Lesson*, which will instruct you on a concept or element about the internet and how to work with it.
2. Many modules include a video where you will learn as I teach using a whiteboard, or with an over-the-shoulder computer view.
3. Many modules also have downloads available for additional resources. You can find these resources on the upper right side of each module page, if you are on a desktop computer or laptop, OR locate this section at the bottom of your tablet or smart phone.



Click on the "+External URLs" and your downloads will be revealed.

4. Most modules ends with a section called "**3 E's To Succeed**" I mentioned these three words earlier, and they have become the central focus of everything I do on the internet. Look for this logo:



Educate

Take the time to improve my mental capacities
and enlarge my knowledge base.

Engage

Use what I learn and implement the concepts
through productive and profitable action.

Expand

Once I've learned and implemented these concepts and actions,
I will do them over and over again
and leverage them into massive success.

"3 E's To Succeed" gives you actionable steps to take in preparing your online business and allow you to get your feet wet in essential elements of online marketing. Or motivate you to dive headfirst into the stream. Your progress depends on you, and you alone.

FIRST STEPS will lead you in a systematic progression and elevate you from your current level of **"First Stepper"** to a knowledgeable, functioning, internet entrepreneur. Just remember: this process can't be learned, engaged and expanded overnight.

Whatever the mind can conceive and believe, it will achieve.

–Napoleon Hill

In his best-selling book written waaayyyy back in 1937, *Think and Grow Rich*, Napoleon Hill repeats this advice often. His words have become a driving force for me to do *whatever it takes* to achieve what I believe to be the purpose and direction for my life. And you, reading this right now, wherever you may be, are an integral part of my purpose and direction.

Thanks again for joining me. So, First Stepper... let's get started!

Your guide and constant companion,

Walter Nigh

P.S. As you begin this training series, two things should be evident in your online effort: **Focus and Determination!**

Without these two elements being foremost in your mind and activity, you might become infected with the dreaded diseases like "Shiny Object Syndrome," "Overwhelmtosis," and "Lacka-Action-Apathy." (Yeah, I made up the last two, but they're very valid. You can catch 'em just by talking to someone! **Find the cures inside this training course!**)



To view and read this module online, go to www.work-with-walt.com

Your purchase of this training tutorial includes free membership to the online version of **First Steps Online** which has more than 30 FREE downloadable resources.

If you have problems with login, please contact walter@firststeps.online

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