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Liz Tomey

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Advertising How To

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Offer From: Liz Tomey – <http://www.LizTomey.com> Liz Tomey on Internet Marketing... Let's hear what YOU have to say!

7 Questions to Ask Before You Advertise

by Michele Pariza Wacek

Most business owners and managers keep a fairly close eye on their marketing budgets.

And nothing throws a budget out of whack faster than advertising.

Advertising, or paying good money to get your message in front of your target market, still has a place in your marketing mix, although it's not quite as effective as it once was.

If you're going to advertise, you need to be smart about it -- or you can quickly find yourself with a blown budget and not much to show for it. Below are seven questions to ask yourself before writing out that check.

1. Do you need to generate customers/traffic/leads/etc. right away? If so, then you better pull out your wallet. Advertising is hands down the fastest way to get your message in front of your target market. (You're paying for placement after all.)
2. Do you have another way to get the word out about your business? For instance, do you have a customer database or an e-zine list? If so, then you might be better off sending an e-mail (assuming you have customers' e-mails). Although technically e-mail announcements fall under advertising, I'm not counting it in this particular case because it's more or less free (or very low cost).

Perhaps you have a good news angle and a good relationship with a reporter. Or you have a high-traffic Web site and/or blog. Or maybe you're an active volunteer with a large organization and can use networking to get the message out.

But if none of those really apply, then you'd better take a closer look at advertising.

3. Do you need to augment your other marketing efforts? Maybe you have articles featured on a Web site targeted to your customer base. Great when your article is front and center and not-so-great when your article is buried in archives. A little advertising on that site can keep you in your target market's sight all the time. Or maybe you struck gold and got a big article written about your company in the perfect trade publication. Fantastic for that month and not-so-fantastic for the other 11 months of the year. Or maybe it's taking you longer than you'd like to drive traffic to your Web site. Advertising is good for speeding things along.

Frequency is king when it comes to marketing -- if you're out of your customers' sight, you're probably out of their mind when it comes to buying time. Advertising is a good way to beef up or speed up what you're already doing.

4. Are other marketing methods not appropriate in this situation? Let's say you want to have a sale. But your customer database is small (or nonexistent). Your Web site has minimal traffic. And you aren't going to get any bites from the media since having a sale isn't news. What do you do? Run some ads.

5. Would you rather save time than money? Let's face it. Running an ad is easy. Other marketing methods are more time-consuming. If you want your marketing to be easy, then advertising is about as easy as it's going to get. (Now there is a caveat to this one, because you can hire people to do some of those marketing tasks, such as updating Web sites, running PR campaigns, etc. However, not everything can be hired out so you still might be stuck spending time you don't have.)

6. Are you planning to test a new campaign or a new product/target market? Running small, inexpensive ads can be a good way to test certain marketing aspects before launching big, expensive, time-consuming campaigns. If you want to penetrate a new market or if you have a new product to launch or a new marketing message to try, buy some ads and see what the response rate is. Another strength of advertising is control -- you have total control over your test.

7. Do other marketing approaches never quite measure up? It happens. Advertising in one or two specific media outlets seem to generate more sales and more leads than anything else you've tried. If that's the case, then don't mess with it. As the old saying goes, if it ain't broke, don't fix it.

Creativity Exercise -- Advertising and your business

Is advertising right for your business? Try this exercise and see.

1. What's your biggest marketing challenge right now? Write it down.
2. Go through the above list of questions and ask yourself each one. Does it apply to your situation? If it does, write that down too.
3. Do some brainstorming. In what ways can you use advertising to solve your marketing challenges? What media would work best? Online? Print? Radio? Television? Direct mail? Something else? Make up an ad for a variety of media.

Now do the exact opposite. Think of ways advertising WON'T work for your business. Brainstorm at least 25 reasons why advertising won't work for your specific situation. Be silly. It's a good way to loosen you up.

4. Go back and reread both your pro and con lists. Now read your ads. Do you like what you came up with? Do any of them resonate with you, even now after coming up with your list of objections?

You may have just come up with your next advertising campaign.

Michele Pariza Wacek is the author of "Got Ideas? Unleash Your Creativity and Make More Money." She offers two free e-zines that help subscribers combine their creativity with hard-hitting marketing and copywriting principles to become more successful at attracting new clients, selling products and services and boosting business. She can be reached at <http://www.TheArtistSoul.com>. Copyright 2005 Michele Pariza Wacek

Navigating Advertising Avenues

By Ryan M. Hoback, Motivated Entrepreneur Incubation & Consulting

So we are sitting at a large round table with a mess of scribbled notes, thoughts, ideas, and we are not sure where to go next. We are ready to develop a plan or at least a rough scheme and move forward. So what is the message we are trying to get across to our target customer base? What is our advertising attraction?

We need to first sit down and discuss what our budget for this particular project or department will be. Once we develop a budget for the plan, we can start to develop a message around the mediums that will be using to deliver it through. There are numerous forms of advertising media we can use, such as;

(Direct Mail, Public Relations Promotions, Display Advertising, Directories, Brochures/Flyers, Door to Door Leaflets, Transit Ads, Internet, T.V. Radio, Cinema, Exhibitions, Trade Shows)

Once we have decided the types of advertising we will use, we need to look at what type of customer would we like our ad to solicit. There are two modes that our customers shopping habits can be classified as, transactional and relational. Transactional customers focus on today's transaction and they fear paying more than they should have. They are very research oriented and they enjoy comparing and negotiating. At the same time these costumers are great for word-of-mouth advertising. Relational customers think of today as a beginning to all the transactions to follow. Their fears are of not of making the right choice; they do not enjoy negotiation and competition. These customers consider their time to be crucial and they become great return customers when they are satisfied with something.

Remember it is all about getting noticed, we need to create ads that resonate on the minds and hearts of our viewing audience. We need to focus on where people are going to first see our product/service to make an immediate lasting impact. To help promote impact in our ads we concentrate on methods create memorable responses. Our ads need to contain a benefit to the viewer, and a strong visual vocal point. Good usage of colors and contrast can enhance their memory of the ad.

Developing a repetitive campaign with a high-frequency of viewings is also beneficial to the customer creating a mental relationship with our product/service. The law of "3" has long applied to visual and audio advertising. That is, if a target customer can read your message 3 times in a short period of time, or hear your ad 3 times, it will increase the chances of them remembering the product. When developing slogans, phrases, or any words that we will use in ads we need to use evocative words. Words that evoke a reaction from the viewer, remove them from their current thoughts, and place them on your message. This type of product association can be long lasting, and can create word of mouth advertising such as, "Hey, did you see that ad?"

The most important part of developing an advertising campaign is to be consistent. If the product/service can be recognized in numerous areas of placement through a consistent message delivery, it will become a part of the consumers buying habits. Advertising can

be very trial and error area, however crucial to any business. If we research, plan, and implement all the fundamentals mentioned, then our advertising mix will turn out just right.

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Ryan Hoback is Founder and President of Motivated Entrepreneur. They help entrepreneurs achieve success by helping them start and grow their businesses.

Web Advertsing: Its All About the Click Thrus!

by Rod Davis

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Working in research and development for a large infomercial company, I had many opportunities to do large advertising campaigns with lots of different online advertising agencies and Internet marketing companies. I would literally go online for days researching companies and the types of advertising they offered to find just the right ones to meet the needs of our company.

We spent thousands of dollars before we were able to come up with accurate measures of which campaigns were actually converting prospects into customers. But after much testing, I came to an interesting conclusion about online advertising.

Many advertisers have a large emphasis on the amount of exposure you get to your web site, but after running many expensive campaigns, I have learned that this is not what matters at all. The things that matters most in web marketing usually boil down to how many qualified, targeted click thrus you can generate to your site.

Click thrus are the main thing you need to focus on when creating an advertising campaign. For our company, it has been the most accurate measure of the quality of any type of advertising we bought, whether it was banner ads, email campaigns, popunders, search engine, pay per click or any other type of advertising you do on the web.

Click thrus represent an Internet user who has been motivated to visit your site by clicking on an email or online advertisement of any type. It is the highest quality traffic you can have coming to your site.

Once you get this type of high quality traffic to your site, you can then focus on trying to convert your visitors to customers and sales. If you have a tracking method or software, you can then determine your conversion ratio. The conversion ration will tell you how many visitors you will need to get to your site to convert a sale.

If you can figure out how many click thrus it takes to make a sale and you know now much it cost to get clicks to your web site, you can then use that information to predict the results of some of your advertising campaigns. Armed with this information, you will then have a lot more confidence when spending money or time on any type of online advertising.

If you are looking to generate high quality click thru's to your web site, you will find that this is not the easiest thing to do. You will find many types of online advertising and lots of companies making outrageous claims on how much exposure you get. But when it comes down to it, exposure means nothing if you don't generate click thrus to your web site. If you want to generate true targeted traffic to your web site, you should definitely take a good look at these types of advertising.

Email Marketing - Email marketing is probably the most direct way to generate click

thrus to your web site. You can either hire a third party company to mail to their lists or you can build a list of your own.

Email is great because you can instantly reach large numbers of interested prospect and start to generate click thru's within hours of sending your message out.

This method of marketing does have its drawbacks. It is getting more and more difficult to send email, because of SPAM regulations and extensive filtering by ISP's. Fortunately, many marketing tools are coming out to help the average person start and maintain a list without knowing a lot of technical knowledge.

The best way to use email marketing is to build an opt-in list of prospects that you can mail to over and over again. Using a third party list or company to email will cost you a fortune if you do it over and over without building a list of your own. This is why it is important to concentrate on building your opt in list. Many of the people who opt in to your list will eventually become your customers if you have a solution to their problem.

Coregistration - This is powerful list building method many Internet marketers have been using for about 3 years now. Coregistration advertising is the process of generating opt-in email leads to add to your mailing list or autoresponder for marketing purposes. Using this form of advertising, you can build a large list of qualified prospects in little time.

The quality of coregistration leads can vary from company to company so it really pays to understand how they are generated and how old the leads are. The best types of leads to buy are called Opt-In coregistrations where individuals have specifically responded to your ad for more information.

You can also get other type of leads that are cheaper, but they are not as high quality as the leads generated specifically for your business. In addition, these cheaper leads are harder to deal with when mailing your messages.

Once you have these leads in your email system, they become a source of targeted click thrus every time you mail out to your lists. In addition, you are basically getting free advertising once you have your own list. Coregistration helps you get to that point quickly if you use it correctly and if you find some solid lead sources.

Search Engines - Search engines have long been a source of rich, targeted traffic, but competition and strict search engine rules make it difficult to simply put up a web site and take advantage of this type of traffic.

You could hire a search engine optimization company (often called SEO's) to help you get your site placed, but this usually costs a minimum of \$1000 up to \$5000 or more and a significant amount of time to get results. Most web site owners would be better off applying basic search engine optimization techniques themselves and saving their money. These techniques can include gaining link partners, frequently adding fresh content, and utilizing relevant keywords. The results of these efforts can be just as rewarding as using an SEO company in many cases.

Once you get listed, you will start to receive targeted click thrus to your web site from people specifically searching for what you offer.

Pay Per Click Search Engines - If you are frustrated with other types of traditional advertising and you want a direct relationship between what you spend and the amount of advertising you get, you need to look into pay per click search engine advertising.

You can sometimes get traffic to your web site for as little as \$0.10 per click. Once you try to advertise using pay per click search engines, you will find that many of the best keywords will cost you much more than this (sometimes \$1 to \$5 or even more)! The key to this type of advertising is to do research to uncover low cost keywords so you can bid on them get traffic to your site.

Using this strategy, you should be able to use pay per click search engines to easily produce targeted clicks to your web site.

PR and Media - If you are looking for massive exposure at a very low cost, pr and media could be your ticket. A solid pr campaign could easily bring hundreds to thousands of targeted click thrus to your web site.

Getting your business in the news can be a difficult task and you need to either hire a solid pr company that promotes from a marketing standpoint or you need to learn how to do some basic PR yourself. Hiring a PR company can be expensive, so it may pay to simply find an experienced freelance writer who will help you.

PR/media can be hit or miss and it can take some persistence to start getting stories published and to start driving traffic to your web site. But for the amount of time and effort you spend doing PR, it can really pay off in the long run in the form of hundreds, thousands to even millions of dollars in free advertising.

EBay, Amazon and Other Large Sites - Large traffic sites that allow visitors to participate, open accounts and create profiles are great places to get free exposure for your web site. There is a lot of traffic generated by sites such as Amazon and Ebay which gives you the opportunity to harvest some of it through creating user profiles and participating with their communities.

This is a simple, low cost way to generate traffic to your site since it does not really cost anything to setup accounts with these sites.

Banner Ads – Many people say banner advertising is dead, but it still continues to be a great source of Internet traffic for many web site owners. The best part about banner advertising is that the prices have gone down significantly, so if you can create a banner that works, you can get a lot more quality exposure in comparison to other types of advertising.

The quality of your banner ad and your target audience will determine how many click thrus you get from your banner campaign, but many banner campaigns range anywhere from 1% click thrus to 8% click thrus, or sometimes as high as 20%. So if you are

planning on doing any banner advertising, test a banner on a small level, and see how well it converts, and this will give you an indication of how well it converts on a larger level.

Affiliate Marketing/Joint Ventures – Affiliate marketing and JV advertising are both similar in nature and. Most professional web marketers would say that it delivers the highest quality click thru available on the web today. This is because these types of marketing are “endorsement” marketing where you have a particular person with certain credentials promoting your product. This personal referral often generates visitors who are hungry to see what you offer.

You can use this type of marketing by writing a letter to a potential partner who has a large customer base or by installing affiliate software on your web site and advertise for affiliate partners. Using an online affiliate program is very cost effective because you reach targeted visitors online and you only pay for leads or sales (usually a percentage of your sale or a set dollar amount).

Popunders/Guaranteed Visitors/Expired Domains - These traffic sources have been around for a while now and are all heavily promoted forms of advertising. But in comparison to the other forms of advertising, it does not perform as well. Personally, I have experienced sending millions of visitors from this type of traffic with hardly recognizable results.

Most of this traffic is not very targeted because the web site visitors did not get to the site by choice. Instead, they were solicited from third party advertisers using popunders or tricky web pages, which does not make that person a qualified visitor to your web site. There are some networks of advertisers who can provide quality popunders at a reasonable price.

Click thru are a way to measure the quality of advertising because you can usually figure out how those clicks relate to your sales. That is why it is important to focus on how many click thru you can produce when creating, marketing and advertising your web site. So next time you try any type of web advertising, try to get some indication of how many targeted click thru you can expect to generate from that particular campaign, and you can get a good idea of how many sales you can generate.

Rod Davis is an Online Marketing Specialist who offers "The Small Business Survival Guide" and an informative newsletter called Microbusiness Marketing. Visit <http://www.microbusinessmedia.com> or call 303-440-8196 for more information.

Affiliate Marketing



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Seven Ways to Set Yourself Apart From Other Affiliate Marketers

by DeAnna Spencer

Okay so you've read (fill in the blank with internet guru's name here)'s book and decided that affiliate marketing is the way for you to earn some extra money online. I mean after all, all you have to do is plug in your name and run their ads and collect your commission check and ride off into the sunset, right? Not quite. With so many people promoting the exact same program as you, in the exact same ezines or on the exact same websites, you need some ways to distinguish yourself from the rest of the pack of affiliate marketers. Here are seven ways for you to do this.

1. Host Your Own Website.

I know I sound like a broken record, but it is absolutely essential for you to have your own website. For starters you can have a domain name that is easy to remember. I mean can you remember [http://www.areallylongaffiliatemarketersurl.com/?pid=123/r=4\(My](http://www.areallylongaffiliatemarketersurl.com/?pid=123/r=4(My)

apologies if that url actually belongs to someone, I just made it up on the spot for an illustration)? I didn't think so.

So if you can't remember it and it's your url, what makes you think your potential customer is going to remember it. Do you know what they are going to do? They are going to just chop off the stuff at the end and type in the main domain name and purchase the product from the main site. However if you have your own url, you could have a url like <http://www.yourdomain.com> which is much easier to remember and you can just point your visitors to your affiliate page in your website.

2. Write Your Own Ads

Email the owner of your affiliate program and ask if you can write your own ads. Most of the time they will not have a problem with this, but you need to check with them first. A lot of times when I publish my ezine, I have published the same ad two or three times and I wanted to email the advertisers and say if only you had used your own ad. People become immune to ads after a while and if they see the same ads over and over again, they may just skip over it altogether. Your objective is to get people to click on your link and if your wording is different they just might stop and read your ad and be curious enough to click through to your website.

3. Have some products of your own that are only available through your website.

Once you have your website going, it is important to have some products or services that your customers can't find at your affiliate site. You want your customers to keep coming to your site and the best way to do that is to have something on your site that they can't find on the affiliate site.

4. Cultivate your own list.

It's much easier to sell to people that you have already built a relationship with. That's one reason why it is important to build your own list. You may also be able to earn some money from your list in the form of advertising.

5. Buy the product you are marketing.

When you buy the product you are marketing, you can sell it better. You can tell the potential customer what a great experience you had with the product. This will make them interested enough to buy the product. You will also be able to provide support if necessary or write a tutorial on how to use the product that you are marketing.

6. Be totally honest

If you find out that the program you were promoting is a scam, stop promoting it and inform your readers about it. This will help you build credibility with your lists. We all make mistakes and admitting your mistake will boost your readers confidence in you.

7. Don't try to market everything you see.

With services such as clickbank, it is easy to become overwhelmed and try to market everything in the clickbank marketplace. That is not a good idea. It's better to focus on one market and market products that they would want. This is called niche marketing. The last thing you want to do is to bombard your subscribers with pitches for products. That is one surefire way to lose subscribers.

Affiliate marketing is definitely here to stay and it can become a great way to earn extra or even part time income. However, it won't happen overnight. Like everything else in life, you're going to have to put a lot of hard work into it. Good luck to you in your new venture.

DeAnna Spencer is the webmaster for Learn Small Business, a site that teaches how to run a small business for free. Visit today at <http://www.learnsmallbusiness.com>

7 Ways To Increase Your Affiliate Commissions

by Chris Coffman

Suppose you could launch an online business in the next ten minutes? Suppose that this business did not require your own website, dealing with customers, refunds, product development or maintenance? This is the ideal world of affiliate marketing.

Made popular on the internet by Amazon.com, marketers can now earn a referral fee for directing visitors to countless merchants' website. According to Forrester Research, affiliate program earnings will represent \$53 BILLION of all e-commerce sales by 2005. How could you earn a sizeable piece of this pie? Here are some powerful tips that would get you rolling in those big commission checks and laughing all the way to the bank.

1. Know what programs and products to promote.

Of course you will want to promote those programs that will bring you the greatest profits in the shortest time. There are several factors that play into selecting such a program. Choose programs that have a generous commission structure, products that fit in with your target audience and a solid track record of paying their affiliates on time. If you cannot recoup your investment, then prune such programs and keep looking for better ones. There are tens of thousands of affiliate programs online so you can afford to be picky. This is a case where you will want to choose just the cream of the crop and so reduce the risk of losing your advertising dollars.

2. Write free reports or short ebooks to distribute from your website.

Most likely you will be competing with other affiliate marketers who are promoting the same program. If you write a short report on a related topic to the product that you are promoting, then you can distinguish yourself from all other affiliates. In this report you can provide valuable information for free with a "recommendation" of the product. This is often referred to as a 'soft sell'.

The report or ebook allows you to develop credibility with your audience and your readers are more likely to follow your recommendation. There is less resistance to this type of selling because the prospect doesn't feel 'sold', just informed. The next step is to make this ebook 'viral' by allowing those who bought the product through your link to 'brand' the ebook for their own promotional use.

3. Collect the email addresses of those who download your free ebook.

Research has shown that over 60% of the sales of any product are made after the fifth exposure to the sales message. In other words, most people do not make a purchase on the first solicitation. You may need to send your marketing message over six times before a sale is made. This is the reason why you should collect the contact information of those who download your report. You can then follow up on these contacts to gently remind them to make the purchase.

4. Never send prospect directly to a vendor's website without collecting their contact info

first.

Affiliate marketing is ideal but not perfect. You must keep in mind that you are providing free advertisement for the product owners. The merchants only pay you when you make the sale. If you send prospect directly to their website then these prospect are lost to you forever. If you collect these names instead, then you can always send other marketing messages to them and earn an ongoing commission instead of making a one-time sale.

5. Publish an online newsletter or Ezine.

It is always easier to recommend a product to a friend than to sell to a stranger. This is the philosophy behind publishing your own newsletter. A newsletter allows you to build a subscriber list and develop a relationship of trust with this list. Your subscribers will then trust you to recommend products that will benefit them.

This strategy requires a delicate balance of providing useful information along with a 'sales pitch'. In other words, if you send out frequent advertisement to your list and little valuable information you are likely to lose credibility with your audience. But if you write informative editorials you will build a sense of reciprocity in your readers that will lead them to 'support' you by purchasing your affiliate products.

6. Ask merchants for a higher than normal commission.

If you are very successful with a particular promotion you should approach the merchant and negotiate a higher percentage commission for your sales. If the merchant is smart he or she will likely grant your request rather than lose you. Keep in mind again that you are a zero-risk investment to the merchant, so don't be shy in your requests. Just be reasonable.

7. Learn to write strong Pay Per Click (PPC) ads. One of the most effective means of advertising online is through PPC search engines. As an affiliate, you can make a sizeable income by just managing PPC campaigns on services such as Google Adwords and Overture. Monitor your campaigns to see which ads are pulling their weight and trim those that are not.

You can use the ClickBank™ Market Place, for example, and just choose a hot-selling product and start promoting. Once you are earning a decent return on your investment then you are in profit! Just this strategy alone can make all the difference to your commission checks.

Affiliate marketing is an entrepreneur's dream come true. Minimum investment, zero inventory, no employees, no product development—just BIG checks!

Chris Coffman is the publisher of Net Marketing Daily. Visit <http://www.netmarketingdaily.com> for Internet marketing news, tips, articles, and much more!

Revealed the myths of making money through affiliate marketing

by Ian Canaway

Many people enter into the affiliate marketing arena with the hopes of making some quick money whilst doing the bare minimum amount work and preparation.

They expect to be making the type of money super affiliates make within five minutes of joining an affiliate program without doing anything other than send out a few ezine ads.

How do I know?

Because I was there, I did exactly the same thing, it was what the affiliate program owner's instructions said to do; sign-up, send some of our pre-made ads out to a few ezines and newsletters and wait for the money to come in. Oh and send them straight to this affiliate link so you'll be credited with the sale.

Ok, yeah, I did make a few sales, but only just enough to break even. It wasn't the sort of income they promised, so I thought to myself, 'well there must be other affiliate programs out there that'll make me more money', so I moved on to another one, and guess what, the cycle repeated.

Does this sound familiar to you? It's sometimes referred to as the 30 day average affiliate life span.

When you sign-up for an affiliate program don't they just make it sound so easy?

Well here's the truth it's not easy if you don't know what you're doing! But if you do, you can make the big super affiliate type income that only a small minority of affiliates are making. But it does require, time effort and persistence!

Now ask yourself these three questions,

- Do you have your own website?
- Do you have a newsletter?
- Do you send prospects directly from your advertising to your affiliate webpage?

If you don't have either of the first two you stand very little chance of making big commissions through affiliate programs. Sorry but it's true.

The top selling affiliates all have a few things in common; they all have their own websites and newsletters and they also never send prospects directly from their advertising straight to their affiliate webpage.

It's really important if you are an affiliate marketer to have your own website with the ability to collect e-mail addresses. I'm sure you will have heard that the money is in the list. If you have no list your unlikely to make much money.

If you can offer visitors to your website a free newsletter, ebook or training course, if

they sign-up to your list, you should be able to build that list of prospects without too much difficulty. But you have to sell the opt-in as much as you would a product as people are much more wary of handing over their e-mail addresses these days. So make sure you offer something of good value to earn the trust of your prospect and build your credibility.

In the ebook or newsletter you can include or recommend products with which you are affiliated with. So instead of sending the prospect directly to your affiliate webpage, you send them to your website, where you collect the e-mail addresses; this allows you to follow-up and recommend products and related products which you believe they would be interested in.

Therefore you can make multiple sales from one prospect, whereas before you may have made one if you were lucky or simply lost the prospect forever.

Provide good content in your newsletters and ebooks, give honest recommendations on products for your prospects and they are much more likely to trust you and buy from you.

Ian Canaway is an affiliate marketer, home business entrepreneur and the owner of <http://www.asuccessfullhomebusiness4u.com> and also <http://ahomebusinessblog4u.blogspot.com>. He will show you the simple and proven system he uses to enable 'anyone' to make money online. Check us out now!

Top 5 Super Affiliate Tips – What's Your USP?

by Mike Merz

It's a known fact that establishing a USP (unique selling proposition) is an essential part of any business plan ...

But what about your affiliate marketing campaigns?

What makes your promotions unique from the hundreds ... or even thousands of other affiliates pushing the same merchant's products and services?

Well ... nothing, if all you do is cut and paste the same merchant provided ad copy as everyone else, or just toss a bunch of links, banners, and buttons on your site.

What you must do is make yourself stand out ... grab the interest of your prospect, and qualify your offering to meet their needs.

Here's 5 quick tips to get the most out of your affiliate promotions.

1) Learn all about the product/service you're promoting.

The more you know about your promotions, the more credible your promotional content. If you don't own the product, do your best to scour the merchant's site for info that you feel best explains the benefits of it, which leads to number ...

2) Write your own ad copy.

It's the credibility factor again ... you're selling yourself, establishing the bond between you and the prospect, in an effort to win their trust and interest. If you do own the product, or have access to it by permission of the merchant, write a detailed review. You can even use yourself as a case study to provide an eye witness account of the satisfaction potentially derived from using it. If not ... and in addition to your own accounts, list the testimonials of others.

3) Establish a line of communication with the merchant.

You might have to settle for the affiliate program manager, or a related department, but the idea is to try to acquire anything you can, above and beyond what is offered to regular affiliates, that will help you gain a promotional edge. Branded articles, ebooks, special offers, free trials, etc. You might even be able to gain access to the product or service you're promoting if you explain that you'd like to review it for promotional purposes (it can't hurt to ask ...)

4) Build a sub list of targeted prospects.

Would you believe that I, personally, have built campaign designated email lists of less than 100 members, that have actually accounted for more sales than my main list ... that goes out to thousands of subscribers? Why? Laser targeting, my friend. Offer a campaign

related update, course, report, or other form of freebie to attract them. In addition, you'll now have a ready made list for future promotions made by the affiliate merchant.

5) Search engine optimize your promotional pages.

... for keywords and phrases relevant to your offerings, and run pay per click campaigns targeting the same and comparable terms. The search engines shouldn't, by any means, be your sole source of promotion (email, forum, offline marketing ... to name just a few methods) but they could potentially play an important part. I recommend investing in a course like Brad Fallon and Andy Jenkin's 'Stomping The Search Engines', which covers both SEO and PPC pretty extensively ... and effectively.

Work these 5 tips into your affiliate program promotions, and I'm sure you'll enjoy success.

Sidenote:

If you're participating in a multiple tier affiliate program, and you have access to your downline referrals, make sure you take the time to train them to succeed. Remember ... their success is YOUR success!

Mike Merz is the owner/webmaster of Internet Marketing For Newbies LLC, publisher of The IM4Newbies Update, administrator of The IM4Newbies Internet Marketing Forum at <http://www.im4newbies.com/forum/portal.php>, and has had articles published on many of the internet's most popular sites, his main focus being Internet Marketing start up consultation, specializing in affiliate program related campaigns.

Why 95% of Affiliate Websites Lose Money - And How You Can Avoid The Pitfalls

by K. ONeill

Affiliate marketing is an agreement between two websites in which one site (the affiliate) sends traffic to another site by means of advertising or content.

In return, the affiliate receives a percentage of sales generated.

Having worked with affiliate programs for several years now I can vouch that's it possible to make a very comfortable living working from home with affiliate programs.

Sure there are downsides - there can be sales tracking issues; dud affiliate programs, and there's always those dreaded returns and commission chargebacks.

But the upside more than makes up for it: you get to be your own boss; you can set your own hours; you're building a potentially enormous recurring stream of income; and there's no workplace politics or overbearing boss to hound you.

But the best part is this: the potential to make money is unlimited - there is no glass ceiling.

So if affiliate programs are such a great concept - why do statistics tell us that only 5% of affiliate marketers ever make money online?

Why aren't more affiliates making more money?

In my online experience I've seen a few affiliate websites that are genius at selling. Most however make several deadly mistakes that are probably costing them thousands of dollars in sales.

Here are the 3 top reasons why 95% of affiliate websites don't make more money and how you can steer clear of the pitfalls:

Reason #1: Trying to sell too many products.

Have you ever visited a website and been knocked senseless with sales offers? Banners flashing, moving text - moving up, down, left to right, right to left, bright laughing images bouncing across your screen.

Then the pop-ups come - pop-ups, pop-unders, pop-overs. It's non-stop sales-pitch overload - and you can't get out of there fast enough. It takes you a full five minutes to re-focus your eyes once you manage to escape from the website

Ok, some affiliate websites aren't that bad but you get the point.

While working for a bank several years back, I learned one of the #1 rules of sales: "A confused mind always says 'No'." If you give someone too many options, too many

choices, or even too much information too quickly - they won't buy anything. They will always say 'No' to the sale.

Solution? Reduce the confusion and you'll INCREASE the sales.

Top affiliates will tell you to focus on one or two products per website (or per web page). Never more than that.

If you want to increase your conversion rate, stop selling so many products on one website. Focus on the top one or two that make you the most sales. You'll then have a lot more customers saying 'yes' and putting cash in your pocket.

Reason #2: Website theme is too general.

When choosing a theme for your website, think niche, not general. For example, unless you're Best Buy or Future Shop, you might not want to build a website about computers. That's way too general and you're now in competition with the big boys. Why put yourself through that?

This is a fundamental mistake new affiliates make. They choose a website theme that is much too general. They choose to make a website about computers or credit cards or diets or insurance.

These are all profitable topics of major interest to many people. But the topics are too broad and you'll be running yourself ragged trying to be all things to all people.

Solution? Make your website theme as niche as you can - while still being profitable.

For example, instead of a website about computers, why not a site about laptops only? Instead of diets, why not diet patches? Instead of credit cards, why not no-fee credit cards? You get the idea.

By doing this you'll be way ahead of most affiliate marketers. You'll also be setting yourself apart from the crowd - people will remember your website as a 'specialized' website and you'll be the first website they'll visit when they want a laptop, or a diet patch review or a no-fee credit card.

Reason #3 Poor Choice of Affiliate Program

If you're an affiliate who isn't making the money you think you should be making - maybe the problem isn't anything you've done. The problem could be the affiliate program.

Not every affiliate program is created equal and for every 1 that makes you money, there are 10 that won't. It's not your fault, that's just the way it works. You've got to test and try different programs to find the true winners.

Experience will show you which ones are a good fit for your website and your visitors.

Learn from that experience and then spend more time and effort on the programs that make you the most money.

And don't just go by the highest EPC numbers (earnings per one hundred clicks). I know of one affiliate who purposely seeks out low-earning EPC affiliate programs because he says there's little competition for them. He makes a tidy little sum from several of these affiliate programs that other affiliates are ignoring.

Your personal experience is the best indicator of what will make you the most money. I've tried some affiliate programs that were (apparently) huge earners. They didn't make me a dime. I've tried others that didn't look so hot as far as earnings and they make me \$1000+ per month. It really depends on you and your website.

If you're not making the money you think you should be making - and you feel you're doing everything else right, it could just be your choice of affiliate program. Try changing affiliate programs and see if that increases your sales.

Those are 3 main reasons why 95% of affiliate websites don't make the money they could be making. Steer clear of these pitfalls and you'll be on your way to being in that top 5% of affiliate marketers making the big bucks.

K. O'Neill is contributing writer to Web Conversion

For more free tips and articles on how to improve your web conversion rate and make more sales, visit: <http://www.Web-Conversion.com>

5 Ways to Increase Your Affiliate Sales

by John Purdy

Most home business owners are involved with affiliate marketing. As an affiliate marketer, a combination of techniques can be used to promote your affiliate website and/or link. Here are five things you can do to help with your promotional efforts resulting in increased affiliate sales.

1. Become an “expert” on the product

The most successful affiliate marketers are “experts” on the products they promote. To become an expert, it’s highly recommended that you purchase the product yourself to gain first-hand experience using it. If you cannot purchase the product, you must thoroughly research it until you become familiar and knowledgeable enough to promote it.

2. Participate in chat rooms related to the product

You can start your own chat or join an existing one. Do not try to sell initially, but during your chat, mention the product you’re promoting and describe its benefits. If there is interest in your product, you can then refer them to the product through your affiliate link. The same concept holds true for forums and discussion boards.

3. Write your own affiliate program ads

Most merchants will provide pre-written ads for their affiliates to use. If you write your own ad, or make significant changes to the one that’s pre-written, your ad will stand out from the others. Done properly, this will give you a great advantage over those affiliates that are using the same ad as everyone else.

4. Create a free newsletter or ezine

Submit your newsletter to the ezine directories and promote it on your website. Keep in mind that most subscribers are interested in receiving “information” that can help them. If you use your mailing list solely for selling, you will never gain credibility and will end up with a high unsubscribe rate. After you’ve developed a relationship and the trust of your subscribers, you can then recommend the products you are promoting.

5. Create a free ebook

As part of your ebook, include an advertisement and a link to your affiliate website. The ebook can be given away free or used as an incentive to sign up for your newsletter. Submit your ebook to the ebook directories and offer it to other webmasters for inclusion on their website. The more exposure your ebook receives, the more sales you can make.

By using the techniques outlined above, you will see an increase in your affiliate sales resulting in more commission payments. Be sure to become an “expert” on all the products you promote.

John Purdy is an affiliate marketer and operates his own Internet home business. For access to affiliate programs and resources on the home business industry, visit his website at: <http://www.home-business-concepts.com>

Affiliate Marketing: The Easiest Business

by Benjamin Scott

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There are many ways to make a living. Some people work many long hours a week slaving in a hot factory. Some people go to work for long days in a cubicle, meeting someone else's quota and achieving someone else's goals. Some people have decided these ideas of work do not work for them. These people have realized the freedom and financial gains to be made in Internet businesses. There are many types of Internet businesses, but one stands above the rest as easy and efficient. This business is affiliate marketing, and anyone can be a success.

Affiliate marketing is a simple principle. You provide a link to your Affiliate program owner on your website. Many major websites offer affiliate programs, including Ebay. These companies will, in turn, provide you with very effective and creative tools to better your web site and keep track of your earnings. This software, expensive when purchased alone, is free to affiliate participants. You do not pay for the programs that will make your website sharper and more inviting. On the contrary, you get paid.

Affiliate programs such as those with Ebay can be the source for entire incomes. People with high traffic websites can bring in entire second incomes from simply providing a link to another website on their page. This method of business continues to make you money all day long. Every minute your page is up is a minute you could be making money from your affiliate program. Every time a person hits on your affiliate's symbol, you make money. This money is free to you and comes at no overhead cost. Actually, affiliate programs can decrease the overhead costs of running your own business because they provide both software and technical support to help your website be the best it can be.

Affiliate programs can also offer an attraction to your website. When you participate in affiliate marketing, you give your readers another reason to visit your page and continue to return. They will come to associate you with the bigger affiliate names you are working with, increasing your credibility and esteem among people who surf the web. These companies want you to succeed because your success means continued success for them so they will offer you all of the tools and support you need to succeed in the industry. You will benefit from years of experience as they continually refine programs and tools for your use to make them increasingly user friendly and effective. The affiliate marketing program concept is especially effective when you pair it with your own online business. Your affiliate banner or logo will not take much room or detract from your page, and will make you money while your page also appeals to other readers interests. This truly is the way to go to ensure your success in the online industry. Affiliate programs offer quick money and ensure that, even when your page has a slow day and does not make you much money, your site will continue to grow and be effective overall.

Benjamin Scott operates a successful internet business working from his home personal computer. Ben will take you by the hand and show you how to duplicate his success

using the internet as a roadmap to financial freedom. Take a free course at <http://www.eazyhomebusiness.com/>

Affiliate Programs-An Easy Start to Online Income

by Brennan Howe

If you have been longing to start a business online you may be coming across terms you've never heard before. You may also have found the opportunities available are overwhelming. Where do you begin?

AFFILIATE PROGRAMS - EASY START

Affiliate programs may be the easiest online business to start running. Why?

With any online business you must have a product or service to sell. First you must create this product or service and then you must be able to fill orders.

Selling your own product or service also means creating a website, learning how to write ad copy, setting up a marketing plan, being able to accept payments online and obviously doing the work. If you're selling a physical product then you will need to make or buy the item, package it and pay for shipping costs. If you provide a service than you will likely have to start by doing free jobs to build your credibility and then when you are charging for your service you are still limited by how much work you can actually handle.

THE MAGIC OF AFFILIATE PROGRAMS

Affiliate programs are a great way to get started in an online business. In fact there are even some 'Super Affiliates' who are making fabulous incomes from affiliate programs. So, what ARE affiliate programs?

Affiliate programs allow you to sell another company's service or product and make a commission on every sale or lead. You do not even need to build a website or handle the transaction. Your job is to drive traffic (customers) to your affiliate link.

An affiliate link is a special URL code that will identify customers coming to the company's site from your advertising. It will likely be the website address with a code attached to the end.

Some affiliate programs also have tiers. That means if someone who is interested in SELLING the product comes

through your link and signs up you will also get a small percentage of THEIR earnings.

HOW DO I CHOOSE A PROGRAM?

You should research the popularity of some of your interests. Try to determine if people are buying that product or service online. There are many sources for finding that information including free ones such as the Overture keyword tool.

When you have found an area that is popular then type the subject along with 'affiliate program' into your search engine and see which programs have services or products for that area. You can also use an affiliate program directory.

When you have found a program that looks interesting you should read the terms of the program. Make sure that payouts are not based on a high commission earning or you may never see your money. Also try to choose programs with high commission rates. Often you will find ebooks and downloadable software has the highest rates as there is no physical product to make or ship. If you are satisfied with the terms then you need to sign up - usually a simple process.

START MARKETING

The reason affiliate programs are so great for beginners is that you only need to focus on marketing - not making - your product.

Many affiliate programs have information on how to market and give you tools such as banners, product feeds and more. You can also look for other information on marketing including writing articles, creating pay-per-click campaigns, commenting in online forums etc. As you gain experience marketing you will make adjustments to your selling and start creating a wonderful income!

Brennan Howe

Brennan Howe is the owner of <http://www.opportunity4all.net> Internet Opportunities for the Average Person. Sign up to receive a 10 part internet marketing course and free downloads

Cashin' Out with Affiliate Programs

by Ratliff J.

If you are not making a ton of money with affiliate programs, you will need to try and figure out why. We all know a good affiliate program can be hard to come by.

Before spending a lot of time and money marketing an affiliate program, always check it out first. There are a number of ways to do this.

1. Search through the hundreds of affiliate directories online and look for comments about it.
2. Ask them how many affiliate they have, and what the top earners are making, as well as the average affiliate.
3. Give the program a trial run - just enough to make a few sales that will allow you to receive a payment from them. This will ensure they pay as offered.
4. Spread the word! Lots of affiliate money stays on the table because we do not refer others. If you know other affiliates, send them an email and let them know about your new program. Of course, send your affiliate link id to earn 2nd tier revenue if possible!

To see my favorite affiliate programs, please visit the affiliate directory at www.affiliate-directory.us.

J. Ratliff is the author of the widely used [Affiliate Program Directory](#).

Making Your Website Affiliate Friendly

by Jerry Lunsford

Ever go to a website and couldn't make heads or tails of it? Possibly it was littered with advertisements in the form of flashing banner ads or pop-ups? What did you end up doing? If you are like me...you left. And without even bothering to look around. Why? Because you either couldn't find what you came to the website for, or you were turned off by all the commercialism of the site. Either way you ended up wasting your time, and the owner of that website failed in his attempts at marketing. Why?

Because a website is virtually worthless regardless of how many hits you are getting if visitors immediately exit your sight. But the better scenario is a website that offers people exactly what they were expecting from your keywords and description. This will result in your visitors, who have become targeted traffic to spend more time at your site which probably means they will do a thorough examination of your business opportunity.

To keep visitors looking over your website it is important to have one predominant theme. For instance. If your website is completely dedicated to your affiliate program, then your keywords and description should emphasize that. If your website offers ways to increase traffic don't list your site as an affiliate program just because you offer a link to one. That's getting people to your site under false pretenses. Their coming to your site looking for an affiliate program and instead they find instructions on increasing website traffic. More likely then not those people will bail out only to look elsewhere.

While it is a good idea to offer links to other sites and services that are similar in nature to your own website I do not suggest creating keywords or including in your description any of these. I am thoroughly convinced that the majority of people will not click past your home page to find what they are looking for. Do You? So If you have a sight that offers marketing articles but would like to offer your affiliate program as well, you can create a whole new site just to promote your program through which you may receive more targeted traffic. This will allow people to click your link from wherever it may be posted and up pops exactly what they read in your description.

But that's not the only problem with websites. Some contain such massive amounts of advertisement in the form of pop-ups, flashing and moving banners, and music, it's like looking at a video game where your objective is to shoot the pop-ups down before another one is created.

No one likes to be bombarded with advertising. And all that advertising takes away from the theme of your website. While a person is reading about your offer they are being distracted by things moving and flashing all over the place. Besides, if you are offering an affiliate program, visitors to your website are not looking for car insurance, vitamins, or long distance phone service. I'll take that back. They may be looking for those things but most people will go directly to the source by use of a particular keyword and their favorite search engine. This also emphasizes the need to have the proper keywords and description to match up with your website.

If you are advertising on your home page may I suggest no more than two banner ads on it. And they should some how be linked to the theme of your website. Now, if you have quite a few products or services to advertise there are a couple of ways of doing it that won't turn your home page into a shooting gallery.

1. Use one line text ads. Corner them off onto a particular section of your site allowing visitors to make the decision as to whether they want to view your advertisements or not.
2. Make a separate site for each product or service. You can create sub-domains for your products or services and promote them just as you would your main site, and do so with a lot more success.

Here is a recap of points to remember.

Present a website that:

- Is easy to navigate
- Has minimum advertisements
- Is what people expect to see at first glance
- Matches your description and keywords
- Maintains one predominant theme

If you conform your website in the manner stated above you will end up with more targeted traffic to your site which should result in more sign-ups to your program. Build your website to meet the expectations of those who visit it and you will succeed.

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Blogging and RSS Information



Easy Blogging and RSS Tutorial For
The Average Webmaster

Download here:

<http://www.ez-rss.com/free-rss-blogging-ebook.htm>



Marketing with Blogs and RSS

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RSS more effective than email

by Allan Burns

Long have I been proclaiming the effectiveness of RSS as a communications channel for non personal communications over that of email. The protection and anonymity that RSS can offer over email means that it is fast becoming the preferred medium for many users. It seems visitors to your site now put more trust in RSS as they are five times more likely to subscribe to an RSS feed as they are to the equivalent information via email.

A recent article from Rok Hrastnik at Marketing Studies shows that there is greater trust in RSS over email as well as RSS being more effective at attracting visitors back to your site. Over a 48 hour period it was shown that the average CTR from feed to site was 23 percent. That means that nearly a quarter of the readers of your RSS message click through back to your main site.

Rok's report also shows that there is a 6.8 percent average CTR from a content item in your feed to the web page that the content item points to. Better still is the results that show a 150 percent CTR from your feed to the site within a 30 day period. That means on average each subscriber of your RSS feed clicks through to your site one and a half times each month.

The report also points from data obtained from Lockergnome where it is shown that RSS subscribers out number email subscribers by 5 to 1. This clearly shows the increased take up of RSS, particularly among the more tech savvy internet audience.

At <http://newsniche.com/> I have often argued that one of the major benefits of RSS over email is that it does not have the flaws that makes it susceptible to spam and control over the subscription to the information you provide is totally in the hands of the subscriber. This makes RSS subscribers more confident than email subscribers that they can unsubscribe knowing they will no longer receive communications from that source.

I have seen numbers banded about that show there are as few as 5 percent of the browsing public use RSS. The reason for this is that it is not yet as ubiquitous as email, but email has had a lot longer to be established. I truly believe that these results will encourage more webmasters to offer RSS feeds to their readers and help educate the browsing public to the benefits of this form of communication.

Allan is the webmaster at <http://www.newsniche.com/> an RSS resource for webmasters. Learn how to use RSS to attract and retain visitors to your site.

Marketing With Blogs - Part 1

by Priya Shah

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Marketers have found that blogs are excellent tools for communicating with their audience. Anyone who has something to sell or an idea to promote can benefit from using blogs.

Corporates like Nike are using blogs to build branding. Microsoft and Sun are using them to communicate with the developer community.

Blogs have a number of advantages that make them excellent tools for communication.

They are cheap to install and require little or no technical expertise. So the entry point for blogging is very low when compared to the expense of hiring a website designer.

While building a website is often out of the reach of most solo entrepreneurs, anyone can start a blog. If you can't write or hate to write, you can start an audio or video blog. The possibilities are endless.

Blogs also help you create content that search engines love, and encourage linking from a number of other bloggers who write on similar topics. This makes them excellent tools for getting high search engine rankings and boosting your visibility.

They also encourage immediate responses from your readers and customers, so you can get feedback, tweak your campaigns and respond better to the market's demands.

Blogs, and the RSS feeds they come with, help you syndicate your content online, boost your reach and influence and allow readers to control their communications with your company.

Your blog can be your selling point and help your prospects opt for you and your services over those of others.

Whether you're an individual, entrepreneur, small business, consultant, coach, book author, independent filmmaker, actor, model, travel guide, work-at-home mom - someone who wants to promote their individual skills and talents or interests – there is immense potential in using blogs to promote your business.

In part 2 of this article series I cover some tips that will help you ensure your blog is a good marketing vehicle.

<http://www.blog-maniac.com/marketing-with-blogs2.htm>

Priya Shah is the CEO of eBrand360 <http://www.ebrand360.com> She writes the Marketing Slave blog <http://marketingslave.com> and publishes an internet marketing

newsletter <http://www.ebizwhiz.biz>. Subscribe to her free Business Blogging eCourse.
<http://www.blog-maniac.com>

Marketing With Blogs - Part 2

by Priya Shah

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In part 1 of this article series on marketing with blogs, I discussed the reasons why blogs are excellent tools for marketing.

In this article I outline some tips on using your blog as a good vehicle for your marketing communications.

Tip # 1: Choose The Topic Of Your Blog Well

Make sure you are targeting the right audience for your products. You might love golf, but you can't use it to sell your products unless they're meant for golfers.

You generally wouldn't write about something like golf on a marketing blog, unless you're using it as a metaphor.

Pick the topic that will attract the right audience – people who are looking for your products, but more importantly, people who are willing to actually spend money on them.

If you're not an expert on your topic, but are learning about it, blog about your learning process. There's no shame in being a learner, in admitting that you don't know everything.

In fact your journey could even teach others who are learning and help them relate to your experiences. Products you recommend would then be easy to sell to this group because you've established the emotional connection that makes selling easier.

Tip #2: Spend Some Time Learning The Basics Of Blogging

You need to learn how to use your blogging software, and which blog engine or service will give you the results you need. Decide how much time you want to spend on your blog.

Hire a blogging coach or buy a blogging tutorial. Spend some time learning about trackbacks, pingbacks, keywords and how to use them, linking, blogging etiquette.

When you know how to use the tools that are available to you, it becomes that much easier to focus on your goals and save time in the actual process of blogging.

Tip # 3: Don't Sell

When you start writing a blog, forget about selling. Too many people use their blog like a sales letter. Those people just don't "get it." That's not what a blog is about at all.

Blogs are about communicating – connecting with your audience. Use your blog to build

relationships with your audience. State your opinions whether they are popular or not. Politically-correct or not.

A while ago I wrote an article on this titled “It’s a Blog, Not a Sales Letter” in which I recommend using your blog for branding yourself, building your reputation and communicating with your audience - and not just for making a sale.

<http://www.blog-maniac.com/blog-sales-letter.htm>

As marketers we aim to sell. But when you blog, you have to forget about selling and focus on sharing.

That doesn’t mean you give away all your secrets on your blog. But it does mean that you should not use your blog for in-your-face marketing.

Your readers will be very put off if all they read on your blog is one sales pitch after another. People are not stupid. They know when they’re being sold.

The most unobtrusive way to sell is to write reviews about products and link to them, mention products in passing, write articles or tips and recommend products (yours or other people’s) and services on your blog.

Part 3 of this article series discusses more tips on using your blog to market your products and services online. <http://www.blog-maniac.com/marketing-with-blogs3.htm>

Priya Shah is the CEO of eBrand360 <http://www.ebrand360.com> She writes the Marketing Slave blog <http://marketingslave.com> and publishes an internet marketing newsletter <http://www.ebizwhiz.biz>. Subscribe to her free Business Blogging eCourse. <http://www.blog-maniac.com>

Marketing With Blogs - Part 3

by Priya Shah

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In part 1 and part 2 of this article series on marketing with blogs, I discussed the reasons why blogs are excellent tools for marketing, and provided some tips on using your blog to sell your products and services online.

This article continues with more tips on using your blog to brand yourself and boost your reputation online.

Tip #4: Use Your Blog To Inform, Share and Entertain

The reasons why they read your blog is because they want three things.

1. They want information
2. They want to be entertained
3. They want to get to know you better

The reason why blogs are so popular with internet users is because they allow us to combine all these possibilities in a single medium.

Use your personality, opinions, expressions as a way of drawing readers to your content, and create good information to keep them coming back.

Multimedia blogs are especially good for this purpose – because they entertain and that adds a viral component to your marketing.

Remember to always be yourself. Don't put on a fake persona. If you hire someone to blog for you be upfront about it.

#5: Become A Source Of News In Your Industry

Blogging culture thrives on linking to others blogs or news sources.

If you want to be part of that culture, benefit from it and grow with it, you need to listen to what others are saying, form your own opinions and comment on that.

Your readers will start looking to you as a resource of news and opinions about the industry you represent and that builds your brand equity.

But always remember to give proper attribution to your sources and be clear when you are quoting from someone or you could get into trouble.

#7: Use Your Blog To Network

Networking helps you build up a list of people who know and trust you enough to refer

business to you.

By linking with others, whether A-list bloggers or your own peers, you can build your own influence and reputation in your blogosphere.

In part 4 of this article series, I provide tips on using your blog help you boost your marketing ROI and visibility online.

<http://www.blog-maniac.com/marketing-with-blogs4.htm>

Priya Shah is the CEO of eBrand360 <http://www.ebrand360.com> She writes the Marketing Slave blog <http://marketingslave.com> and publishes an internet marketing newsletter <http://www.ebizwhiz.biz>. Subscribe to her free Business Blogging eCourse. <http://www.blog-maniac.com>

Marketing With Blogs - Part 4

by Priya Shah

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In the first three parts of this article series on marketing with blogs, I discussed the reasons why blogs are excellent tools for marketing, and provided some tips on using your blog to brand yourself, boost your reputation and sell your products and services online.

In this article, I provide specific tips on using your blog help you boost your marketing ROI and visibility online.

#6: Use Good SEO Practices

Besides using keywords appropriately, take the time to learn about using trackbacks, pingbacks, good linking practices and basic SEO techniques.

Remember that in blogging, public relations equals PageRank. The more you link to others, the more they will link to you.

Submit your blogs and feeds to directories and search engines.

#8: Track Your Results

Keep track of your sales, inbound links, citations by using tools like adtrackers, Blogpulse and Marketleap. Also offer your readers incentives to participate in surveys.

This information is very valuable because it will help you understand what your market needs and how to give it to them.

It will also help you understand how much your blogging is helping your marketing efforts so you can tweak your methods and get more out of them.

#9: Listen And Learn

When we're blogging we usually stating our opinions openly. As bloggers it's all right to be controversial and frank while blogging.

But what happens when a potential customer posts a nasty or rude comment? Some bloggers think its OK to be rude right back, and even go so far as to call that person names.

I don't believe that's the way to treat someone who take the trouble to sign-in and post a comment on your blog. For all you know they may have a genuine problem and could be speaking for others who have experienced the same.

Being rude will not only lose you a customer, it will also expose you as someone who is

too immature to handle customer complaints.

Granted, some customers can be a pain in the butt, but everyone deserves to be heard. And handling nasty or rude comments with restraint will not only demonstrate your maturity, but build your customers respect for you.

People prefer doing business with someone they like and trust. So if you want your blog to be a place where your potential customers can interact freely and openly, I suggest you learn how to handle brickbats as well as bouquets with grace and maturity.

It used to be said that the internet was the great leveller because it empowers small businesses to compete with big businesses. But blogs have completely levelled the playing field for marketers.

Anyone with an internet connection can now sell their products and services solely on the basis of the quality of information they provide.

And that's the reason blogs are creating a revolution in marketing online.

Priya Shah is the CEO of eBrand360 <http://www.ebrand360.com> She writes the Marketing Slave blog <http://marketingslave.com> and publishes an internet marketing newsletter <http://www.ebizwhiz.biz>. Subscribe to her free Business Blogging eCourse. <http://www.blog-maniac.com>

The 7 Steps to Promoting Your RSS Feeds on Your Website

by Rok Hrastnik

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RSS gets 100% of your content delivered, but it's no good if no one subscribes to your feeds.

So your first order of business after planning and creating your feeds has to be promoting them to your visitors.

The only problem is that most internet users still don't know what RSS is, so you do have your work cut out for. But using the system outlined below you shouldn't have any problems. Actually, after implementing this system, you should be achieving better results than the majority of publishers out there.

1. HOW RSS FEEDS ARE GENERALLY PROMOTED

RSS feeds are generally promoted using the orange XML or RSS buttons, and often also with buttons that enable visitors to subscribe directly to the feed with their RSS reader.

Usually, if clicking on the RSS button, the visitor only sees a lot of confusing XML code. They in fact need to copy & paste the link in to their RSS reader. But since most still don't know what RSS is, using this approach will only waste potential subscribers.

To achieve success, you'll need a different approach.

A] Create an RSS presentation page, on which you explain:

- What RSS is
- How the visitor will benefit from using RSS
- Where they can get a free RSS aggregator (recommend one yourself!)
- How they can install it (provide step-by-step instructions)
- How they can subscribe to your RSS feeds
- Why they should subscribe to your own RSS feeds

Then, on this same page, include the links to all of your RSS feeds.

In addition to the standard orange RSS button, also include direct links for subscriptions via MyYahoo! (get it here <http://my.yahoo.com/s/button.html>) and other relevant services, such as Bloglines (<http://www.bloglines.com>). There are about 5 RSS readers you should cover with these buttons.

B] Now promote this RSS presentation page as much as you can using all of your available channels.

2. LOCATION AND CONTENT

It's all about location, just like with the subscription box for your e-zine. If they don't see

it, they won't subscribe. And if you don't motivate them enough to check-it out, they'll just ignore it.

A] Promote your RSS feeds directly below your e-zine subscription box, and always "above the fold". Promote your RSS presentation page (telling your visitors that's where they can subscribe to your feeds) on the most prominent locations of your site.

B] If you're publishing more than one RSS feed, but rather a couple of focused topic feeds, promote each of them next to their topics. For instance, if you're publishing an RSS feed on E-mail Marketing, promote the RSS feed at the top of the topic home page, and in every E-mail Marketing article you publish. These links should actually be direct subscriptions links to the feeds.

Use this service to cover all of the important readers using just one simple button:
<http://www.methodize.org/quicksb/>

C] Promote your RSS feeds in all of your e-mail messages and e-zine issues.

D] As for the content, don't just say "Subscribe to receive news from my site", but rather prepare compelling copy to specifically show your visitors why they need to subscribe to your content in the first place and why they should subscribe specifically to your RSS feeds.

3. ENABLE AUTO-DISCOVERY

Some internet browsers, such as Firefox, make it easy for their users to subscribe to RSS feeds. The browser actually asks the user if he wants to subscribe to the feeds the browser finds on the site the user is currently on.

Yes, this is even more powerful than your e-mail subscription form, since the browser in a way "pushes" the user with your RSS feed subscription.

But in order for the browser to do this, you need to help it out to find your RSS feed.

Just include the following piece of HTML code in the section of your webpages and you'll be all set:

There are many more techniques and opportunities available to you, from "direct subscribe" links to actually using opt-in forms, but these 7 steps should get you started in the shortest time possible, and help you achieve a better visitor-to-RSS-subscriber conversion rate than the huge majority of sites are achieving today.

About the Author

Rok Hrastnik is the author of »Unleash the Marketing & Publishing Power of RSS«, acclaimed as the best and most comprehensive guide on marketing with RSS by top RSS industry leaders, experts, developers and top marketers. Find out all you need to know about RSS and how to use it to get your content delivered, win back your customers,

make more sales and increase search engine rankings
<http://rss.marketingstudies.net/index.html?src=sa6>

Top 10 Reasons WHY RSS Autoresponders Are Becoming A Permission Email Marketers BEST Friend

by Cory Threlfall

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IS Permission Email Marketing In Trouble?

With the rising concern of Spam Filters/Blockers, Blacklisting, Bounce Backs and CAN-SPAM Act laws, email is sadly becoming a VERY unreliable vehicle to deliver your marketing messages to your customers, Therefore, resulting in "Time Wasted" and "Loss Of Profits".

IS there a solution to this never ending concern for Permission Email Marketers?

You bet there is.

There called... "RSS Autoresponders".

You read right, RSS autoresponders.

They've now taken the newest technology (RSS - Rich Site Summary or Real Simple Syndication) that hit the net and turned it into a permission email marketers dream come true.

And... the cool thing about RSS autoresponders is they work much like a traditional email autoresponders, just with a few different features and benefits.

Time is something I value dearly, as I'm sure you do as well, especially when you work so hard on a email to your subscribers, I would think you would want to make sure it reaches them.

So... for the rest of this article I'm going to give you the...

Top 10 Reasons WHY "RSS Autoresponders" Are Becoming A Permission Email Marketers BEST Friend

... and WHY you should Seriously consider the switch if your a Permission Email Marketer.

The Internet is changing, so we must change with it.

So, with that said, lets get down to business by going to the first and my MOST favorite reason.

Reason #1. 100% delivery rate of your messages.

This is probably the single most BIGGEST benefit you'll receive by using an RSS autoresponder is getting 100% of your marketing messages in front of your prospects and/or existing customers.

Reason #2. Blacklisting is the thing of the past.

Never worry about being Blacklisted again because of someone else using your shared server and sending SPAM emails through it and getting you Blacklisted as the end result.

Reason #3. Forget CAN-SPAM and Email Laws.

You can now forget about all the email laws and CAN-SPAM because now they no longer apply to you because you are no longer an email publisher, you're an RSS publisher.

There's a BIG difference.

Reason #4. Subscribers can Opt-In via web forms or links.

This is a critical feature to have with RSS autoresponders because it will allow an easy switch by simply replacing your email web forms with RSS web forms on your website/s.

Plus, this will make sure there won't be any confusion for your potential subscribers with some new Opt-In method.

Reason #5. Personalize your out-going messages.

That's right, you can personalize your out-going messages with custom data fields of your choice, just like a traditional email, giving your marketing message a professional look and giving you more credibility as a professional marketer.

Reason #6. Write freely with all the forbidden email words.

Now you have the freedom to write using any Word or Phrase you wish without the worry of SPAM filters/blockers intercepting your messages and labelling it as "SPAM", and still have your message achieve 100% delivery rate to your subscribers.

Isn't that great or what?

Reason #7. Unlimited message delivery.

Like I said earlier in the article, RSS autoresponders work just like traditional email autoresponders with the same functions.

What I'm saying is, you are able to set-up Unlimited timed sequential autoresponder messages that will automatically follow-up your leads for you at your desired time or dates.

And, the real cool thing here is, you'll be able to sleep knowing 100% of your messages

are reaching your potential customers.

Reason #8. Broadcast as often as you like.

With RSS autoresponders, you are also able to broadcast to your subscribers as often as you like with your marketing messages and/or special offers just like traditional email autoresponders.

The only difference is, 100% of your marketing messages are reaching your subscribers, meaning, more profits in your pocket.

Reason #9. Many options for managing your subscribers.

Just like traditional email autoresponders, RSS autoresponders also give you many different options for managing and editing your subscriber lists.

I won't go into a lot of detail on this simply because it basically works the same as an email autoresponder list manager.

Reason #10. Ad tracking and report generation.

You can even track who, where, when, what week or month your subscriber subscribed and much more using RSS autoresponders, giving you valuable statistics and information about your subscribers and much more.

I think these 10 reasons I just outlined above are in my mind pretty beneficial to a Permission Email Marketer wouldn't you think?

In conclusion, I would have to say that the BIGGEST benefit to RSS autoresponders is that they GUARANTEE 100% delivery on your marketing message to your subscribers, saving you valuable time and frustration, and giving you the edge you need in order for you to make the most Profit from your broadcast.

The technology is here, so we must adapt.

This concludes the "Top 10 Reasons WHY "RSS Autoresponders" Are Becoming A Permission Email Marketers BEST Friend".

Achieve 100% Message Delivery Rate via RSS Autoresponders!

==> <http://www.internetwondersezone.com/rssresponder.htm>

-- Or if you want to get MORE 'Insider' marketing Secrets, subscribe to Cory Threlfall's ezine called... The Internet Wonders eZine at -- <http://www.internetwondersezone.com> or you can visit his BLOG at -- <http://theiwe.blogspot.com>

Making Money With Your Blog

by Nell Taliercio

I've sure you've heard before that it's a possibility to make money with your blog and you may be wondering how this is possible. And were they really meant for making money or just for journaling your personal thoughts? I'm not sure what they were intended for but they are great ways to make money.

I have a personal blog which is just my own private little place to go online and jot down my thoughts, but I also have my business blogs.

Back In The Beginning

Now to be honest with you in the beginning of my blogging experience I really wasn't sure what I should do with my blog. I knew I wanted to make money with it, but I didn't know how. I didn't know what I could do to not only be a value to others so they would come back to my blog, but that I would still enjoy writing it.

So it was really important to me that I find a topic in which I would be excited about, and have enough to offer so that I could blog every week or so. After starting a blog that was meant to just be an add on to my business at MommysPlace.net and struggling with the direction of that blog, I came across one of Alice Seba's blogs. Which she used to write about her experience through a traffic product.

Every couple of weeks or so she would update her progress through this course. She would tell us all about her successes with this product and how great it was for her business. And it made me think of how I could do something similar.

Product/Service Focused Blog

This is when the light bulb moment went off in my head. This is when I realized what I should have been doing all along. I have been a member of a exclusive coaching program for mothers in business.

Since joining this program my business has seen great success. My income has increased more then five times what it was before I joined and my traffic has increased even more then that.

I enjoy and believe in this coaching program and it happens to have an affiliate program. I often got email from other work at home mothers who wanted to know my thoughts on this program.

Taking a cue from Alice's blog I decided to start my own such blog. And named it <http://MomMastermindsJourney.blogspot.com> - okay, not a catchy title, but I'm no good with picking names

I used this blog for the purpose of documenting my successes with my business. My projects, new content added to my website, keyword phrases I was ranking for...etc.

Basically anything that had to do with my business, that was directly or indirectly because of my joining Mom Masterminds, I jotted down.

Not only was this the best move I could have made for my promoting this affiliate link it also served as a great way to really see for myself the successes my business was achieving and also to keep me on track.

This is one way you could make money with a blog. There are other ways you could make money with a blog if you don't want to devote a blog to one service or product you're promoting.

Side Kick Blog

For instance, my blog at <http://www.mommyworkingvirtually.com> is a side kick to MommysPlace.net and my forums. This is a blog in which I update my members on additions to the website, newsletter and forums. Updating any important telecommuting or business news and can promote my adsense and any other affiliate programs.

So this blog serves more than one purpose. My main goal with this blog is to get traffic to certain sections of my website. I have a large website and it's not always easy for people to find my information. So this is a great way for me to keep certain new pages or sections of my website in the public eye and get traffic to those pages. It also serves as a way to make money with adsense and affiliate programs. And lastly it gives exposure to my forum and my newsletter.

There can be many ways and many topics in which you can make money and gain exposure to other businesses you may have or can help in creating you as an expert in a certain field.

Just take the time to really think about what you could be writing about and then how you can make money with that as well. You can take a look at others blogs to get an idea and see what other people are looking for.

Making Money With Your Blog - Resources:

Blogs to Riches- is an ebook that details ways you can make your blog profitable. And the really cool thing with this is if you list the publishers link on your blog for 45 days he will give you this ebook for free! If you don't want to wait that long you can also purchase it for a low price. Read more about Blogs to Riches - www.blogstoriches.com

Increasing Adsense - is an ebook about how to increase your adsense revenue. This ebook isn't specifically geared towards blogs, but the information you will learn you can use with your blogs. (As well as websites and forums...anywhere you have adsense.)
<http://www.adsense-secrets.com>

* Don't know what adsense is? Go to www.google.com/adsense to learn more.

Ready To Blog?

Are you ready to take the leap into a blog? If so, it's really very easy to set up a blog. The one resource I have used for all my blogs has been blogger.com. This is free, easy, and fun. There are many templates to choose from and you can customize yours if you would like.

I have used the general template for my mom masterminds blog and I have customized my <http://www.mommysworkingvirtually.com> blog with different colors and fonts than what it came with. I also have that hosted on my own domain, but you certainly don't have to do that.

Submit Your Blog

After you create your blog you will want to submit it to blog directories to help get your blog out in front of the public. Some of the directories you can try are:

BlogWise - <http://www.blogwise.com>

Blog Search Engine - <http://www.blogsearchengine.com>

Blog Hub - <http://www.bloghub.com>

Blog Daisey - <http://www.blogdaisey.com>

Get Blogs - <http://www.getblogs.com>

Is Blogs - <http://www.lsblogs.com>

Feeds

Next, you need to add feeds to your blog. What is a feed? Good question. I don't know the exact way to describe a feed nor do I have a lot of valuable information on this subject.

This is still very new to me, but I can tell you briefly what a feed does. You add a little graphic to your blog. It can be for someone's yahoo page, msn page and other ways.

When they click on that they can add your blog to their personal yahoo page. Then every time you add a new post they are alerted on their yahoo page that you have posted AND it even shows the topic of the post and how long ago it was posted.

This is one of the best resources I've found in keeping people coming back to your blog. They can subscribe to it so easily and they will be automatically updated whenever you have posted. It's pretty easy to add an RSS feed to your blog. The resource I personally use is at www.feedburner.com

Watch Out Blogging World - Here I Come!

Now, see how simple this really can be? You can make money with a blog, gain exposure for another business or websites, can create yourself as an expert on a certain topic, can create a blog for free, get it listed for free and start an RSS feed for free! Now get out there and start blogging.

Nell Taliercio is the publisher of a weekly telecommuting newsletter that helps moms and dads work at home. Read more about the newsletter and get your free listing of job links at <http://www.telecommutinganswerlady.com> - and for more telecommuting and home based business information head over to <http://www.mommysplace.net>

How to Use A Blog for Free Traffic

by Leah J Bradshaw

One of the Number 1 traffic building secrets is adding content to your website. Have you ever considered that a blog could be the tool that makes this very possible, fast and extremely easy to do.

Blogs are written in RSS or Atom, both very effective content management systems. Getting a blog for free is easy at www.blogger.com. After you set up your blog you need to change your settings to archive daily so you have a new page of content every time you make a post to your blog.

Blogging daily is best if you want to add new content every day. If you archive daily, then post each day the blog software will generate a new page of content for you. It's definitely the fastest and easiest way to add content.

The best way to integrate a blog into your website is to make your website into a blog. If you have fresh relevant content on your blog then top search engines like Google will return more often to gobble up that fresh content. That means your site will be spidered more often, and if you just built another page you want spidered, just leave a link within your blog posts to that page and the spider will follow it.

This is a great way to get your pages spidered fast. But it's important to have the page you are linking to be somewhat related to the topic of your post. Google is getting more picky about the content of the pages where your incoming links are coming from.

Also, it is important to optimize your blog just as you would for a website if you want to get that free targeted traffic. Optimizing is easy, include your keywords within the title and description of your blog, as well as in the title posts occasionally. And don't forget to include the same keywords within the link text of your incoming links to your blog.

Most bloggers don't see the traffic potential their blog holds if it was optimized just like any other webpage.

One more factor to consider: Google loves blogs Not simply because it's a blog, but because of the nature of blogs; They usually have fresh relevant content on a specific topic. That's what Google loves. Give it what it wants and it will visit you more often.

Leah J. Bradshaw is the author of the [Free Targeted Traffic Report](#); "Jumpstart Your Traffic in as Little as 10 Days". She also authors a [Moms Free Traffic Blog](#) to help work at home moms get free traffic.

Building Your List

List Gold - "Build Your Own Highly Responsive, 100% TARGETED Opt-in List That Will GUARANTEE YOU A Constant Flow Of Profits Month After Month!"

Download - <http://www.tomeymarketing.com/free/ListGold.exe>

Free Offer From: Liz Tomey - <http://www.TomeyMarketing.com> Unique advertising services to get you the customers that YOU need! You'll also find other products and services to help you start making money TODAY!

The Seven Keys To Creating An Instant Ezine Subscriber Magnet

Download - <http://www.tomeymarketing.com/free/7keysEbook.pdf>

Hot List-Building Tips

By Jeremy Hoover

Here are some hot list-building tips for you to grow your list and your business.

1. Offer an outstanding gift or bonus for subscriptions. Not too long ago, any kind of a free gift or bonus was more than enough to get subscribers. In fact, in many cases, no “bribe” was needed at all! But, as more and more marketers began to send emails and ezines, and as spam increased, prospects began to be more discerning about whom they gave their email address to.

To really be successful in your list-building efforts, you must offer an irresistible deal for subscribers. Sometimes, if people are interested enough in your topic, they will sign up for your ezine or course. But most of the time you must prove to subscribers that you are serious about creating a relationship with them. This means you must provide them with solid content at the beginning, not advertisements. In some cases, this may mean you must offer a free course AND a free report (or some other combination). But do whatever it takes to get that subscriber on your list.

2. Add more opt-in boxes in your sales letter or home page. The best case scenario would be to have your home page be dedicated to your opt-in list as a lead-capture page. But if you won't, or can't, do that, put your opt-in subscription box on your page as many times as you can. Ideally, you want it at the top, in the middle, and at the bottom. As your prospect reads your sales page, he or she may become more interested in your topic. Thus, the more times he or she sees your opt-in box, the greater the chance they will leave their email for you to communicate with them.

3. Build your list virally. Write a free report on a useful topic (making sure to put your website in the report), visit the forums, and offer to give your report to anyone who wants it. Marketers will take you up on your offer because good marketers are always looking for good content to share with their lists; they don't usually care where it comes from. When a marketer gives your report to their list, your website link will be viewed by many who read the report, and visited by many.

If you follow these tips, your list will grow and will become like gold for you.

Jeremy M. Hoover gives away FREE marketing information at his website <http://hoovermarketing.info> . Go there NOW and get your free marketing information as a "thank you" gift for reading this article.

All I Really Needed to Know About List Building I Learned From Stephen King!

By Titus Hoskins

I have always been an avid reader of Stephen King's writings over the years; he's one of the few authors that I can safely say I have read everything he has written. Granted, I am a couple of years behind, but I do manage to catch up as I get the time and opportunity to read him.

Most of his work is pure fluff or entertainment but some of his writings (Different Seasons comes quickly to mind) is some of the Best Writing America has produced in the last 50 years or so. In the same light, (in my humble opinion) Stephen King is one of the best writers America has produced in the last 50 years.

Totally underrated mainly because of the 'genre' of his writing -- he's the perfect example of a 'stereotyped writer' outperforming many of the stereotypes most critics find that brings down his writing. Once you have been typecasted, it's extremely difficult to break out of the mold that many people, rightly or wrongly, have pigeon holed you into.

Regardless, whether you're on the '+' or '-' side of Stephen King... I am firmly in the '+' column... you should look at him for his 'list building' techniques!

What?

Stephen King and List Building? What's up with that?

List building is all about building a direct personal relationship with your contacts, prospects, or subscribers. Readers must feel a direct connection with you; someone they can trust and relate to in an one-on-one situation.

Your communications should have this friendly, causal feel as if you're talking to a close confident or pal. It must touch your reader on a purely personal level or you will not succeed in building a good relationship.

Stephen King, in many of his books' Post Scripts or Author's Forwards, speaks directly to his readers. These communications are friendly, chatty, and intimate -- like direct conversations with a close contact over a cup of hot coffee on a Misty Maine Morning. Constant Reader please listen up, I have something to tell ya!

Over the years, no doubt, these 'Direct Letters' to his 'Constant Readers' have built up a fierce loyal readership that probably has more of a direct correlation to his sales than many people would admit or could imagine.

His list must be in the 'tens of millions', readers who are eagerly awaiting the next installment of this correspondence. King, whether he realizes it or not (no doubt he does), has built up a large contact list of eager readers who not only look forward to getting their next King Fix but also looking forward to the next Author's Note that touches briefly on the events in his own life.

This is a great way of connecting with his readers and one does get the feeling that King 'genuinely' does care about his readers. It's something that's read between the lines and can't be faked!

It also has a way of 'fleshing out' his writing; offering a personal view or comments on his take of things. It is also a perfect way of building a more personal relationship with

his readers. Probably the only down side for King is the few 'fanatics' that may take this relationship to an extreme level. An unfortunate fact of living in the modern world.

In spite of this, building a large contact list has many more benefits and as we see by the King's example, it can take many forms. For anyone in the marketing field, a close study of King's list should be noted for how it builds (over time) a deep loyal following that's ready and eager to shell out for King's latest offering, time and time again.

Anyone building a large list should keep many of these points in mind -- making a direct personal appeal/contact and forming a relationship with your readers or subscribers may take years but a loyal readership will pay dividends for years to come. Rewards that can not only result in financial gains, but rewards of a more personal nature which comes from knowing you have helped someone by brightening up their day or putting a smile on their faces -- just with the power of your writing.

Powerful stuff indeed and worth a King's Ramson!

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How to Build Your List

By Jeremy Hoover

Your list is your life. If you do not have a list of customers and prospects, you may do okay in your business but you won't be great. The one and only thing that separates great marketers from okay marketers is the effort great marketers put into building their list of prospects and customers.

Say you sell an ebook on internet business. If it sells for \$27 you make a nice profit. But if you don't collect customer and prospect emails, \$27 is all you will ever make.

A better idea is to build an opt-in email list of people who like the topic you will be informing them. Give away a free report or an email course as a way to get subscriptions. Then, when they buy your \$27 ebook, you make a profit and can keep marketing to them. If they don't buy your ebook, you don't lose them forever. As long as they stay subscribed, you can market to them again and again.

So how can you build your opt-in email list? Here are three super tips to get you started.

1. Use a signature file in your email correspondence. If you market online, chances are you send a lot of email. Add a signature advertising your list to your outgoing email. That way, everyone who receives an email from you will also see, in your signature, an ad for your list. For example, your signature could say, "Learn how to drive targeted traffic to your website. Send a blank email to xyz@yoursite.com."
2. Get listed in ezine directories. As long as you offer an email course, this shouldn't be a problem. Do a search for "ezine directories," visit as many as you like, and sign up for most of them. These directories do work.
3. Write articles for distribution. This article is designed to pique your interest enough that you will visit my site and sign up for my list. It wasn't hard to write. Article topics are all around you. For example, next time you visit your favorite forum, take one of the threads, digest it, and write an article based on that thread. When you distribute your articles, you syndicate your content and have a greater chance of people finding your website and signing up for your list because they are interested in your expertise and topic.

These super-tips are more than enough to get you started on building your list.

Jeremy M. Hoover gives away FREE marketing information at his website. Go to <http://hoovermarketing.info> NOW to receive your free gifts as a "thank you" for reading this article.

14 Ways To Persuade Your Web Site Visitors To Give You Their Email Address
By Dan Farrell

1. Ask visitors to subscribe to your e-zine. It's a good idea to also give them a freebie when they subscribe.
2. Have them sign-up to get access to download a free ebook. The subject of the ebook should be related to your target audience.
3. Give your visitors a free membership inside your member's only web site. Have them sign-up to receive a user name and password.
4. Hold a free contest or sweepstakes at your web site. Ask them to give you their contact information to enter.
5. Offer your visitors free consulting via e-mail. Have them fill out a web form to e-mail you with their questions.
6. Hold an interactive poll on your web site. Ask your visitors to e-mail you their vote or opinion.
7. Ask your visitors to sign-up for a chance to get a web site award. Have them e-mail you their contact and web site information.
8. Have visitors fill out a survey on your web site. Give them a free gift as an incentive to complete the form.
9. Offer a free online service from your web site. Have visitors fill out their contact information to sign-up to the free service.
10. Ask visitors to sign your guest book. Tell them they will get a free gift in return.
11. Offer a free affiliate program for your visitors. They will have to sign-up in order to receive marketing materials and commissions.
12. Allow visitors to submit a free classified ad on your web site. Require them to give a valid e-mail address in order to post an ad.
13. Give people who visit your web site a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course.
14. Offer your visitors free software to download. Have them sign-up to get an access code to unlock the software.

Dan Farrell is the webmaster of <http://www.email-it-secure.com>. You can find other high quality articles here and subscribe to his newsletter for free. Dan has been in the web trenches for many years and is sharing his knowledge and experiences.

Learn How to Double and Triple the Size of Your Opt-in List by Helping Others

By Koffi Amouzouvi

I think first of all, everybody deserves to have a large list of audience or subscribers, regardless of who they are, whether they are an ezine publisher or a regular business owner.

I think it's fair to try to help anybody that wants to be successful on the Internet. We shouldn't try to hide secrets from anybody.

The Ezine Publishers of the Internet have done a great job so far, by providing the state-of-the-arts information for their subscribers. It's now time for all of us to start helping the subscribers build their own list so that they can also succeed.

I will keep this article very short, that way people can get started "right away"

So what benefits will you get from all of this?

Well first of all you will feel good about yourself for helping others build their dreams and create success, and at the same time, you will be improving your success.

This Free service that I'm providing to everyone will Generate Ever-Growing Flood of Ezine Advertising for You and others that get involved!

You can automatically be getting your ads in front of an extra 10,000, 25,000, or 100,000 or More opt-in ezine readers on a permanent basis.

Ezine Advertising is definitely one of, if not the best method of generating sales for your opportunity, attracting traffic to your website or increasing subscribers to your ezine.

Free Advertising is something that we should still use to get extra income and put 100% profit in our pockets. Not saying that you shouldn't spend money on advertising anymore, just saying that you should use any Free resources that are in your disposal.

You no longer have to feel that only the big companies can run successful businesses on the Internet.

Ezine Publishers like me and others are already taking advantage of this opportunity and are willing to help others including you get some FREE Targeted traffic to help your business grow.

And you do not have to worry about competition because most of the people that you'll be dealing with will be your potential partners rather than your competitor.

One way to start would be to promote an autoresponder address like "yourautoresponders@sendfree.com" or "yourautoresponders@freeautobot.com" all over the internet.

You can start receiving hundreds of subscribers in no time, and if you want to double and triple your subscriber list, the fastest way to do this would be to start buying low cost Solo Ads. You will be able to find a list of Solo Ad agencies that have a total of 35,000,000+ Subscribers.

And if you're looking for a free way to double and triple your subscriber rate you can advertise your autoresponder address in the free online classifieds or publish it in your own free article that you can give to ezine publisher... this will definitely double, triple and even quadruple your subscriber rate without spending a dime on Advertising.

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Koffi Amouzouvi is the "author" of a FREE Newsletter called "Specialized Info Newsletter" to help customers use the Most Powerful Marketing Software in 2005.
<http://www.gemini3style.com>

Wise Ways To Build Your Email List

By Ronald Gibson

Just about every successful Internet Marketer will tell you that, "The money is in the list". But, how do you go about building a good-sized email list? Here are several wise ways that you can use to start building your own large list of email addresses.

Wise Way #1 - OFFER A FREEBIE

You have to give in order to get. If you want people to offer up their email address, you're going to have to offer up an incentive. Nothing works better than something that's complimentary (you spell that f-r-e-e). You can give away no-cost reports, books, software, or even sample pages of a book.

Wise Way #2 - USE POP-UPS

Pop-ups are one of the most common methods you can use to capture email addresses and build your email list quickly and with ease. Simply construct a web page containing code for a form and set the page to open (pop up) when visitors enter or exit your site.

Make sure the pop-up offer is something that's valuable enough to motivate visitors to take time to give you their contact information. Your offer can be a complimentary report, download, or ebook that arrives instantly through your autoresponder to their email inbox when they give you their email.

Be cautious when using pop-ups. Most computer users consider them to be annoying. Multiple pop-ups on a site can really turn off a potential customer, so limit yourself to one pop-up per site.

Wise Way #3 - USE POSTCARDS

If you have a mailing list that contains snail mail (street) addresses, convert it into an email list by sending out a postcard and inviting people to visit your website to receive a gift of some kind -- a report, a discount coupon, etc. Visitors don't have to pay in order to receive their gifts, they simply need to enter an email address.

A Word to the Wise from the U.S. Post Office: Postage is much less expensive for a postcard than a standard-size letter. (Not only are they economical, postcards are more likely to get your message across since the consumer doesn't have to open an envelope.)

Wise Way #4 - SUBSCRIBER BOX ON EVERY PAGE

This is a clever trick that so many people overlook. Put a response form on every page of your website offering a newsletter or other freebie. This will increase the number of email addresses you capture exponentially.

Why? When search engines index the pages of your website, a visitor may come directly to a page other than your home page. If you only have a subscriber box on your home

page, you're missing the boat, not to mention the thousands of visitors who bypass your homepage.

Wise Way #5 - CONTESTS

Contests very often prove to be a good way to generate traffic and buzz for your business. Create a contest and put a form on your site or in a pop-up box. The entry "fee" is their email address.

You need to be aware that not all the people who sign up for your contest are good prospects. Many are just contest "junkies" -- people who are only looking for freebies and have no intention of buying a product or service.

Warning to the Wise: If your prizes are cash or large-ticket items, you should be sure to check with local agencies to make sure you're not violating any contest laws.

Wise Way #6 - DISPLAY YOUR AUTORESPONDER ADDRESS

Most people give their website link when they place solo ads, ezine ads, or other marketing messages. To be one step ahead of the game in collecting email addresses, list your autoresponder address instead of your URL. This way you can capture email address and funnel them into your follow-up sales letters.

Wise Way #7 - JUST ASK

If you're chatting with a prospect on the phone or a potential customer stops by your place of business, don't be shy: ask for an email address or business card (which usually includes their email address).

Okay, you know what you want...you know what you need. It's time for you to set your traps and capture those email addresses.

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Ronald Gibson is a Web Designer and Web Marketer. He is the Webmaster of AffiliateUtopia.com, which offers information about some of the best money making opportunities on the Web. For more information, visit: <http://www.affiliateutopia.com>

How to Build a Huge Opt-In List as an Affiliate...

by Anik Singal

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One of the biggest mistakes I see affiliates making everyday is that their building a short-term business where they just make a small sale – one sale at a time. If they stop running ads today, their business would shut down! The strategy we're going to discuss now will allow any affiliate to build a long-term business. This strategy will allow you to upsell your visitors for expensive services. Even more importantly, by using this strategy you'll soon become recognized as an expert in your field and making money will be all the easier!

So what is this strategy?

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You guessed it, it's building an opt-in list – a newsletter/Ezine.

By having an opt-in list you're building a customer base instead of just small sales! You can sell the same customer over and over without having any more advertising costs. You build a trust with your readers that allows them to be loyal in doing business through you affiliate link!

So, as an affiliate, how do you build an opt-in list?

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How to Build the List
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The simplest way I have found is to start deferring all of my traffic that I pay for to an opt-in page. After the person opts-in, have them land on a thank you page where you pre-sell them for the affiliate product.

So, you're probably already building traffic to your site – now, instead of sending that traffic directly to your affiliate link, send it to a page that has an opt-in.

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How Should My Opt-In Page Look?
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The next most popular question is how to make the opt-in page look. Believe it or not, there actually IS a strategy behind this. Your page MUST be small, short and to the point. This means that you should NOT have a long sales letter type page to get them to opt-in.

Your entire opt-in page should fit in one screen with NO scroll down bar. Have a strong headline, 5-6 bulleted benefits and then a nice big opt-in. You'll be amazed at how high

the results can be...

Quick Ways To Generate Traffic

The point of this article is not to teach you how to drive traffic to your website, but here are 5 really quick techniques to use so you can test what you just learned.

1. Article Submissions – Submit articles around the web regarding your niche and have your biography link go to a opt-in page. You'll be amazed at how well this technique works in building a list.
2. Pay Per Click – The easiest way to immediately begin getting traffic. Send all of your paid traffic directly to the opt-in page, then have the person land on a page that pre-sells the product they were looking for. Make sure to test this, sometimes your conversions on the front-end can fall, but they increase over the long-run.
3. Ezine Ads – I have found Ezine ads a great way to quickly and cost effectively boost my list. Write an ad promising a “free membership or information” and send the traffic to an opt-in page.
4. Viral Marketing – This form of marketing takes some time to kick in but can be extremely effective! Other people will spread your message and your message will have links to your opt-in page.
5. Linking strategy – This option is a bit more work, so only use it once you have tested and know that you have a winner. Start trading links with related websites and you will see a great boost in traffic.

Conclusion

In conclusion, make sure you understand that you should be building a long-term affiliate business and not just something that makes you a few dollars on one sale. If you ever stop advertising, you want to be in position to still have a powerful business. Building a large opt-in list will also position you as the expert in your niche.

Finally, remember to make sure that your opt-in page fits on one computer screen and is small. Always test the page by quickly driving some traffic.

This article is written by Anik Singal, founder of AffiliateClassroom.com. Anik Singal has developed his own affiliate system that helped him earn well over \$10,466 in just 60 days. Now, he's looking for a few students to train one step at a time.

Click the link below to get your FREE course:

<http://www.AffiliateClassroom.com/free-course.html>

How to Promote your Mailing List

by Matt Colyer

Today one of the best ways to reach customers is with a mailing list. A mailing list will build your credibility, which builds trust in your customer because they know that you are knowledgeable about your subject. It also allows you to build a relationship with your customers. Growing your mailing list is often one of the biggest challenges for webmasters. So how do you go about promoting your mailing list?

- 1) There are many sites dedicated to listing mailing list on their site for their visitors. Register your mailing list at E-zine announcement directories. You may be able to find some that are specifically for your subject, these are the ones that are going to provide you with targeted readers.
- 2) Write your own articles and submit them for publication. Pick a topic related to your site, but where you also know what your talking about. Other web sites will pick these articles up and post them on their site or even better in their newsletter. After you write each article post a link to your mailing list at the end of it in the writers resource box.
- 3) If your newsletter is good you'll have people sharing it with family and friends, Sometimes people will forget to do this, so make sure you add a friendly reminder in each newsletter to tell their friends about it.
- 4) If you have a ebook or free guide on your web site, If your newsletter has the same topic, promote your newsletter in it. You can give your ebook or guide to other web sites to give to their visitors.
- 5) Get active in discussion groups and include a link to your web site in your signature. But be careful, some forums will not allow you to promote your products/services in your signature, so read the rules first.

Matt Colyer is the owner of the www.superiorwebmaster.com. He also is a php, CGI and ASP developer.

5 Simple steps to building a massive opt-in list

by Gerardo Flores

Hi and thank you for taking your time to read this article. I am sure you will find this information valuable and at the same time profitable. You'll be learning how with five simple steps you can take can build you a massive opt-in list. I'm sure you've heard it over and over again and you'll hear it from me too, "A business without a list is like mashed potatoes without the gravy".

Your opt-in list is the heart that pumps the life into your business. These people have learned to like you and trust you. So when you have a big enough list the responses to your offers can be pretty amazing, well, depending on your product of-course. Anyway lets get started!

There are literally hundreds of ways to building your list. Some are free, which I'll discussing, some can take a small investment, and some require quite an investment. I'll be going over the five most tried and proved methods, which are also the cheapest. Not to say you're a cheapskate! I was considering the fact that a lot of people like free advertising including myself.

So here we go.

*1 Give away free stuff. I know, I know, "I don't have anything to give away" right? Wrong! Everybody has something free to give away. Be it free shipping, free tips, free information, free e-books, free jokes, etc. You can do a little research and find a lot of things you can give away, especially e-books. Of-course don't forget to collect their e-mail address!

*2 Writing articles. What? I can already hear you, "But I'm not a writer!" Well sure you are, everybody is a writer, you just have to bring out the writer in you. You can write a short article about the products you sell, or some simple know how's, like, "How to make your baby stop farting" if you sell baby products. Or, "How to decorate your home for under a hundred bucks". This doesn't only make you an expert in your field, you also get free advertising because at the end of your article you write a short bio about yourself and that will give you some free traffic, (check my bio for example) so make sure you have something free to give away to your prospects when they visit your website. After you have your article ready, submit it to as many article directories as you possibly can this gives you massive exposure, which in can turn into massive sales.

*3 Ezine advertising. Don't get scared if you don't know what an ezine is. It just stands for "electronic magazine." This is a publication you send out weekly, bi-weekly, or every other day. If you don't have an ezine there are many software programs out there that can help you publish your very own ezine. After you have your ezine, you can advertise it for free in ezine directories. This will give you lots of exposure and tons of traffic and tons of money! I would say ezine advertising is probably the most powerful form of free advertising.

*4 “Pay per click” advertising. This is a relatively cheap way to advertise. So far we’ve been discussing free ways to advertise and now we get to invest. Pay per click advertising simply means you pay for every person that clicks on to your website. You can buy them for about 1 cent per person. So it can be very cheap. Some pay per click websites will even give you \$5 to \$10 to start off just for signing up! If you sign up for “plug in profit site” you can get \$1,500 in free pay per click advertising! Check my bio for details.

*5 Solo ad advertising. This form of advertising requires some investment. How much depends on you. Solo ad ezine owners can charge any where from \$25 to \$1,500! So your results depend on which company you use and more importantly on your sale copy. If you don’t have a proper sales page you will be very disappointed.

So this ends the lesson for today. I hope this information will help you in your mission on building a strong massive opt-in list of subscribers. If you apply these methods to you marketing you can rest assure that you will become pretty successful.

Wishing you the very best,

Gerardo Flores

Gerardo will give you your very own money making website, completely customized with your ezine-in-a-box included. You’ll also get \$1500 in free pay per click advertising
Visit: <http://pluginprofitsite.com/main-6851>

Consulting/Coaching

How to Profit from Business Consulting Opportunities

by Randy Wilson

Business consulting opportunities might be just what you are looking for in a home based business.

What do you do? Do you possess a mastery of your career? Are you articulate and able to convey ideas clearly? If so, you may be the perfect candidate for providing business consulting services. From Analysts to Zoologists, there is an ever-growing need in more and more diverse fields.

Business consulting companies have an open field where there are virtually no limitations. Are you a small business operator with a successful endeavor? Entrepreneurs will hire successful business people all the time to advise and direct them to the same success. Sometimes, this can be as simple as answering questions via email.

For example, do you have advertising experience? Advertising companies are always looking for fresh ideas to present to clients. If you have relevant experience in this field, consulting someone else can be very profitable. Advertising is only one example where you can quickly build a reputation for excellence.

The online world is filled with job opportunities for the enterprising businessperson. Writing ebooks (electronic books or manuals) on a topic of your experience can be just as profitable as answering questions. If you are an engineer with experience in specialized software for the industry, write a simple ebook to sell to engineers. This is a fun and inexpensive way to get you known in the industry. You can even give the book away to firms who are in the field in order to open up communications with a client who may be looking for your expertise.

A Business consulting service can vary in description. Some companies will hire consultants to advise on basic start up of small business. If you have ever started your own business, you are a prime candidate to assist with the basic needs in starting a small business. Some small business people will hire administrative staff on a consultation basis, requiring that the consultant set up their accounting and billing systems. This is a service that can be provided on a contract basis and then turned over to the owner when the system is in place.

Software engineers are especially in demand as consultants. If you possess working and practical knowledge of any of the popular software, you are in demand for those who don't wish to go back to school to learn how to operate simple systems. Many first-time business owners are unfamiliar with how accounting software operates. This would be a great opportunity to show your skills as a consultant.

The Internet offers a wide opportunity as well. So many small business owners who want to start online stores are lost when it comes to what the Internet requires. If you have any startup knowledge for online businesses, this is a rich field of consultation. The Internet can be a blur to anyone who does not use it regularly and these people are especially grateful to anyone who can make sense of it for them.

You will need to clearly define your skills and have an area of specialty or expertise that you wish to promote when starting in your own business consulting opportunities field. Knowing your limits and being able to work within them will be very important in offering your services to clients effectively. You will also need to be aware of what your clients really need. Don't over load yourself with projects that are out of your scope.

Advertising is the key when starting your own business consulting service. You will need to write a winning profile of your skills and experience, essentially telling the client why they should choose you in lieu of any other consultant out there. Your profile and image are critical in business consulting opportunities. Make sure you are always at the top of your game when meeting clients and addressing potential businesses. The opportunities for business consultation are abundant, and nearly every field needs a few good consultants.

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Randy is owner of Profitable Home Businesses.

What is Coaching?

by Kimberly Chastain

Recently, I have received several emails asking me about coaching and what it is exactly. So, I decided to answer some of those questions in this article.

First, of all let me start with what coaching is not. Coaching is not therapy or counseling. Therapy tends to focus on the past whereas coaching is often more future oriented. Also, coaches are not paid friends. You certainly have friends that are all ready giving you advice. Friends are often cautious in telling you what they really think and don't want to hurt your feelings. Coaches hold you accountable for the goals you set and an action plan to meet those goals.

So, what is coaching? For years executives and athletes have had coaches to help them reach peak performance. Now, other people are seeing the benefits of having a coach. Coaches are a listening ear, listening to your goals and dreams. Coaches help you put those dreams into actions. You will find coaches are very action oriented and want to help their clients reach their goals. Coaches also hold you accountable for steps you plan to take. Christian Coaches in particular focus from a Godly perspective. Where is God leading you at this time?

Why would someone hire a coach? People hire coaches for many different reasons. Some people need help with time management. Others want to find a better balance in their lives. Some may be looking at a career change and want to research the alternatives. Some people may say, "I'm not enjoying my life and want to have more fun, how can I better use my time?" Others may want spiritual guidance in their particular situation. The reasons people hire coaches are as varied as the individual person.

What should you look for in a coach? Most coaches offer an initial free phone session. You should see if the coach understands you and really listens to what you have to say. Does the coach ask you what your goals are or does the coach set goals for you? Remember this is about you and your agenda, not the coach's agenda. Often, you can tell in one phone session if the coach is a good fit for you. Most coaching sessions occur over the phone. So, your coach could be thousands of miles away or in your city. Location really does not matter. Some coaches also doing coaching completely over the internet. When you do set up an appointment with a coach, make sure you have a list of questions you would like to have answered.

Kimberly Chastain, MS, LMFT is the Christian Working Mom Coach and a Licensed Marriage and Family Therapist. She was recently featured in the book the Myth of the Perfect Mother. She is the author of "Help, I Just Can't Say No" and Pearls of Encouragement for Christian Working Moms. To schedule a free, initial coaching session send an email to free@kimberlychastain.com or visit <http://www.christianworkingmom.com>.

Top Ten Online Choices to Get Clients to Choose you Again and Again - Part 1

by Judy Cullins

Did you know that 95% of coaching businesses fail because their owners don't pay enough attention to sales copy?

Whether you are a professional speaker, coach, or entrepreneur, every business wants more clients. Even more, they want to entice clients to continue an ongoing relationship. Your online sales copy matters. Here's 10 top ways to get new clients and keep your present ones:

1. Make sure your Web site, email, or phone sales messages serve your potential client's needs and desires.

When we don't convey our convincing message of why they should choose us, we lose them. Ask yourself these questions, "What does my Web site say about me? Does its messages take my readers by the collar and convince them to read more?"

Do your words inspire your readers? Will they know what they should know to arrive at an educated decision? Will they be eager to contact you and buy?

2. Check and correct your links on your home page and through out your sales letters.

We lose many potential clients when we don't make it easy for them to order or contact us. If your links don't work, discouraged by your disorganization, your possible clients will leave and try some other service.

One of the biggest mistakes I've made is not checking my links or having my web master check them regularly to see if they are clear and working. Not only did these confuse my wonderful coaching potential clients, it cost me sales.

3. Create and send a targeted ezine regularly.

If you are a professional counselor, consultant, coach, speaker, seminar leader, author or other business professional, you need to develop and offer one of the most powerful Online marketing tools around--the eNewsletter or ezine. Two best advantages about this choice are that it is totally free, and you can send it directly from your email address. When you send anything that is opt-in (your subscribers agree to receiving it) you serve only those who want and need your information.

4. Give your potential clients information that benefits them.

If you don't give your potential clients and customers something that benefits them, such as tips, articles, resources and special offers, you miss attracting new clients. Subscribers want information and they love a bargain. Your ezine will offer all former clients, present ones, and potential ones particular how-tos and other useful free information. In turn, your subscribers will become your loyal supporters. After 5-7 exposures, many of them

will buy.

5. Acknowledge your subscribers.

Let them know how much you appreciate them. When they participate in a survey or give you feedback, thank them with a gift, perhaps a free special report or free answer to any one question they may have. Staying in touch with your groups means they see your name often, and when the time is right, will look to you for either your service or product.

Remember, it's not the numbers of subscribers that count; it's the targeted ones who want what you have. Build your list by connecting with your best potential audience. The more targeted your subscribers, the more chance you have of selling your services.

Tap into your creative side, either with a friend, associate, or an Internet Marketing coach who knows this uncharted territory--the language of sales. Part two of this article is available.

6. Create your Web Pages With Important Key Words.

Think about what people will type in when they do a search for your service. Make sure you include those key words and phrases on your home page and every other page. The search engines look for these to place you. The more appropriate key words, the higher you go in the search engines. Key words put me in the top three places for Google and 35 other search engines.

For instance if like me, you offer Internet marketing, these words will work: online marketing, free articles, increase online sales, increase profits, copy writing, sales letter, coach marketing, speaker promotion, links, web site marketing, internet promotion, coach marketing services, increase ezine subscribers, increase targeted web traffic, web site headlines, benefits and features for client, features, internet tips, book coaching, Judy Cullins, San Diego, eBook marketing.

Many Web sites suggest you always include your name, location, and business category. Many clients hired me by looking for a local coach.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: "Ten Non-techie Ways to Market Your Book Online"

<http://www.bookcoaching.com>

To receive FREE "The Book Coach Says..."

or Business Tip of the Month go to

<http://www.bookcoaching.com/opt-in.shtml>

Judy@bookcoaching.com

Ph:619/466/0622

Top Ten Online Choices to Get Clients to Choose you Again and Again - Part 2

by Judy Cullins

Did you know that 95% of coaching businesses fail because their owners don't pay enough attention to sales copy?

Whether you are a professional speaker, coach, or entrepreneur, every business wants more clients. Even more, they want to entice clients to continue an ongoing relationship. Your Online sales copy matters. Here's the rest of the 10 top ways to get new clients and keep your present ones:

7. Create Benefit-Driven Home Page and Sales Letter Headlines

The number one mistake we make when we put up our first Web site without the direction of a professional copy writing coach is that we don't give them a reason to buy.

If you pay attention to your headlines on your home page and on your sales letters to include a few key words and the specific benefit your client will receive, you will start seeing an upswing of sales.

Search engines look for these key words and will use them to up your listing number.

Are your homepage headlines so powerful and convincing they force your client to click to your sales letter? Do they describe benefits your potential client can see, hear and feel? Or are they wishy-washy saying something like: Welcome to my site. My bio is.... My mission is.... or "click here" to subscribe to my fabulous ezine?

Create a variety of headlines that have marketing pizzazz. They can be in the form of a question, a command, a shocking statement, but they are all full of specific benefits.

Which is better, "Quadruple your Online Income in Five Months with Free Articles," "Ten Steps to Online Marketing" or "Increase your Coaching Clients and Get Them to Choose You Over and Over?"

8. Make it easy for your clients to buy.

Some people hate to buy Online because they fear the security of their credit card information. Give them these options: an order form they can print and either send by regular mail or fax to your free 800 number, your toll free number, and instant downloading your product through ClickBank or PayPal.

9. Give Up What's Not Working-Follow a Success Model

Don't make your home page a virtual brochure with your qualifications and offerings. It should contain only "Passion Headlines" that pull sales, one outstanding testimonial near the top, your ezine offer, and a few questions from your reader's point of view--all leading to your sales message.

Include one sentence about you on the home page. People don't care about you; they want solutions for their challenges.

Model your web pages after a successful Coach's pages. Her pages made 30X the original \$75 a month sales in just eight months. Why? One reason--her headlines seduced Web visitors to go to the sales message on her coaching services and eBooks.

The original first month's profits--\$75. At the end of six months, they added up to \$2250. Amazing to some to grasp, but totally possible for others who are willing to learn the Online marketing game. And, those numbers kept climbing the next year to over \$3000 a month. She not only reached the top three places in Google and 35 other search engines, her Web site URL was listed on over 950 other Web sites with a link back to where she offered her coaching and eBooks. If you wonder why she was so successful, and all her efforts didn't cost a dime, email the author for a free report on Online Promotion.

10. Realize the power of copywriting with pizzazz.

If your Web site has been up more than a few months, and you haven't gotten enough business, consider reconstructing it so it pulls sales.

Apply these five writing exercises before you waste your time and money on a Web master. Some know sales language; some are techies. Get the right service first.

-- Know your specific audience, their needs and desires. This profile needs to include their problems, interests, values, resistance, and how they like to receive a service. Include how your service can benefit them specifically.

-- Use a worksheet to preplan your Web site. You must include your purpose. Do you want to make money, gain credibility, share your unique message? List each product and service in the order of importance. Then, focus your Online promotion on only one at a time. When I realized that my coaching services made up 2/3 of my Online income, I stepped up a special "soft sales" message I use both via email and phone to attract the right clients to me. Within two months, my one-on-one clients grew to 17.

-- List at least 10 benefits your service provides. Discover the five best benefits. Too many coaches and speakers don't know how to talk sales language for their services. They mistake features for benefits. Features don't sell, benefits do. You can use this list for your 60-second "tell and sell," your Web sales letter, and your email subject lines.

-- List 10 features too. Features explain your service. These are features:

--You offer phone sessions for the convenience of the client -you email back up support and information to help solve a particular problem -you take quick phone questions in between coaching sessions-you give a specific strategy session to accomplish a client's goal

-- Connect your five best benefits with your best features—the how you will accomplish

the benefits. For example, "Finish your short book in 30 days with two methods that help you write each chapter fast and include the 7 "hot-selling points" to make it a great seller." Many books include features on the back cover: 5 Tips to, 7 Steps to, 9 Ways to. These features need the benefit added so potential clients or customers will have a reason to buy.

Tap into your creative side, either with a friend, associate, or an Internet Marketing coach who knows this uncharted territory--the language of sales.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: "Ten Non-techie Ways to Market Your Book Online"
<http://www.bookcoaching.com>
To receive FREE "The Book Coach Says..."
or Business Tip of the Month go to
<http://www.bookcoaching.com/opt-in.shtml>
Judy@bookcoaching.com
Ph:619/466/0622

What is Coaching? What Do Coaches Do?

by Susan Dunn, MA, The EQ Coach

In a relatively new field with few barriers to entry, there are a lot of questions. Is coaching some kind of therapy by another name? Is it like talking to your best friend? Why would someone hire a coach? What do you use a coach for? What might a coach do for me?

While the field is becoming familiar, I still talk to audiences on cruises where no one has heard of coaching.

The best analogy I can think of is the sports coach. No athlete gets to their peak without a good coach. The athletic coach is someone who understands the physical, emotional and mental skills needed for peak performance, and is able to teach these skills to someone else, shaping it to the particular and unique situation of the athlete involved. One person needs to work on their backhand. Another needs to learn to control his temper.

When you think about it, when you're faced with something new what do you do? Say you've been diagnosed with some disease you don't know anything about. Or say you'd just been told your house had some problem you didn't know anything about. If you're like me, you'd turn to the experts in the fields, doctors and engineers, but sooner or later, you'll start trying to find people who've actually experienced what you're going through.

Someone who has beaten breast cancer may be able to tell you some very useful things about coping with it from all aspects – mental, physical, emotional and spiritual.

Someone who's had the foundation on their house settle can tell you their experience of "the battle of the experts," and, very importantly, the outcome. In both cases, we want to know - How did this turn out?

There are also people who coach at the meta-level. Through education, or life experience, or both, they have knowledge of how to handle transitions, for instance, or career changes. They may not know precisely about accounting, or public relations, but they understand the process of choosing the right career for you, how to fit an occupation to a person, how to make a successful transition, and how to teach this to someone else.

Coaching started out as "personal life" coaching, or "business" coaching, but nowadays you'll find some coaches doing very specific work. If you look on the Internet, you'll find a Breast Cancer coach, a Responsible Recovery coach, a Marketing Coach, an Emotional Intelligence coach, an ADHD coach, The Naked Coach, an eBook coach, a Real Estate Coach, a Parenting coach, a Teen coach, and a Dissertation coach, and many more.

You'll find a whole host of qualifications – from academic degrees, to coaching credentials, to actual life experience. And you will find a vast array of people doing this work. The majority of coaches still live in the US, but there are coaches globally, and since many coaches work by phone or email, you can swing a very wide net. Great for

confidentiality, too.

WHERE CAN YOU FIND A COACH?

By looking on a search engine, going to www.coachfederation.org, or asking someone you know who's been coached. Word-of-mouth is always a good way to choose a professional in your life. Or call me (210-496-0678); I know lots of coaches!

WHAT SORT OF THINGS MIGHT YOU BRING TO A COACH?

Being "lost" is one thing – when you've just hit a wall, or can't figure out what you want to do next – or at all. Specific challenges, like adjusting to a new position, child, spouse, or condition. All sorts of life skills, like getting organized, time management, stress management, building resilience, leadership, developing your Emotional Intelligence. Practical things such as cooking, potty training, house decorating, and writing ebooks.

HOW DO YOU CHOOSE THE RIGHT COACH FOR YOU?

Interview some! Most coaches offer a complimentary interview session. With some it's strictly interview, while others make it a sample session.

Chances are you'll either feel a "fit" right away or not. You'll think things like – I like this person, we get along, she's easy to talk to, or he really knows his stuff. Go with your gut instincts!

HOW DOES IT WORK?

As many different methods as there are coaches.

HOW LONG DOES IT LAST?

It can go very rapidly. Sometimes I've gotten somewhere they wanted to go in one session. Other people I've worked with over a year. Coaching is not like therapy (see below). You could compare it in this respect to your accountant, or your general practitioner, nutritionist, or trainer. They are there should you need them, something you do for your wellness or to make your life easier. They're part of your life! Some coaches require contracts; it's up to the individual. Some require contracts for certain kinds of work but not for others.

With a physical trainer, for instance, you may start out and work for a while and then reach a certain goal and stop for a while. Then you may decide to go back for a tune-up, or further goals. The person already knows you so you don't have to go through the learning curve again.

WHAT IS COACHING NOT?

It is definitely not therapy, though the field of psychology is changing, I think in part because of the emergence of the field of coaching. I believe the field of coaching evolved

because it met a need that wasn't being met.

Coaching focuses on strengths, and the positive, and turns toward the future. It's a "where do we go from here?" thing, as well as what skills do you need to get there, and what obstacles need to be removed. For example, if you recognize a need to be networking and don't like it and aren't good at it, instead of pondering why you don't and aren't, we would start working on the skills you can learn to reach your objective. With coaching, there's the opportunity for modeling, and also coaches are free to accompany you to, say, a networking event, and observe and give feedback. Neat idea, isn't it?

It's also not friendship, no matter how good a friend you have. Friends have their own agendas and issues, and cannot be objective. Coaching is work, pleasant work, but work nonetheless, and it also has ethics. It takes some training and experience to not put your "self" into the equation, i.e., if you are timid about being an entrepreneur and prefer working for someone else, you might advise someone else against it, who is very equipped to be an entrepreneur and to succeed at it and love it.

WHAT ELSE?

Many coaches are also teachers, offering teleclasses, distance learning courses and ebooks. They offer workshops, presentations and seminars, and write special reports and white papers.

PAYMENT?

Coaches generally accept credit cards, PayPal or other online payment, money orders and personal checks, depending. Fees vary.

The best way to find these things out is to give it a try. Look up some coaches' websites and read about them and their work. Then email some to schedule a sample phone session. If you've never had coaching, you won't know exactly how it works, you're your coach will know! It's free. You have nothing to lose.

This is something really nice you can do for yourself this year.

STEP ONE: Schedule a sample session!

©Susan Dunn, MA, The EQ Coach, <http://www.susandunn.cc> . I offer coaching, distance learning and ebooks around emotional intelligence for your personal and professional development. Transitions are a specialty. Mailto:sdunn@susandunn.cc for free ezine. For daily EQ Tips, send blank email to EQ4U-subscribe@yahoogroups.com .

Copywriting



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A Simple 8 Step Formula For Testing Your Headlines

by Edward Green

I am going to let you in on a secret? The successful entrepreneurs are not successful because they know things that you don't know. They are successful because they TEST every advertising campaign they embark on first before they start spending "big" money on effective forms of newsletter and ezine ads.

Ezine Ads

Placing ezine ads is one of the most effective form of advertising on the Internet today purely because you can advertise/market exactly to your target groups.

But if you don't know which of your headlines, your benefits and your offers are the ones that will make you money, you will probably not even be able to get the money back that you have to spend on your ezine ads.

8 Easy Steps To More Effective Headlines

To be capable of determining the most effective adverts, you need a system. I will show you one system how it can be easily done. Of course, there are literally thousands of different systems that could do the task as well. But if you want to analysis without spending too much money, then my way of testing will be an invaluable help for you.

The structure Consists Of 8 Easy Steps :

1.) Write down the benefits of your product and contemplate the advantages for your target group, not yourself. A bit of brainstorming is required here to see which ones immediately come to mind.

2.) Turn them into a set of 10 different headlines. If you sell an e-book about Dog Training and one of your ebooks benefits is that even first time dog owners can understand how to do it, then tell them about it in the headline

e.g. :

"A Step-By-Step Guide Teaches You Everything You Need To Know About Training Your Dog - If You Can Read, You Can Implement A Quick and Easy Dog Training Routine ! "

3.) Write 2-3 different versions of your ad copy. Focus on one or two other essential benefits. Get the reader curious and excited about your offer. Your aim is to make the prospect click on your link !

4.) Create a few different tracking links (that lead to your sales letter) for each ezine you

want to submit your ad to. You must be able to decide exactly which ads and more importantly headlines are successful, and where the responses are coming from or you will be shooting in the dark.

You can use these 2 free services for this : <http://www.hyperlinktracker.com/> and <http://www.linkcounter.com/> they are both outstanding free services.

5.) Use one and the same headline for all your free ezine ad submissions and send out your free ezine ads to at least 10 ezines.

There are plenty of free well established ezines which give you free subscriber ads if you join their mailing list. You need publications with at least 1000 subscribers for a decent test of your ad.

6.) Look for the ezines with the most number of clicks. Only choose the most successful ezines. Now send 10 different headlines to be published in the next issue and one and the same ad copy to these ezines.

7.) By now, you should be familiar with which headlines work and you can change over to paid forms of ezine advertising in the knowledge that the ad you use with give it your best shot. Order Top Sponsor Ads and Solos in ezines with high circulation 10000 + subscribers.

If you get an acceptable amount of clicks but little sales, try changing your copy in the body of the ad and maybe your price as well. Is it too cheap or too expensive. Selling cheap don't work.

You can find out if you :

8.) TEST, TEST and, you guessed it : TEST...!

You may publish this article in your ezine, newsletter on your web site as long as the byline is included and the article is included in it's entirety. I also ask that you activate any html links found in the article and in the byline. Please send a courtesy link or email where you publish to: support@lucygreen.com

Edward Green is the owner and operator of a successful online business. Ed has over 15 years in corporate business operations which include guerrilla marketing skills, customer service and Professional networking capabilities.

<http://www.lucygreen.com>

Copywriting FAQs

by Dina Giolitto

One of the biggest challenges a copywriter faces is to make future clients feel confident in his or her ability. You know you can deliver, but your clients don't know that... yet! In my own experiences as a freelancer, I've noticed that the most hesitant potential clients often ask the same questions. Following are answers to help allay their fears.

Copywriting FAQ's:

1. How do I know your writing style is the right one for my company?

I understand where this question comes from, because I ask it myself when I need to solicit the help of another writer. A good copywriter would never inject her own personality or opinion into the work she does for other people. Rather, she adopts the appropriate tone for their particular industry.

When it comes to writing, I consider myself something of a chameleon. If you take a look at the varied samples on my website, **Wordfeeder.com**, you'll see that I can change my colors to suit a purpose. Am I Cybil? No, I'm just good at imitating the way that people talk.

Professional copywriters will agree: language is a handy tool for manipulating emotions. If you choose your words carefully, you can make people respond in a certain way. If you know how your target audience thinks and speaks, you can communicate with them in a way that brings a favorable reaction. It's sort of like being emotionally multilingual!

How is a copywriter able to write a whimsical children's story one day and a hard-hitting marketing brochure the next? Acute awareness of the audience, and the ability to switch the "voice" that comes out through the words. You do this all the time without even thinking about it!

Let's say you're a lawyer by day, and a family man by night. Imagine yourself having a phone conversation with a client. What words do you choose to convey your message? What tone do you take? Later on, after you've hung up, you're tucking your little boy in for the night. He asks for a bedtime story. Do you speak to him in the same manner you used earlier on the phone? Of course not! You instinctively change your tone, from cool and professional to tender and fatherly. This is the same strategy that copywriters use to make their living. It's our job to represent YOUR company, by mastering the language that your audience understands.

2. We just became acquainted. How can you write for someone you barely know?

Once you sign a writing contract with me, I make it my business to know who you are and what you stand for. If you're a corporation, then I take the time to familiarize myself with your company philosophy. If you're an individual, I learn your goals and personal style. It's incredibly important for a copywriter to know what makes his clients tick... so

that he can embody this in his writing and effectively drawn in a responsive audience. The process happens in steps.

1. We'll have an initial phone conversation or email correspondence.
2. I'll send you a questionnaire that you can either fill out in detail, or we can discuss over the phone.
3. I research your company, industry, and target audience.

Every so often I use an icebreaker to get things flowing between me and my entrepreneur clients. This is great fun for me, and my clients really seem to enjoy it, too. I send them what I call Twenty Questions; an informal quiz that will help me get a flavor for who they are. Two sample question from the quiz:

- What's the thing that drives you get out of bed every morning, ready to face a new day?
- If you were a superhero, what would your special power be?

Sounds a bit off the wall when placed in this context, but let me stress that I only use the quiz on select clients (never for corporations). It works every time! Remember: my goal is to capture the essence of who you are and what you represent. We're going to keep on trying until we hit the nail on the head.

3. What do you know about branding?

People ask me this all the time. Branding is nothing more than a concept, but an unbelievably important one that should be the basis for all of your advertising messages. Branding is the gradual process by which you burn your name into the mind of the consumer. Some classic examples of branding at its finest? General Electric. McDonalds. Microsoft. You get an instant and distinct impression when you hear these names. That's some killer branding all right!

How did these brands come to be the households name that they are? Consistency. If you want to build a solid reputation for your company, you must stand firm in your philosophy. You must develop an actual physical image that people recognize (think of the Golden Arches). And above all, you must always speak to the same people in the same way. When people know that they can count on you for predictable behavior, they'll begin to trust you. Customers who trust in your brand always come back.

As a copywriter, I'm your Branding Watchdog. I'll make sure you never fall off the branding wagon and start talking like somebody you're not. You should never have to tell your writer, "Let's work on branding," because it's something that gets factored in automatically. Branding is part of the package, and you won't be a smashing success until the backbone of your brand is firmly in place.

4. What if I don't care for what you've written?

Clients with a tight budget usually ask me this question. The answer that always pops into my mind is this: "Do you walk into a restaurant and ask, 'What if I don't like the food?'" Of course not, because you understand that there's always a small amount of risk. "Let the Buyer Beware!" is the famous cliché that still rings true. Even so: if I want to keep you as a customer, I'm going to do the best job possible to ensure your satisfaction.

I'm like the guy who runs a restaurant. He makes sure your food is prepared just the right way, so you'll enjoy it and return again. Likewise, I prepare your copy just the right way, in the hope that you'll absolutely love it and want to return to my website for some repeat business.

My sole purpose is to create writing materials that reflect your brand intelligently and professionally. You pay me to represent you, so I make your needs priority one. That means I provide rewrites until you're happy with the end result. Copywriters with a true passion for their work will welcome this challenge, and they won't stop until you're completely thrilled by what they've created for you. I truly feel this way, and I promise that once we work together, you'll "catch the creative fever," too.

5. How long will this project take to complete?

I'll be perfectly honest: to provide you with the most accurate assessment, I need your feedback. Give your copywriter a helping hand, and volunteer as much information as possible. How many words/pages? Will this be a kit that contains multiple elements, or a quick 500-word article? Will this project require in-depth research? All of this affects the time it will take to do a quality job. And while quantity is important, quality is more important. I refuse to hand in sloppy work because you wanted the job done yesterday.

Additionally: the less certain you are of what you want, the longer I'll spend doing "test drafts" that you'll read and give feedback on. This is quite all right by me, but I will warn you that it may lengthen the time it takes to finish the project. On the other hand, if you know exactly what you want and can express it in a detailed way, your website copy could take less than a week to create!

I hope I've been able to address your concerns as a potential copywriting client, as well as shed some light on the copywriting process itself. I truly love what I do, and nothing gives me greater pleasure than putting my creative skill to work helping you build an empire of wealth and success. If you're thinking of starting your own business, now's a great time. I wish you all the luck in the world! And if you ever need a copywriter... you know who to call. ;)

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Dina Giolitto is a New-Jersey based Copywriting Consultant with ten years of industry experience. Her current focus is web content and web marketing for a multitude of products and services although the bulk of her experience lies in retail for big-name companies like Toys"R"Us. Visit <http://www.wordfeeder.com> for rates and samples.

Freelance copywriters on the Internet: How to tell the difference between heaven-sent and hack

by Adam Barone

If you're hunting for a good freelance copywriter and have never done it before, or if you have but find yourself needing another for the first time in a while, I don't envy you. This "brave new" e-world has turned your once straightforward search of a neatly stacked file of brochures and introductory letters into a bothersome wade through a mucky world of half-baked online listings and search results which only seem to list those freelance copywriters who are experts in SEO, or at least know what the heck it means (search engine optimization).

You: "I just need a good freelance copywriter to write this product launch brochure who's not going leave me hanging or make me ask for another round of financing."

Google: "Results 1-10 of 44,700 for brochure copywriter (0.17 seconds)."

And that's not even a very popular search term. Yet, with 44,700 doors (or thousands more depending on your search) to choose from, what are the chances you'll click the one that leads to:

- A freelance copywriter who plays nice with designers and doesn't charge a first-born child
- A freelance copywriter who knows when and where to offer their expertise on how to communicate a message
- Creative, cliché-free, differentiating, success-enabling copy that is turned in clean and on deadline

It's probably better than a 1-in-44,700 chance, but you're still more likely to fall short than be wildly ecstatic about your freelance copywriter decision unless you add a few points of structure to guide you through the online chaos:

1. Look at freelance copywriters further down the list. Unless you're specifically looking for an SEO copywriter, how high a freelance copywriter or a link to a freelance copywriter ranks in search results is not indicative of how good that copywriter may be. Search engines rank web sites according to formulas of keyword saturation in site copy, meta tags, links and other places. Not how well a freelance copywriter's work achieved his client's objectives. Spend some time at this. There is more to the marketing, branding and advertising worlds than the Internet, and there are many worthy and successful freelance copywriters who work in the offline world, but have only a token presence on the Net. Go ahead and look at the top-ranked freelance copywriters, but investigate the others as well. Look at who their clients are, the work they do, the brands they've worked on, what their site is like and testimonials from past and current clients. That should give you a good gauge. Or if you like the advertising a specific company do a search for "CompanyX AND copywriter."

2.If you want quality, steer clear of “bidding” sites. There’s too many of them already, and more seem to be popping up all the time. The online auction is a great concept for your old fishing equipment or clunker on cinder blocks, but not for a good freelance copywriter, designer, photographer or any other “creative service” professional. Sites like Elance.com, Guru.com and their many cousins allow service providers to whore themselves out for projects in a reverse auction where the lowest bid wins. Unfortunately, there really is no winner. The freelance copywriter (or whoever) gets a fraction of the fair market value for their work and the client, unless they’re extremely lucky, will be stuck with a student, green amateur or someone who might not even speak English well—to say nothing about the copy they’ll write.

3.Seek out freelance copywriters with online portfolios. Find freelance copywriters who have some kind of online portfolio. Go through it in detail. Try to get an idea of the communications problem the freelance copywriter had to solve and get a grasp on the talent and thinking that went into creating the finished copy. Then ask yourself, “If I was in the market for something like this, would this make me more interested in learning about this product or want to buy it?” The work of a good copywriter will be obvious.

4.Judge by the work, not the product. You may have a great new product that everyone’s going to want, or an old product that everyone already has, but with a new feature or something. Now, your first instinct in finding someone who’s going to write copy to sell this product is to find someone who, if you’re selling underwater titanium door hinges, has written copy for underwater steel or plastic door hinges. Yes, too many marketers think if a freelance copywriter has only written for X and not Y, that they can’t write for Y. This kind of thinking is misguided. Again, go back to No. 3 and look at the portfolio. Gauge the talent. If they did a great job communicating something about X, you can bet they’ll be able to do the same for Y. A freelance copywriter isn’t defined by the product. He is defined by how he writes about that product.

These guidelines, along with a little “buyer beware” mentality, will help you wield the Internet as the powerful information tool it’s purported to be. You will find a good freelance copywriter.

Adam Barone is a freelance copywriter from the Boston area, who writes copy for such clients as The Timberland Company, Bank One, TJ Maxx, and other clients and ad agencies. Visit him at <http://www.adambarone.com>. Subscribe his e-newsletter, CopyTHINK at <http://adambarone.com/maillinglist/?p=subscribe>. ©Adam Barone 2005. All rights reserved. Online-only reprint rights granted as long as the article is published in its entirety, including links.

Subtle Emotion - The Key To Copy That Works

by Karon Thackston

by Karon Thackston © 2005
<http://www.marketingwords.com>

Say the word "emotion" to a man, and he'll immediately jump out of his seat and run from the room! Utter the word "emotion" to a woman, and she begins to conjure up thoughts of romantic, long talks centered around feelings. However, speak the word "emotion" to a copywriter and s/he should see dollar signs. Why? Because a good command of subtle emotion is the key to copy that works.

The Difference Between Subtle and Obvious Emotion

Confusing obvious and subtle emotion is a common mistake among copywriters. Let's say your copywriting client tells you his product should make the end user feel classy and sophisticated. He wants the copy you write to convey that message. What happens when writing with obvious emotion is this:

Our silverware patterns will make you feel classy and sophisticated. They will decorate your table in an upscale manner so you and your guests will think you're in a fine-dining restaurant.

Obvious emotion tells readers what they will think, see or feel. This approach is clumsy and awkward and rarely has the result the client is looking for. On the other hand, subtle emotion has a much greater appeal. Why? Because it deals with imagery. When you show people, rather than tell them, how they'll feel or what will happen after they buy your product or service, you evoke core emotions rather than shallow feelings. Here are several examples of subtle emotion at work:

Graceful and elegant, these silverware patterns are sure to bring compliments from your guests. With an exceptional display of taste and style, you can adorn your table with distinctive stainless or sterling silverware that highlights every element of your table setting.

As peaceful and charming as a Sunday afternoon on grandma's front porch, these metal gliders are recreations of the WWI originals. Rock the afternoon away with a big glass of lemonade and a little nostalgia wafting through the air like a gentle summer breeze.

Spend lazy days and restful nights in this poster bed dreaming about romantic interludes. Finished with Gabon mahogany veneers, your bed has reed posts, a removable canopy frame and a louvered headboard reminiscent of a shuttered window.

Do you see what's happening in the copy examples above? No one came right out and said, "Your table's gonna look real classy if you use our silverware," but the notion is there. From the description given, you pick up on the fact that this silver will do more than make your table look good. It will make you look good in front of your guests and give you a little boost of confidence due to all the compliments you'll receive.

The metal glider chair copy never said your blood pressure would be reduced as you sat on your porch de-stressing from a long, hard workweek, but that's the distinct impression you get from the copy, isn't it?

And the poster bed? Just the mention of the materials (Gabon mahogany, reed posts) and romantic interludes gives a feeling that this bed is something special, although the copy never actually says so.

By using subtle emotion, by painting a picture of what the customer will get from these products, by incorporating them into the customer's everyday life, you - as a copywriter - are able to pique interest and increase sales. Ah! The power of words!

Karon Thackston is owner of Marketing Words, Inc., a full-service copywriting agency. She is also author of the highly acclaimed Step-by-Step Copywriting Course, now in its third edition. You can find Karon online at <http://www.marketingwords.com> or <http://www.copywritingcourse.com>.

Ad Copy Secrets Of The Rich And Not So Famous

by Dan Brown

1. Use a hand written letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales.
2. Publish a list of famous and respected customers who have bought from you on your a copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first.
3. Show before and after photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of the resolution to the problem when they use your product.
4. Include an article or review that has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility.
5. When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product.
6. Hire a famous person to endorse your product or service. Make sure the person is well known to your target audience. Include their picture and statements on your ad copy.
7. Include your own picture on your ad copy. This will show people that you're not hiding behind your ad copy and will increase their trust. Also, include your contact information below the picture and a brief statement or quote.
8. Tell your potential customers on your ad copy that you will donate a percentage of their purchase price to specific charity. This will show them you really care about the people. They may just buy your product to donate to the charity.
9. Ask your potential customers plenty of yes and

no questions in your ad copy. The questions should remind them of their problem and make them think about what will happen if they don't purchase your product.

10. Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy the greater chance of them purchasing.

Author Dan Brown has been active in internet marketing for the past 4 years. Dan currently is working with the Zabang search engine, introducing their new affiliate program which is due out July, 2005. [Zabang](#)

Hiring a GREAT Copywriter

by Jon Wuebben

Hiring a great copywriter can be a challenge.

There are a lot of good writers out there. There are even a lot of great writers out there. But a copywriter- a great copywriter, does more than just write. A great copywriter has the ability to write persuasively, research facts, and think in terms of the “total marketing piece”- because copy is only a part of the ad, brochure, website, or flyer.

Many times, they see a business or idea in a new light. They draw out the key benefits of your product or service. Ultimately, a great copywriter communicates those benefits with excitement and has the ability to create that feeling in the consumers mind.

We’ve all read an ad that was so incredibly compelling that it literally made us pick up the phone or jump online, and order the product. Advertising is the science and art of convincing consumers to give up their hard earned money for a particular product or service.

Copywriters really only write for one purpose. To persuade.

They increase your sales and generate sales leads when their ad and direct mail copy persuade prospects that your product is better than the competition. A great copywriter is a GREAT persuader.

The best copywriters in the business are tireless researchers. Those who become the best have an insatiable interest about products, services, new ideas, consumers and advertising. Copywriters are curious people. They study human nature and try and find the best angle. They like to uncover new ways to represent a product. They get a rush when they ultimately find the unique selling proposition for your product or service. A great copywriter is a GREAT researcher.

Copywriters are creators. They think up compelling ideas and have the innate ability to turn them into powerful prose. Copywriters think visually. Many people don’t see them in these terms, but they are artists too—artists of the written word. They also think in terms of words. When coming up with a headline, they’re simultaneously thinking of an image that will complement the copy. Copywriters enjoy working with graphic designers, art directors and creative directors in creating great advertising and direct marketing. A great copywriter has a GREAT ability to think in terms of the total marketing piece.

Sometimes trying to find the right angle for a product or service can be frustrating. A great copywriter can come into a new situation, quickly assess the facts, and see what others cannot. A great copywriter brings a fresh perspective. They have the ability to see things in a new light. That’s why a headline that never worked suddenly starts working like a miracle after being changed. Sometimes it’s simple. Other times, it can be a little

more complex. Either way, a GREAT copywriter has the ability to cast a product or service in the right light.

Copywriters focus on benefits. Great copywriters find the right set of benefits and focus on them like a laser. When a consumer reads the copy, they find they are agreeing with what the copy is saying. They may have never even realized they needed the product or service. But, the copywriter knew it. And they knew how to get inside the consumers head. Great copywriters know people inside and out- and they know what motivates them.

Working with a GREAT Copywriter

The first thing to keep in mind is that a great copywriter is easy to work with. They are experienced in dealing with professionals. It helps to know what can make the difference in working with a great copywriter.

First, get your agreement in writing. A written contract is always a good idea, and can prevent difficult situations or misunderstandings from happening in the first place. A solid contract outlines the work to be performed, fees, due dates, terms and conditions.

Next, always know how much it's going to cost. Try to get your copywriter to commit to a flat fee before the project begins. This way, both parties are protected. Hourly writers should be avoided. There's no incentive for them to get the job done in a timely manner.

Quality copy isn't cheap. Be prepared to pay for that quality. Great copy is worth its weight in gold, because it can make the difference between a product that sells five units, and that same product selling five thousand units. Great copywriters are worth every dollar they make.

It's also a good idea to have one person- and one person only, appointed to deal with your copywriter. It can be very confusing to have a whole team of people interacting with a copywriter. Conflicting ideas can arise and confusion is usually the only outcome. Designate one person to handle all communications.

Great copywriters like to know exactly what they will be writing. Many times, assignments are vague. It's important to spell out in clear, simple terms, what the writer needs to know to do his best work. Sometimes the target audience is vague. Other times the features and benefits of the product are unclear. In addition, a great copywriter needs to know the reason for the assignment. Is the client introducing a new product or service? Are they trying to qualify prospects? This is a critically significant piece of the project.

Make sure you give the copywriter all the background material they need to write the copy. Types of things they need are previous ads, testimonials, product brochures, market research, and information on the competitors. Having these materials makes the project so much easier.

One issue that almost goes without saying, but is also sometimes overlooked is payment. If you're a professional, one of the most frustrating elements of business can be issues

around payment, and late payment. If you want to work with a great copywriter, it's important to make this a non-issue.

Finally, give feedback. Copywriters know all about constructive criticism. It's a big part of making the marketing piece the best possible. A great copywriter will always be receptive to it. But more than that, a great copywriter wants to know your feedback. Good or bad. It's the only way to make it better.

Jon Wuebben is a professional Website Copywriter, SEO Copywriter and Advertising Copywriter with 10 years experience in B2B & B2C copywriting and marketing. He can be reached at (909) 437-7015, or online at <http://www.CustomCopywriting.com> for any copywriting project you may have or if you would like more articles or a Complimentary Website Copy analysis.

Fixing Bad Web Site Copy

by Jon Wuebben

Let's face it – a lot of web pages and web sites out there could use a little improvement in the copywriting department!

From boring prose to bad sentence structure, from poor logic to inadequate copy optimization, I've seen it all. And this is what your customers are reading as they jump on to your site! If they have to sludge through bad writing, they will get a negative feeling about your product or service. Is this the impression that you want them to have?

Definitely not.

The bottom line is that bad copy means fewer sales. That's how important it is. Don't discount it. And one other point - an impressive site design can never rescue poor copy.

So what's the process that a copywriter goes through when they are re-writing a site? Good question. There are lots of different methods and approaches, but here's what I look at when I first set my eyes on those broken letters and words:

- 1.The Copy Itself - What's written?
- 2.The Copy and how it relates to the design - How does it look on the page?
- 3.Search Engine Friendly – Is the copy optimized?

The Copy Itself – What's Written?

The first thing that I look at when I'm analyzing a page of copy is the copy itself. In this day and age, there really are two fundamental things that most people do when they are reading copy on a web site: First, they “scan” read – they don't read every word. And second, it's better comprehended when the copy is written the way people speak. Here are the other things to look for when you're analyzing the copy:

Are bullets and lists utilized? The copy can't be in standard □ block paragraphs like you see in books and magazines. Remember, you're competing for their time. If they don't get the info they need fast, they'll jump to the next web site.

Is there too much copy on the page? If you have more than □ 450 words per page, you have too much. How many times have you seen the never-ending Home Page as you scroll forever to find where it ends? This technique only works for those cheesy direct sales letters you see on certain sites. And they only work sometimes.

Does the copy grab you? Is it □ interesting and informative? Does it address your needs? And does the copy have a rhythm to it? It should.

Is there variety in the writing? Are all the □ sentences long with multiple adjectives and adverbs? The goal is to combine short sentences with a few long ones. The trick is to make the copy flow. Using fragments is not a bad thing. Quite the contrary actually. The occasional fragment or sentence that starts with “But” or “And” can re-capture reader

interest and keep it lively. Try it out. You'll like it. And your customers will too! (See how effective it is?)

Are Headings and Sub headings utilized? ☐ If not, get them in there fast. You gotta have them there to break up the page into digestible parts. It also helps the eye focus. There are a ton of sites out there that have absolutely NO headings or sub headings. That's a bad thing.

Are you using AIDA? Attention, Interest, Desire, Action. I'm sure ☐ you've heard it before: Grab the reader's attention, build interest, and create a desire so they will take action. Are you closing the deal with your customer? This is the ultimate goal of any copy. Make the reader do something. Fill out a survey, submit a request, sign up for a service, or buy the product. Whatever it is, you must have a call to action in the copy.

The Copy and How it Relates to the Design - How Does it look on the page?

What good would the copy be if it was placed on the page in long lines and block paragraphs?

Not too good.

Recently, I was working on a Home Page re-write for a financial services company who was having a conversion problem. They had no issue getting people to the site. They just couldn't make them buy once they got there.

After taking a look at their site, I was struck with one startling reaction – the copy was placed on the page like it was a college essay with no variation or eye catching design elements integrated. Clearly, it was a web site template and no customization was used at all.

Their competitors Home Pages were very different. They all employed easy to read charts, testimonials, and other design elements. And my client had none of these. Obviously, something had to change, or his conversion rate would continue to suffer. Here are some of the things you want to look for when you consider the copy and how it relates to the design:

Is there contrast in the type ☐ of fonts, the size of fonts, and the colors that are used? Some of the most eye-catching web sites use lots of contrasting fonts, with various sizes, and complimentary colors. This can only help the copy, as it wraps it up in a great looking package and truly brings it to life. Here are three examples of great copy wrapped up in brilliant design:

<http://www.omniture.com/s2/index.html>

<http://www.6smarketing.com/>

<http://www.zephoria.com/>

Is ☐ the copy broken up into readable/scanable sections? ...or is it simply placed on the page haphazardly without regard for the needs of your customer? Like my example above, you need to ensure the web page can be scanned in 30 seconds or less. Remember,

we're dealing with short attention spans.

Are the areas ☐ that you want your customer's attention drawn to clearly visible? If you're using a "Learn More", "Buy Now" or other clickable button, is it obvious? Make sure it stands out on the page and can't be mistaken for something else.

Is the design simple and easy to navigate or is it cluttered? Some ☐ of the very best web sites are really very simple in appearance, even if they do have lots of content. Don't "drown" your copy in a complex design structure or have a million different web pages on your menu. White space is important. Let the copy breathe!

Search Engine Friendly – Is the Copy Optimized?

Of course, the grand puba of them all – Is the copy optimized? Not the site itself (Although that is critically important), but the copy. And is it optimized the right way? We've all seen those web sites that use a keyword phrase 59 times on one page. Who exactly do they think is going to read that garbage? Exactly. No one.

And Search Engine Optimization is always a moving target. It's a complex process that must be constantly fine tuned and tweaked to keep up with the Search Engine's changes and your competitor's moves. Because you can bet that you have a few who are jockeying for that first page placement for the perfect keyword phrase. When it comes to optimizing your web site copy, here is what you need to look for:

Above all else, keep this ☐ in mind: Copywriting for the web is a balancing act. You want to ensure you have used your keyword phrases enough times without compromising the readability of the page. If you're looking for a quick rule regarding keyword density, think 5%. More often than not, staying close to this number will get you where you need to be.

Do your Keyword Research! Whether you use Overture (now ☐ Yahoo) or Word Tracker, be sure you take a look at the keywords people are using or the keywords you think they should be using to find you. Then jump over to the competitors web sites and view their "Source Code". (Go to their home page, right click, and select View Source) When you do this, you'll see their Meta Tags with the keywords they are using. These may or may not be the right ones to use. But, you should definitely take a look to see what they are using. The next step is to see where they are ranking for those keywords. Try to find them on Google or Yahoo. That will give you a good benchmark.

Focus your ☐ Keyword Phrases. Don't use more than three keyword phrases per page. Actually, it would be better if you used one or two. And don't include every keyword phrase on every page. Break it up, and use your Services page to get specific.

Do your Linking Research! The next step is to compare your links with ☐ what your competitors have. Here's a site to bookmark immediately:
<http://www.linkpopularity.com>. Along with Word Tracker or Overture, it will become your new best friend. Remember, that inbound links are a very important component of the overall SEO effort. With Google, it's extremely important. One thing to know is that

optimizing the copy alone won't get you the rankings you want. You have to approach the SEO copy effort holistically. And if a copywriter says they can get you higher rankings by just working on the copy alone, you may want to take your business elsewhere. It's rarely that easy. With linkpopularity.com, you simply type in your url into the link analyzer, and take a look at the results. Then do it for your competitors. Presto! You have just unlocked a great resource.

Use Keyword Phrases in Links, Headings, and□ Sub headings. These are all places that you must use keyword phrases in to get higher rankings. What's that you say? No Headings and Subheadings on your web page? That's a good place to start if you're doing a copy re-write (or even starting from scratch) Also, be sure you definitely link your pages together with text links. This helps the search engines know your pages are related.

Use Go Rank's Keyword Density Analyzer. Jump on to□ <http://www.gorank.com/> as soon as you get the chance. They have a number of different SEO tools you can utilize for your SEO copy project. Along with Overture and Link Popularity, I use it on every client I work with. The best tool is the Keyword Density Analyzer. Use it and be amazed at what it tells you.

So there you have it! Your Website Copy makeover lesson is concluded. Hopefully, there were a few tricks or tips that you may not have known about. You'll find that if you follow the advice in this article, you will have a better looking, and an easier read site. And eventually, you'll get higher rankings for your selected keyword phrases.

Good Luck!

Jon Wuebben is a professional Website Copywriter, SEO Copywriter and Advertising Copywriter with 10 years experience in B2B & B2C copywriting and marketing. He can be reached at (909) 437-7015, or online at <http://www.CustomCopywriting.com> for any copywriting project you may have or if you would like more articles or a complimentary Website Copy analysis.

Magic Words That Sell and What Words to Avoid

by Herb and Monica Leibacher

We all know words are powerful. Whether written or spoken, according to advertising legend David Ogilvy, some of the most persuasive words to use in marketing are:

Now
Announcing
Introducing
Revolutionary
Offer
Quick
Easy
Compare
Hurry

Try to incorporate these powerful words into your brochures, web content, and however else you communicate with customers.

Richard Taflinger, professor at the Edward R. Murrow School of Communication at Washington State University, says that a ploy often used in advertising is the use of logical fallacies. These fallacies are not recommended because they may alienate your audience. Taflinger suggest avoiding the following logical fallacies:

- Black/White: The black/white, or either/or, trick is making a statement that provides insufficient options to your argument. A common way this is used in advertising is by presenting two situations, one with the product and the other without. The one with the product shows circumstances that the advertiser presumes the target audience would like to be in, and vice versa for the situation without the product.
- Genetic Fallacy: This fallacy makes a prediction about something based on where it came from or its origins. Such statements may indeed be true, but they need evidence as proof.
- Begging the Question: This is making a statement that includes a premise that has not been proven, basically saying that something is simply because it is.
- Weasel Words: These are words that are tossed into a sentence that change the actual meaning of the sentence while leaving an impression that is different.
- Dangling Comparative: This is a statement that seems to be comparing one thing to

another, but in actuality never actually states what the thing being compared is being compared to. What generally happens is that the comparison is left up to the audience to complete.

- Complex Question: A complex question is one that appears to be asking for a yes or no answer, but is in reality two yes-or-no questions that are usually contradictory. No matter how you answer, you can't win.

- Buzz Words: These are words that seem to say something, but don't. They are extremely popular in advertising.

- Guilt by Association: This is when you attribute characteristics to someone or something based merely on the society they keep.

- Self-Definition: This is using a word that you expect your audience to define one way, but you mean it another way when you use it.

By using Ogilvy's magic words and avoiding the use of fallacies, you'll be on your way to advertising that sells - without alienating your audience.

Herb and Monica Leibacher operate Web Builder Express. Create a professional web site for your business or non-profit organization with Web Builder Express. At www.WebBuilderExpress.com, you can request your free Quick Start Guide that tells you how to create a great web site.

Should You Use Testimonials When You Create A Web Site?

by Herb and Monica Leibacher

You've probably seen web sites with testimonials - they can add legitimacy. But sometimes they are believable, and sometimes they are not. Are testimonials worth the effort?

The answer is "Yes" if they are done right.

When done correctly, testimonials can help you establish credibility and give you an opportunity to prove the claims about your web site.

However, when done incorrectly, testimonials aren't believable and honest, and can cause more harm than good.

Here are some ideas on how to use testimonials effectively:

1. Do not fake it

Your testimonials should be believable. The best way to make them believable is to not make them up. A fake testimonial can ruin your credibility. Play fair, and get real testimonials from real people.

2. Be brief

If it's too long, your web site visitor probably won't read it. If you've got a super long testimonial, break it up into small sections and use it in different places.

3. Identify the person giving the testimonial

Ideally, use a full name and title, not something generic like "Happy Customer". Also, you get bonus credibility if you put real contact information so your web site visitor can actually reach the person giving the testimonial. Usually, the visitor won't bother, but they want to know that they could contact that real person and confirm the story.

4. Put testimonials throughout your web site

It is OK to have one page with all your testimonials, but you can't guarantee that a visitor to your web site will go to that page. Put one or two testimonials on each page throughout your web site.

Herb and Monica Leibacher operate Web Builder Express. Create a professional web site for your business or non-profit organization with Web Builder Express. At www.WebBuilderExpress.com, you can request your free Quick Start Guide that tells you how to create a great web site.

Top 3 Rules for Writing Effective Copy

by Ladan Lashkari

One thing all successful Internet marketers have in common is that they're good copywriters. If you want to have a profitable online business, you need to know how to write a copy that motivates people to buy your product... a copy that sells!

In this article, I'm going to reveal 3 important rules that you should follow to write persuasive copy. Put these tips into practice, and watch your sales start climbing almost immediately!

#1. Believe In Your Product

It doesn't matter how many books you've read about copywriting... your copy won't sell if you don't believe in your product. It's very important to believe your product will help your customers solve their problems and give them what they want.

You should believe that it's worth much more than they pay for it. What you think about your product and how much you believe in it is very important -- as much as the success of your copy depends on it.

Let me give you an example...

Let's say you want to sell an ebook titled *How to Become a Professional Writer in 90 Days*. You've never read this ebook and You don't know if it's good and worth the price. It's just an affiliate product that you've decided to sell to make money.

You create a website and write a sales letter to motivate people to buy it. You implement all the tips and tricks you've heard about copywriting: a killer headline, short paragraphs, etc. Now you expect to make a lot of money. You wait and wait. But what happens is... nothing!

Do you know why?

Yes, because you didn't believe in the product you wanted to sell. You didn't believe in what you said in your sales letter because you hadn't read the ebook yourself and had no idea how it was.

If you don't completely believe in your product, the reader will know this through every word of your copy. He understands that something is wrong and it makes him hesitant to buy from you.

After all, if you don't believe in your own product, then how are you going to make them believe?

#2. "What's In It For Me?"

"So what?"

"What's in it for me?"

These are the questions people keep asking while reading your copy. All of us look for benefits in everything we do, so do your customers. They want to know how your product will solve their problems. Basically, they want to know "what's in it for them".

... And you should certainly answer this extremely important question.

Explain what problems they have right now and convince them that they should do something about them. Create a sense of urgency to solve the problems. Then give them the solution: your product!

Tell them how your product will save their valuable time and money, bring them more happiness, money, health and so on. Make them imagine how wonderful their life will be with your product. Make them excited, very excited!

I give you an example...

Let's say that you want to write a copy for a very effective sleeping pill. First, you need to find the problems of your target market. What problems do people have who can't get a good, restful sleep?

Well, they usually lose their temper a lot and can affect their relationships. They're nervous and can't concentrate on work, which in turn can make their boss angry. They're always tired and don't feel like doing anything, among other serious problems.

Now explain each problem the way they can see it, hear it, taste it and feel it! Make them wish deeply that they could get rid of the problem.

Are you here with me? Now it's time to give them the solution: your sleeping pill!

Explain how it will help them fall asleep without waiting for hours. With your pill, every morning they wake up smiling because of a restful night. Finally, they will be rid of the terrible headache they always had. They will no longer be tired at work and can finally get a raise.

Are you getting the picture?

Tell them what's in it for them and your copy will sell like crazy! Now it's time for the last rule...

#3. Write to One Person

Amateur copywriters think because many people read their copy, they should write to the public. No! Even if all the people in the world were to read your copy, each of them would read it individually. So each of the readers should feel you're talking to him and only him. This makes your copy have a much higher impact.

Your copy should be friendly as well. Write as if you were addressing your best friend. Don't start with "Hey, everybody". You don't use that in a personal letter, do you? Say something like "Dear Friend" and your copy will be friendly and effective. After all, you're calling him your friend.

Final Notes

Copywriting is an essential part of your marketing strategy. If you have a great product but don't know how to write effective copy, you won't make any sales because you can't motivate people to make a purchase.

To become a professional copywriter you need to practice a lot. The more you write, the more you learn. If it takes you a long time to write your first copy, don't worry. After all, it's your first time. No one's born a copywriter. If you see that someone's copy sells like crazy, he sure has practiced very much.

Some people give up at first, when they see they can't write as well as a professional copywriter. If you've just started, you shouldn't compare yourself with experts. Instead, learn from their experience and don't make the same mistakes they once made. It will save you a lot of time!

And don't forget that you should never sell a product that you don't believe in. Even if you make some sales, you're making money by lying to your customers and betraying their trust... and it's not fair at all! They've worked hard to earn every dollar and now you're taking their money for something you wouldn't ever buy yourself.

Ladan Lashkari is a respected Internet marketing expert, and the owner of <http://www.FreeNewsletterIdeas.com> where you'll find creative email marketing ideas and helpful resources to start your own highly profitable email marketing campaign.

Direct Mail Techniques



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Free Offer From: Billy Mitchell <http://profittoolbox.com>

OUR GOAL IS TO HELP YOU MAKE MORE MONEY

Send Postcards To Save Money and Cut Through E-mail Clutter

by Roger C. Parker

Use your computer to send personalized color postcards in quantities of 1 to 1,000. Print on demand postcards are here. You can quickly, easily, and economically use your computer to prepare and address color postcards that will arrive in your prospect's morning mail!

Postal mail is growing in importance as the volume of e-mail steadily increases. A four-color postcard in the morning mail will attract far more attention than the same message sent via e-mail.

What you can do

Here are some of the ways you can profit from this new technology:

- Networking follow-up. Quickly follow-up with prospects you meet at B.N.I. or Chamber of Commerce events, reminding them to visit your web site.
- Thank You's. Express your thanks to new clients and those who provide referrals and testimonials.
- Turn postal addresses into e-mail addresses. Give previous customers a reason to join your e-mail newsletter list.
- New prospects. Profile your best customers and use a list broker to locate the names and addresses of others like them.
- Promotions. Invite clients and prospects to teleclasses and special events.
- New Content. Let clients and prospects know when you post new web content.
- Greeting cards. Use postcards to keep in touch at anniversaries and holidays.

Building your e-mail list

Use print on demand postcards to build your e-mail newsletter distribution list. Start by creating an information incentive—like a tip sheet or buying guide. Your incentive can be a special issue of your newsletter, an elaboration on a previous topic, or an audio that can be downloaded from your website.

For “hands off” delivery of incentives, use autoresponders to notify recipients where they can download your incentive.

Steps to success

Creating and mailing print on demand postcards from your computer involves three simple steps. The following shows how easily you can create a relationship with a new contact or reactivate previous clients.

1. Choose the four-color artwork for the “billboard side” of your postcard. You can choose from thousands of four-color illustrations and photos. You can also create and upload your own online portfolio of custom postcard artwork.
2. Prepare your message. Enter the desired text in an online form. Preview your work as you go.
3. Address your postcard. Enter the name and address of your recent networking contact or previous client into the online database. You can also import lists from a many types of databases and contact manager software programs. Select the name, or names, you want to receive postcards, and send.

How is your card delivered?

Your postcard will be printed and mailed First Class from a centralized printing location the next business day.

Advantages and options

- No minimum quantities and no inventory. No up front investment is needed, no supplies to run out of. Postcards are printed as needed. Send 1 or 1,000. The more you send, the lower the printing and addressing costs.
- Quality. Postcards are printed in color on a quality glossary cover stock. Both sides are laminated to resist wear.
- Flexibility. Choose either 4 by 6 inch or 6 by 9 inch postcards. You can add the recipient’s first name to each card.
- Efficient. No need to prepare and apply address labels or hand-address individual postcards. No trips to the Post Office for stamps. No last minute trips to the mailbox in the rain.

Print on demand postcards are the ideal way to build your e-mail newsletter mailing list. They’re just one of the ways Roger C. Parker can help you use technology to promote your expertise. To learn more about promoting your expertise, visit <http://www.onepagenewsletters.com>

When it goes about Website promotion, people usually think about such things as search engine optimization (also known as SEO), different pay-per-click advertising opportunities (such as Google AdWords and Overture), incoming links campaigns, and other methods of online promotion. It seems obvious - the Website is online, so one should promote it online. Although it is true, people always undervalue a grand set of techniques of offline promotion.

So offline promotion is...

Basically, it's a complex of activities that make your target group aware of your Website's existence through different material mediums or word of mouth. Let's imagine that you are trying to promote a company's Website. Your target group doesn't surf Internet to find a company like yours. It's used to seek potential partners through exhibitions, industry magazines or so. However, you do realize that if they see your Website and find all necessary info there, they won't pass by your company under no circumstances. What should you do then? Definitely, you should advertise your Website with those mediums that can reach your customer's mind freely. More often than you might imagine, your message can be located offline.

Is it right for me?

Like there is no universal cure for anyone, there is no common answer for that question. However, there are two main groups of Websites that can benefit from the usage of some offline promotional techniques:

Online community Websites;
Websites of companies that run their operations offline.

Why those two? The logic is different there. As for the online communities, those unprofitable Websites unite thousands of people common in their interests. So we can assume that if your community Website is dedicated to e.g. blues harmonica playing you can promote it widely with some material fan attributes etc. Your aim here would be to involve as many permanent visitors as you can.

As for the company's Website, you should turn an attention of a specific narrow circle of potential customers and partners. Business people are like two-faced Janus; they believe only the facts, people they know and material things, while they like to get an info as quickly as Internet can afford (if not even rapidly). Tell them about your company in a real time, let others tell them about you too, give them your card with your site's URL, and you'll be looking much more solid in their eyes, much worthier than your competitors.

Here the techniques go...

The number of ways of offline promotion is infinite. It can be limited with your own fantasy only. However, it would be wise to divide all possible ways into 3 main groups.

Group	Appeals to	Presumable Effect
Wide exposure of site's URL on different material mediums (bags, billboards etc.)	People's Curiosity	Increase of site's general traffic. Some visitors can become

		permanent.
Usage of site's URL on company's souvenirs, proposals etc.	Need to find a necessary info	Increase of company's solid image in potential partners' eyes. Their awareness of company's existence.
Usage of site's URL on different occasions (press releases, conversations)	People's Curiosity	Increase of site's targeted traffic.

Let's clarify a usage of those groups.

1. Wide exposure of site's URL on different material mediums.

Material mediums mentioned above can be:

Billboards;

Bags;

Umbrellas;

Cars;

T-Shirts and caps;

Print, radio, television ads etc.

That method can be used effectively mainly for online community site's promotion just because it appeals to people curiosity. A general scheme of its performance is:

A person sees an ad;

He gets curious;

He keeps the URL in mind;

As soon as he gets to Internet he visits that URL;

At the end, he either returns over and over, or he doesn't.

In some specific cases, such method can give great results for companies' Websites as well. It can be true mainly if:

The company has a well-known brand, so that such promotion can be just a reminiscent advertising.

The company runs a specific advertising campaign that makes people get curious and visit its Website.

As a conclusion, one should say that although such method can give high increase of general traffic, only a little number of visitors would be targeted. However, the word-of-mouth effect will change the scale to proper direction then.

2. Usage of Site's URL on company's souvenirs, proposals etc.

This specific method can be applied mainly to a marketing strategy of a company that runs its operations offline. Since little souvenirs with company's logo became a kind of good form in business, no one would argue that having an URL of a Website of a company you are going to deal with on the pen that company has presented you recently could be both pleasant and useful. Moreover, it is more likely that a person will visit your site if he finds its URL placed on the clock or a calendar on his table rather than if he would need to look for it in his documents or in a search engine.

Company's correspondence is also a good medium to advertise your Website. Don't forget to include the URL in all your letters and proposals, and people who are interested in such services will definitely spend several minutes to browse your Website.

3. Usage of site's URL on different occasions.

That's what is usually defined as word-of-mouth effect. You can include the URL of your Website into all your press release and articles about your company that you publish in prints. That will definitely make people who are interested in further info about your company to browse the site. It can be also interviews or just private conversations when you can advertise the Website. And if it's really informational and useful, you can expect a great effect of viral marketing when people will promote your Website yourself. In fact, although it seems the easiest way to proceed, it's the most difficult and long-term technique to get more or less sizable result. However, it's worth trying.

What's the next...

Although now you can think that offline promotion of your Website will be a cure, do not fall into a trap of thoughtless running of advertising campaigns. This simple algorithm can save your time and money if you use it.

Define your target group. Will they really take care about your Website if they see an offline advertisement?

Think how you can reach their attention. Whether it should be TV or radio ads, billboards or bags and T-shirts, souvenir pens, calendars etc.?

Define where you'll place/distribute the final advertising mediums.

Think what message will make people curious enough to visit your Website.

Prepare a draft copy and test it on some of your acquaintances.

When an ideal copy will be developed, you can start your campaign.

As a conclusion, try to think from a position of your target group. That will make you able to produce the most efficient message and distribute it wisely.

Just several tips...

And if you'll think from a position of your target group, you'll understand that you should make everything for them to memorize your Website's URL. This applies mainly to if you wish to try to place your ads onto T-shirts, caps, bags, cars, billboards etc. There are three main tips to make it easy:

Do not use long URL's

Use meaningful URL's

Try to make people curious with a logo or design

About the long URL's. Imagine a person with a text on T-shirt, 'THE-BEST-ONLINE-COMMUNITY-IN-THE-WORLD.COM' or a shorter one, 'PLAY-BLUES-HARMONICA.INFO'. Although those URL's are meaningful enough, it would be hard to people that pass by such ad to read and memorize it. Hence, you loose visitors. It would be much better if you use a short type such as e.g. 'NEIGHBOUR.COM', or 'BLUESHARP.INFO'. Anyway, if your Website is already known online with its long clumsy name, you can register a shorter one and redirect visitors to a real site.

If you aren't an owner of such companies like Procter&Gamble (PG.com) or KPMG (KPMG.com), unlikely it would be good for you to name your site something like 'BDFR.com'. People won't remember such set of letters, so you won't benefit from your offline promotion.

Although if you can't use an URL name that will explain the main topic of your Website, you still can get targeted visitors. Place this URL along with a logo or informational design. It will certainly lead to a higher attention to your ad and subsequently will increase a targeted traffic to the Website. As for the logo style, it can appeal to two main issues:

It can lead to people's curiosity;

It can be informational.

Whatever style you choose that will define a quality of traffic you'll get.
And at the end...

At the end, you should really think if offline promotion can help you increase your site's traffic and make it more targeted. It's obvious that not any Website can use it. However, if you believe that yours can, if you apply an algorithm mentioned above, if you take care and adjust your URL to those three tips, if you use various techniques you'll definitely be able to say then that your site's visitors are as targeted as you always dreamt for.

Alex Polonski is a Senior Sales Manager at XITEX Software Company <http://www.xitexsoftware.com/m1/en/>, Ukraine. The company works in offshore software development market since 1999 and has a fair expertise in J2EE and .NET technologies. Among company's own-developed and marketed solutions, one can see a J2EE content management system, Xitex WebContent M1 <http://webcontent-m1.com/m1/en/>.

It's In The Mail - Direct Mail is Alive and Kicking!

by Jim Logan

Compared to a lot of companies in our field we do a lot of direct mail – postcards, sales letters, promotions, announcements, lead generation. Between client business and ours, we're averaging one campaign every two weeks; about 1500 pieces per mailing. We're planning expansion to over 2000 pieces per campaign and will increase mailings to once per week. One particular business interest will grow to 10,000 pieces a month. We're constantly building and adding to our mailing lists.

We've learned a lot along the way. We develop the entire piece in-house and use printing services such as 48hourprint.com for production. We discovered bulk and presorted mail a while back and our costs dropped. We developed a couple in-house processes with staff to form a production-line approach to stuffing, sorting, and stamping pieces for delivery to the local USPS office. By producing the piece and mailing this way, our costs are low enough to make it affordable – we can recover costs with the first client project.

We don't currently use email marketing, ezine or newsletter stuff in our business. We have an auto-responder solution that's never been used. I'll probably begin a newsletter of sorts and use the auto-responder in the not too distant future. But until then, we haven't used those solutions in our own business. Direct mail is effective enough that we haven't felt the need to do otherwise. But that will change with plans to expand our business.

Our direct mail campaigns are targeted to business leaders of all sizes, from venture backed companies to local small businesses and F500 executives. We've found the results to be about the same for all targets. Also, we've used direct mail in the public sector and have had great success in lead generation efforts to meet with elected and senior non-elected officials. We use Michael Bolyan's Circle of Leverage technique and write copy using Doug Hall's three pillar approach to customer communications. We shy from popular direct mail copy writing techniques that to me read like infomercials. Simple, to the point, and actionable – that's about all we do.

For lead generation we integrate telephone follow-up, using the direct mail piece as a means to warm the cold call. Calling in follow-up is less painful than calling cold.

We write teasers on envelopes, use Johnson boxes, and add the occasional PS, but none of them always and sometimes none at all; it depends on the piece, audience, and call to action. Overall we consciously stay sincere, direct, and offer compelling reason to take action. Some results are obviously better than others and everything must be tested continuously.

We often integrate a landing page with a marketing or awareness piece, keeping font, pictures, and copy consistent between the paper piece and the web landing. This transition the prospect from direct mail to the web is a seamless manner. Sub-domains are used to create unique URLs to market specific stories.

Direct mail has been very good to my buisness :-)

If you're not using direct mail today, I urge you to try it. Use in-house resources to make the piece, find a good low cost printer for production, and leverage USPS bulk mail solutions to manage your cost. Direct mail is cost effective and it works.

Jim Logan writes, speaks, and consults on the issue of revenue growth; working with clients to build their revenue the only three ways possible - getting more new customers, increasing the value of your average sale, and getting more repeat business. Jim can be reached at <http://www.jslogan.com>.

Offline Advertising Secrets: Using offline advertising to get the most from your “name squeeze” page!

by Liz Tomey

Many people online are not using one of the best advertising methods around. I’m talking about offline print advertising. I’ve been using it since 1998, and I have a secret to share with you. Over 60% of my online business comes from offline print advertising. I know that 60% sounds very high, but it’s because I use offline print advertising as my main advertising method.

Before we go any further, I’d first like to tell you to not give up on your online advertising methods. You just need to learn to use online and offline advertising methods together.

Here is how I used offline print advertising to drive people to a struggling “name squeeze” page.

I know that many of you are frustrated with your online advertising methods. Email advertising, PPC advertising, website advertising, and the like can all be very overwhelming. A few years ago when I was new to Internet marketing, I tried everything under the sun to get people to a “name squeeze” page I had built to promote a product. I finally decided to go back to what I knew worked. Offline print advertising!

I took all the copy that was on my “name squeeze” page. I opened up Microsoft Publisher (All it is, is a word processor program.) and pasted all of my copy from my “name squeeze” page into Publisher. I took the ad copy and made it into a full page (8×11) ad. It’s very easy to do, so don’t let this part scare you.

Now, I had an ad that looked just like my online “name squeeze” page, but without the email sign up box. Instead of the email sign up box, I directed the reader to my website address.

I looked for places I could now advertise my ad in. Since I had been using offline print advertising, I knew exactly where to go. You may be new to this kind of advertising, and that’s okay because I have one of the only websites that will thoroughly teach you how to use many offline advertising techniques like this one at little or no cost. It’s loaded with resources on where and how to advertising offline.

I placed my “name squeeze” website ad in several publications. The total readership was about 200,000

Once my ad for my “name squeeze” website hit, my site was flooded with visitors, and I had people signing up left and right via my email form on my website. It’s a little harder to track when using offline advertising methods. When I ran the ad to promote my “name squeeze” page, I made a special page just for my offline advertising people. That way I could track my ROI.

When it was all said and done, I had spent \$120 on advertising. The counter on my special page for my offline advertising people showed that I had gotten almost 16,000

unique visitors to the site. Out of those 16,000 unique visitors, almost 2,000 of those visitors signed up for my offer on my “name squeeze” page. Out of those 2,000 people, 156 of them bought my \$9.95 product. I made a total of \$1,552.20. I only spent \$120 on advertising, and the product only cost me \$2.83 to fill and ship. My total profit was \$990.72! Now that’s not a bad ROI at all!

As you can see, using offline advertising methods is very powerful. There is an art to it, but once you get it all figured out, you will be making incredible profits every time you start a new advertising campaign!

I wish you much success in all of your offline advertising adventures.

Liz Tomey

Liz Tomey has owned a direct mail advertising business since 1998. She runs two different networks of sites. One in the direct mail advertising niche <http://www.Mailorder-HQ.com> and one in the Internet marketing niche <http://www.TomeyMarketing.com>. If you would like to learn how to use offline advertising as part of your marketing efforts, stop by her super informative site at <http://www.OfflineAdvertisingSecrets.com>

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Five Unique Ways To Get Free Advertising

by Dan Brown

Here's 5 POWERFUL ways to get some free advertising

1. Give Testimonials

When you purchase a product or service and it exceeds your expectations e-mail the business a testimonial. Tell them in the testimonial the benefits you got from the product or service. Give them permission to publish the testimonial on the web site if they include your sig file at the end.

2. Leave A Message

When you visit a web site with a discussion board leave a message. You could post a question, interesting content or a compliment about their web site. Include your signature file at the end of the message. Some discussion boards let you post your banner ad or text link.

3. Sign Guest Books

When you visit a well designed web site leave a compliment on their guest book. You could give them a compliment on their content, ease of navigation, graphics etc. When you post your compliment include your sig file so other people will see it when they sign the guest book.

4. Write A Review

When you visit a web site you enjoyed a lot write a review for the web site Write about the benefits you gain from the site, the web site design, interesting online services it offers etc. E-mail the review to the web site. Tell them they can publish it on their web site if they include your resource box at the end.

5. Send An E-mail To The Editor When you read a good article or enjoy a certain e-zine, e-mail a compliment to the editor. Give the editor permission to publish the compliment in their e-zine if they include your signature file at the end. The editor may post it on his or her web site.

Dan Brown has been active in internet marketing for the past 4 years. Dan currently is working with the Zabang search engine introducing their new affiliate program, which is due out July,2005. <http://www.zabangaffiliate.com/>

How To Get Free Advertising By Giving Away Online Content

by Tony Newton

Giving away content is a powerful way to get free advertising. For example, give other people permission to use your article on their web site or in their e-zine. The resource box at the end of your article acts as an ad. In return, you get free advertising. It's a win/win situation for both you and the people that need the extra content.

There are many forms of free content. It could be articles, reports, news stories, e-books, e-zines, e-mags, virtual e-mail courses, press releases, web books, etc.

You can take it a step further and make giving away content an even more powerful way to get free advertising. For example, give your free e-book to one person and allow them the rights to also give it away. Do you see what I'm leading up to? Let's say only 20 people download your e-book. Those 20 people may give away your e-book to 20 more people. That's a total of 400 people that have seen your ad in the e-book. And it just keeps multiplying!

If you keep producing free content over a long period of time it starts building up. Now, take all your free content and create an online directory. You can use your free content directory as a web site traffic generator. You can ask people to add the directory to their web site by linking to yours.

In conclusion, giving away content gives you three powerful ways to get free advertising. You can submit free content, allow other people to give away your free content, or have people link to your web site to give away the free content. My advice is to take it one step at a time and this system will bring traffic to your web site over and over for years to come.

Tony Newton is the editor of the popular website <http://www.PleaseThink.com> With lots of motivational tips and business advice to help you gain the financial independence you rightfully deserve.

How To Advertise for Free: Lesson #1

by Edward Gause

How to Create a Sigline

I bet when you saw the title of this article you thought you were going to get another one of those "10 Tips" that tell you to "do this..." and "do that..." didn't you?

Well, not this time. I'm going to spell it out for you one method of advertising for free and then show you where to go and apply what you've learned. Let's begin.

First, you will need to create a signature line (sigline). If you've ever written a personal or professional letter in your life, you've used a sigline before.

In the personal letter, you probably just ended it with your name only. You ended a professional letter with your name and probably a title or your home or office address.

You need to create a "net style" sigline to advertise whatever it is you've chosen to promote. Here is a sample sigline in it's most basic format:

Edward S. Gause
Internet Marketing for Beginners
<http://www.trinale.com>

The first line identifies who you are. The 2nd line is a short description of the page you want the viewer to go visit. The 3rd line is the actual link to the page.

Now preferably, you want to have a more snappy description on line 2 to peak the interest of readers viewing your sigline. Something like:

Like to write? Get PAID for your articles!...
<http://www.trinale.com/igr>

or

How To Start Your Own Internet Biz
Exclusive Step-By Step Online Video
<http://www.trinale.com/imbv>

Aren't you curious now? Let me finish up this lesson first and then you can go check out the above links!

You want to include this sigline in every e-mail you send, whether it's friends, relatives or associates.

You never know who might want to take a look!

In my next lesson, I will show how to use your sigline in forums appropriately and provide you with over 100 forums to visit.

Edward Gause is a relatively new Internet marketer who wants to share his personal do's and don'ts with other newbies. Don't just tell me what to do, show me how to do it." Learn more about Edward at: <http://trinale.com/about.html>

5 SUPER EASY WAYS TO PROMOTE YOUR WEBSITE

by Christy Williams

Traffic, traffic, and more traffic. That is what we all need to have a successful online business, but how do we get it? I could not figure it out when I first started my website. I spent countless hours and way too much money before I found the answers. Finally, I discovered that I had overlooked some simple techniques that are a MUST for anyone who is starting out.

1.GET AN AUTORESPONDER

This is a great way to automate your business. It will be worth the effort to set it up (which isn't that difficult) when you see how wonderful it works. It can be displayed on your website with a place for a guest to sign up. You can then send them Free : information, e-books, ezines (#2) , etc. The autoresponder will follow up with them and thank them for their interest. You get to sit back and wait while the autoresponder sends them information that of course includes your contact info, as well as your website link, so they can order your product or service at anytime.

You can get a free autoresponder at www.getresponse.com

2.START A NEWSLETTER (EZINE)

Begin a newsletter pertaining to your site. It can be full of tips/advice, or anything you would like. By becoming an affiliate with a company they may provide you with an ezine to help you generate traffic. Ezines work well due to the amount of times the subscriber gets to view them. They can be set up to be sent out twice a week or twice a month, however you like. Again, the subscriber is getting useful information as well as being face to face with your information.

3.WRITE ARTICLES

Don't worry if this scares you. There many available resources on the web to get free help and tips for writing articles. In addition there are plenty of sites to submit your article. This is FREE ADVERTISING!! Writing it is free, submitting it is free. You are providing others with your knowledge and in return gaining credibility.

4.DISCUSSION GROUPS AND FORUMS

Another absolutely free way to gain traffic is to go to sites and participate in forums. You can add your signature line at the end of your responses so others can click to find out more about your website. This is so easy.

5.ADVERTISE

You can advertise in free classifieds. There are plenty. Just type in "free advertising" in the search engine. You can also use traffic sites that give you credits for surfing other

sites. This again is very easy and it can work very well.

Don't forget to advertise your ezine. You can do a quick search and ezine directories that you can submit to for very reasonable prices. This is something I highly recommend. If you can get people who actually want to get your ezine then chances are they will be interested what else you have to offer. Think about it. The more subscribers you have the more sales you will have.

I hope that these few strategies have helped you to get thinking about what you need to do to succeed. There are so many ways to drive visitors to your site. Start out with the ones I have shared and then add more. I suggest you continue to expand your knowledge of marketing and implement the ones you think will work for you. It won't take long to see which ones are making you the most money.

Christy Williams is a mother of two who finally found a way to make a substantial income with online marketing. Please visit my website at <http://www.Christy-Williams.com/pips.html> to find out how you can too.

Small Home Business: Unique Free Advertising For Business Owners

by Kim Beardsmore

If you find these ideas for free small business advertising a little unusual, that's not surprising. They are. The reason you may have not heard about them is probably because most business people use the same, traditional forms of advertising paths. If you are looking for something to supplement your existing forms of advertising, these ideas may have the power to lift your sales and expand your business without a large financial outlay.

1. Give Testimonials

When you purchase a product or service and it exceeds your expectations e-mail the business a testimonial. Tell them in the testimonial the benefits you got from the product or service. Give them permission to publish the testimonial on their web site, in their advertising brochures or other advertising material if they include a short signature about your self. At the end of this article you will find an example of a short signature.

2. Leave A Message

Participate in local online community discussion boards and other local online discussion groups. When you visit a web site with a discussion board leave a message. You could post a question, interesting content or a compliment about their web site. Include your signature file at the end of the message. Some discussion boards let you post your banner ad or text link.

3. Sign Guest Books

When you visit a well-designed web site leave a compliment on their guest book. You could give them a compliment on their content, ease of navigation, graphics and so on. When you post your compliment include your signature file so other people will see it when they sign the guest book.

4. Write A Review

When you visit a web site you enjoyed a lot write a review for the web site. Write about the benefits you gain from the site, the web site design, interesting online services it offers and the like. E-mail the review to the web site. Tell them they can publish it on their web site if they include your signature file at the end.

5. Send An E-mail To The Editor

When you read a good article or enjoy a certain magazine, e-mail a compliment to the editor. Give the editor permission to publish the compliment in magazine if they include your signature file at the end. The editor may also post it on his or her web site.

© Kim Beardsmore

Kim is part of a 25 year old home business group operating across 60 countries. We urgently require people to join our expanding team. Earn \$500-\$5,000 per month part time around your current schedule. Full training and ongoing support to ensure your success. <http://free2liv.com/?refid=freadvert-567887378>

How To Use Co-Registration Leads

Free Product – How would you like to learn to build your list like the “big boys”? Many top Internet marketing gurus use co-registration leads to build their list. That’s why they’re called the gurus. They are successful because of their well known lists.

Co-registration leads have gotten a really bad rap because of the “bad apples” abusing them. If you would like to know how to buy and use a co-registration list properly download **“EXPOSED! True Secrets of Profiting With Co-Registration Leads... The Good, The Bad, and The Money!”**

Download by going to: <http://tomeymarketing.com/adtrackz/go.php?c=download1>

Product From: Liz Tomey - <http://www.TomeyMarketing.com> Unique advertising services to get you the customers that YOU need! You’ll also find other products and services to help you start making money TODAY!

Co-Registration - Fuel For Growing Your Lists!

by Marion B Stearns

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<http://www.admistress.com/column>

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E-mail addresses are absolutely the 'FUEL' for ALL of your list building and sales potential, especially for E-Zines. Without a growing list, which is a consistently fueled list of responsive readers, your list can't make a positive impact on your business sales. Are you trying to sell with a dull and non-responsive small list?

There are steps that you can take to maximize the size of your subscriber lists. Most old methods can be time consuming and not productive. Some of them simply aren't worth the time invested in implementing them.

What CAN Help? Co-registration Works

There are a few solid ways to build a list in record time. Growing your list should be your FIRST and TOP priority. Numbers always count in sales. The larger your list is, the more people you can sell to. Smart list builders know that a thriving and growing list has a better chance of generating profits. Like a gardener, we must plant and fertilize to harvest a cash crop.

To ALL Sellers => The LIST is the Life of Sales!

One of the biggest obstacles to making money on the net is building a "rocking" subscriber list. Calling yourself a business is very easy, but getting people to sign up, join you and stay with you, is difficult. Your house list will always be the guts of your online sales efforts.

As far as e-publishing goes, ezine publishing is not rocket science. There are a number of publications telling you how you can do it. There are hands-on classes that can teach you the publishing ropes.

The sad part is until recently, no one would tell you how to grow your list after it started, except those who offer a hands-on experience to teach people how to set the list up, then help you start it before launch! Yes, this is available. It seems to be a well guarded secret but it works because the black holes of list building, are addressed before you even launch.

What happened to YOU when you swore that you would grow your list, years ago? You probably never have a clue about how to grow and fertilize your list. I'd guess that as a newbie the few people you did ask, didn't have much advice for you, besides ad swaps, which still suck up valuable sales time.

Most people try a number of things like ad words, adding ezines to directory databases (which can prove to be a real waste of time) and word of mouth, which can certainly be very time consuming.

I determined that nothing really worked until I fumbled and stumbled on the truth: There are ONLY a few ways to grow a list efficiently. Just using tricks that won't cost a ton of money can be a losing proposition. In our business time IS money! There are a few list building methods that won't take a lot of your time. They can hand you a high quality list that could possibly result in more sales, which is why you're IN business, right?

How long did it take for you to figure these things out for yourself? No matter how you build your list....there are some people who won't remain on your list, no matter what you do. The question remains: How much time do you have to spend on losers?

Good economical list building services DO offer a valuable service to list builders who have just started publishing and need "start-up" newbie strategies for growing a list. They help all marketers. List growth can help lead all of us to increased sales potential. We all need a responsive list in order to sell! If you're not selling, examine your list.

Articles CAN and Do Help List Building!

Are you promoting your e-biz with articles? If not, you're missing the e-boat to increased e-biz, brand identity. Feel like you have a hard time writing your name? Hire a ghost-writer and get articles circulating around the globe.

It's usually Free so make the time to get articles written. Submit them to ezines and anyplace else who will accept them from you. I can't stress this enough. Simply put: articles can save you a ton of advertising cash! They can circulate the net for years, if you include a permission to re-print resource box, at the end of your articles.

Co-registration and article writing can help you build your lists in a highly efficient and economical manner. If you're not using these list building methods, you should be!

Marion Stearns preaches and teaches exceptional client services. If you're in business to turn a Profit, stop by and see what she and her Circle of Ezines deliver:

<http://www.admistress.com/column>

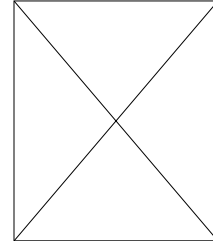
Information Marketing

A Simple Guide To Creating Your Own Ebooks

Are you thinking about publishing your own ebooks? This clear, concise guide walks you through the nuts and bolts of putting together an ebook and making it available for download.

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Ebook Rebranding - The New Ebook Marketing Power?

by Joe Lee

Well, it is definitely yes!

In the early day of internet marketing, giving away ebook free was a very good list-building strategy. It worked extremely well. But it is no longer the case in TODAY scenario. Giving away your ebook free is just not enough for your online business. You'll need to do something different.

The net is so saturated with the free ebook because every one is giving away their ebooks free. Some of them are poorly written and reading them is just a waste of time. Of course, I am not saying that all of them are poorly written. An exception is Rebrand Profits by Gary Hugnh. It's a very good and informative ebook you should read. It's Free.

So, to compete with so many other free ebooks out there, you'll need to do something different or come up with a new idea. People are more willing to distribute your ebook if you provide them incentives. The more benefits you provide, the faster your ebook is passed on. Remember, giving away your ebook is a very good form of free advertising.

Yah...I know but HOW?

It's definitely by way of ebook rebranding. It has been used by top internet heavyweights to get people to download and distribute their ebooks free.

In this article, I'll show you three simple ways to get people to distribute your ebook free using ebook rebranding techniques.

But first...

You need to have your own info-product, be it an ebook, a report or just a compilation of articles, tips or whatever you found on the Net. Inside the infoproduct, include links to the affiliate programs you are promoting. Be selective on the affiliate program you're promoting. Promote only affiliate programs that are relevant to your infoproduct. They must pay well, allow you to recruit subaffiliates and most important of all offer at least TWO-TIER commission pay out. This is the first and foremost thing you need to

do to encourage people to rebrand your ebook. This is particularly important because this is how you will make a fortune from your free infoproduct. Here is how it works:

If Joe signs up the affiliate program in the infoproduct, you get commission for his signup. If he then distributes the infoproduct to someone else and that someone else signs up through Joe's affiliate link, both of you get paid! Can you see how powerful it is? Of course, you need to make sure that your info product is informative enough that the readers would give it away even without incentive.

Second technique is to charge people certain fees for them to rebrand your ebook. In other words, you are selling the rights to rebrand your ebook. This is particularly the case when you have no choice but to promote a single tier affiliate program. To make your offer more enticing, sell them the master rebrand rights.

Yes, I know you may be wondering why I said so. I'll quote you an example to illustrate this.

Say Joe buys the master rebrand rights and distribute your ebook to everyone he knows. Then, whoever wants to rebrand the ebook Joe gives away, he or she has to pay Joe instead of you! Sound interesting? In such way, your readers are more willing to rebrand the ebook because it earns them more profits. I would definitely love the idea of me charging the people fees instead of you.

The third technique would require you to have your own products. Don't worry if you're too busy and have no time to create one. You can buy resell rights to a product. Ebookslot.com at <http://www.ebookslot.com> is a good place to shop for ebooks and software products with resell rights. You can buy a package of ebooks with resell rights and repackage it to create your own unique product. Then set up an affiliate program and write a free info-product that promotes your product. Include a message in your ebook that tell your customers you are willing to give away the rebrand rights only if they buy your product. Instead of asking your readers to BUY the rebrand rights, you actually ask them to buy your products. People will join your affiliate program if they think it's easy to promote your product and make money.

To create rebrandable EXE ebook, you can use Active Ebook Compiler which is by far the most affordable html

compiler. You can also use pdf995 or pdfedit995 if you are creating rebrandable PDF ebook. Both tools are free!

So, start creating your own infoproduct with links to good affiliate programs TODAY and success is just right on your doorstep!

This article is a brief summary of Rebrand Profits, a unique ebook that teaches you how to profit from rebranding your free ebook and virally spread it like wild fire. Grab a copy of this F*R*E*E masterpiece now at <http://www.ebookslot.com/rebrandprofits/>

Seven Secrets to Writing a Book that Sells

by Penny C. Sansevieri

It's one thing to write a book, it's an entirely different thing to write one that's a saleable, viable, marketable product. Ensuring the success of a book is something even the biggest publishers have never been able to guarantee. Mitigating circumstances, flash trends, and world events will all affect buyer preferences. That said, there are still ways to leverage the sales-factor in your favor and here's how you do it.

1. Know your readers. We're not just talking about whether your readers are male or

female. You'll want to know myriad factors about your audience. How old are your readers (age range)? Are readers married, single, or divorced? Where do your readers live (generally)? What do your readers do for a living? What other books/publications do they read? Develop a profile that includes where they shop, what clubs do they belong to, etc.

These elements will help you incorporate these aspects into your book *and* help you unearth salient marketing opportunities (i.e., publications and stores).

2. Know your market. What's the market like for your book? Is there a trend out there you're positioning yourself towards. Are you reading all the publications related to this topic? Are there any "holes" out there your book could fill? What's the future for this market? For example, let's say you're a fiction writer looking to publish chick lit. Go to any bookstore and you can't help but spot the cutesie, pink, cartoonish covers. Many thought this trend was dying out, but it has recently seen another surge. What do you know about trends related to your book topic/audience?

3. Similar books. What else has been published on your topic? Have you read all ten books in your category? If you haven't, you should. You'll want to know everything you can about what's out there and how it's being perceived in the marketplace. It's never a problem having a similar topic. When I published *No More Rejections - Get Published Today*, I knew there were other books out there on marketing. I read them all--then angled my book differently.

4. Getting and staying current. What's going on in your industry today? What are some hot buttons? What are people looking for? What's next on the horizon for this topic/audience? If you can't seem to gather this information through traditional channels, why not survey your target audience? There are a number of places to run free surveys, Survey Monkey is one of them: <http://www.surveymonkey.com>

5. Follow the media. What's the media talking about these days (besides the California election & Ben-lo)? Keep track of media buzz--what they're paying attention to and what they're writing about. Delve beyond the front page of your paper to the second or third page and see what's filling the pages. If you can get your hands on out-of-state papers, do a comparative review. Do you see a trend in coverage? Is there something that seems to be getting more buzz even if it's on page six?

6. Talk, teach, listen. One of the best ways I've found to get in touch with my audience was to teach a class and do speaking engagements. When I was putting together my book, *Get Published Today*, I found that the classes I taught provided valuable information for creating a great book because they put me directly in touch with my audience!

7. Timing is everything. When do you plan to release your tome? Are you releasing around a holiday or anniversary? Could you take advantage of any upcoming event and/or holiday for your book launch?

Penny C. Sansevieri

The Cliffhanger was published in June of 2000. After a strategic marketing campaign it quickly climbed the ranks at Amazon.com to the #1 best selling book in San Diego. Her most recent book: No More Rejections. Get Published Today! was released in July of 2002 to rave reviews. Penny is a book marketing and media relations specialist. She also coaches authors on projects, manuscripts and marketing plans and instructs a variety of coursing on publishing and promotion. To learn more about her books or her promotional services, you can visit her web site at <http://www.booksbypen.com>. To subscribe to her free ezine, send a blank email to: <mailto:subscribe@booksbypen.com>
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Top 3 Ways to Market Your Teleclasses

by Ally Moll

1. Get listed with www.teleclass.com

Once you get going there, buying a feature ad at the top of their page is a good idea because people naturally click on the first thing they see. Some other websites are:

www.seminarannouncer.com

www.teleclass4u.com

www.teleclasslive.com

2. Write Articles and "Top Ten" lists

This is a great way to get exposure and add credibility to your classes. Be sure to work your website or reference your class in the first paragraph if you can and always have a link and a little blurb about yourself and/or your services and classes at the end of your article.

Submit your articles to as many article submission websites as you can. There are MANY out there:

www.topten.org

www.ideamarketer.com

www.addme.com

www.articlecity.com

3. Start a free mailing list

Pick a subject that will attract customers you are looking for and start a discussion group or mailing list on that subject. You can use [Yahoo Groups](#) for free. For example, if you are looking to attract people struggling with relationships then start a group called "Advice for finding true love" or something similar. Everyone who joins is a potential customer to you. Develop relationships with them through the discussions and make sure to always put your website address or information about your classes in your signature line. Give away some good tips and ideas that will entice people to want to know more through your classes.

I hope you've found these tips helpful in making your teleclasses a success. Whether you're using classes to promote your business or as a primary source of income these tips will get you on your way to becoming a profitable teleclass leader. For more in depth information on the above tips as well as 23 more tips on marketing your teleclasses, please go to www.allymoll.com and sign up to receive my report, *The Top 26 Ways to Market Your Teleclasses*.

Happy Teleclassing!

Ally Moll, Life and Creativity Coach www.allymoll.com
Sign up for my **FREE** newsletter, Light Upon Laughter, and get a week of **FREE** coaching! [Light Upon Laughter Newsletter](#)

The Pros and Cons To Starting Your Very Own Online Ebook Store

by Dan Preston

If you've ever considered to start an online ebook store, but for any reason have been hesitant to do so because your not certain whether this is for you or not, I have written this brief article with over 3 years experience as an ebook store owner to help you see what all is involved and to try and help you make the decision whether or not this is for you.

Here are just a few of the Pros and Cons that can help you make an educated decision about starting such a venture.

Pros

- 1) Your In Control – Depending on your daily schedule you get to decide when and how often to work on your new store.
- 2) Choosing A Name For Your Book Store – Much of the pleasure with starting any kind of business is getting to name it. Just make sure to choose a catchy name that's easy to remember for potential and returning customers.
- 3) No Inventory – Unlike traditional paper bound books an ebook does not take up book shelf space. All you need is a reliable web hosting company to upload your files and images to and you'll never have to dust a cover or package them in a box because their all kept on a computer hard drive ready to be downloaded when a customer completes the checkout process.
- 4) Brandable – Many ebooks can be branded with personal information such as website URL's and email addresses so that if a customer likes what you have to offer the links that can direct them back to your website or to your contact information can be found inside the book itself.
- 5) No Store Hours – Unlike a traditional book store your business online never closes allowing you to have your products ready for sale 24 hours a day and 7 days a week. Also your potential customer base is not limited to just the town you live in, but to anyone in the world that has a computer.
- 6) Earning Potential - Now don't take this the wrong way..... Unless you know some top secret way to convince people that your product is far superior to all others there is no guarantee that you'll be able to leave your full time job in

order to sell ebooks as a primary income. Although, over the years I have found ebooks as a nice “compliment” to my full time job earnings.

This doesn't mean that making a living selling ebooks is not possible. As a fact many people who have sold ebooks with reseller rights or have found a high demand yet low competitive niche subject to write their own ebook about have been quite successful indeed.

Cons

1) Taxes – No matter what type of business you run, it is very important that you keep track of ALL expenses and earnings so that when taxes are due you will have everything you need to provide your tax preparation service with.

2) Operation Fees - Even though the costs will be far less than owning and renting a retail store filled with paper books, there are some expenses you will have with an online ebook store to deal with.

For example: You will want to accept credit cards on your site. Most credit card processors only charge a one-time setup fee and then only charge a percentage of each sale you make thereafter.

You will also need a place to store your files and pictures on the internet so that they can be retrieved for viewing by potential customers. For this you will need a web hosting service. These can be set up for once-a-month billing all the way to once-a-year billing. It all depends on your hosting companies package deals.

3) Marketing – In order to make sales people must find you. A few ways to market your items for sale range from search engine placement, paid advertising, link swapping, joint ventures and article writing. Marketing can prove to be a tough process, but is very necessary for the success of your business.

4) Web Site Setup/Design – This may be considered an enjoyable thing by some people, but unless you hire a web design company to create a themed layout for you and if you're not familiar with web site design this can be a time consuming process.

On the other hand, by doing the web site work yourself can prove to be an excellent opportunity to learn about web site design and management so that you can add or delete pages at any time you feel necessary.

Hopefully this article has convinced you that ebooks are definitely a great product to start a business with.

Just keep in mind that with any business in order to be successful it is a wise choice to write up a business plan to chart your course and once up and running you must push through all the ups and downs and never give up.

If you would like more information on how to start your very own ebook store and to get access to over 100 ebooks with FULL resell rights you can visit Dan Preston's website Infoheaven Digital Books at <http://infoheaven.bravepages.com/Book-Store.htm>

The Bible of Marketing Ebooks

by Torgeir Sunnarvik

The ebook from Michael Cheney really is the bible when it comes to make a successful website.

I highly recommend this ebook. This should in fact be the first ebook you buy, before you start any online business. The reason that I say this is that after reading this ebook, I'm forced to make a lot of big changes to my existing websites. And this takes a lot of time. But I hope it will be worth the effort. For those of you who don't have a website yet, but want to start making one in the near future, this ebook will be absolutely essential to your success. Buy this ebook!!

The thing many webmasters do wrong with their websites, is that they start marketing a site that will not make any sales in the first place. You should first focus on how to make your site a successful selling machine. Then you can begin the marketing process.

This is what you will learn in this ebook.

You will learn four essentials that you need to get right in order to earn money from your website. This information is covered in detail in four chapters. Throughout the ebook, you will be given exercises to work through that will help you capture and internalize what you learn as you go along. The exercises really help you to understand how to implement the information in this ebook into your own website.

Next, you will learn how to announce your website on the Internet. You are guided in what you should do and often more importantly, what you should not do. For example, Michael covers in detail, "7 ways of how to drive visitors away from your site."

You can read this ebook from cover to cover the first time. Then simply refer to it every time you want to change something on your site or when you start a new site. But it's always important that you really need to apply what you have learned. Just reading the ebook and not using that information, won't make your website any better.

As a webmaster I know that doing things right the first time, without going through a lot of trial and errors, will save you a lot of time and money. So even though this ebook is priced at \$197. I'm sure it will save you money buying it. I've made all the errors that one could ever make, when it comes to making a

website. And I hate to think of all the money I used on all kinds of ebooks and websites in the hunt for online success. So take my word for it. This ebook will save you money!

There are also a lot of bonus products that comes with this ebook. I haven't tried any of them yet, but I'm sure that they are of the same quality that the ebook.

Check out Michael Cheney's ebook at:
<http://www.everypleasures.com/bible.html>

Torgeir Sunnarvik, Norway
<mailto:webmaster@everypleasures.com>

Torgeir Sunnarvik is the owner and webmaster of:
<http://www.everypleasures.com/> His site offer [free ebooks](#), ebooks with reprint rights and review of business ebooks.

How to generate ideas for info-products ?

by Shrinivas Vaidya

Dear friends the current study shows that there are more than 50,000,000 registered domain names on the Internet (approx.)(Reference <http://www.whois.sc/internet-statistics/>) Even if we eliminate 30% non commercial sites we are left with 35,000,000 sites. All these are trying to sell everything from safety pins to space ships.

This clearly states the current state of the commercial Internet , which is full of competition. So how do you survive in this tough competition ? There is a common saying that in nature "survival of the fittest" works as a rule.

Now it is time to reconsider this definition of being "fit". Let's look at it this way. Internet is a place where people have started looking for "solutions" rather than mere information. All sorts of products in the form of eBooks, CD's , white papers, journals are available as "instant downloads" in a few minutes.

The product categories range from solving personal problems such as relationships, dating, health issues etc, Business solutions, hobbies, travel.

But real problem is how YOU can tap into this huge market and become financially secure ?

The answer is creativity. Creativity is what makes things easy. But unfortunately many people think that creative thinking is as hard as climbing "Mount Everest".

But here is a good news. recent study in psychology shows that creativity is a habit just like all other habits. Just look at yourself how easily you can walk, talk, laugh, run, cry, hold thing with your hands, write, read...How? because these have become a habit by now.

Same is true with creativity. When you teach your mind to think creatively what you get is an attitude which will never settle for cheap quality work.

It is far more better working creatively for 15 minutes daily than wasting 4 hours creating cheap quality work. But how do you develop a creative mind ?

I will show you an example here to make it clear. Let's select a theme and expand it. I select "Photography" as a theme. When I read the word "photography" I instantly remember following words.

"digital photography, cameras, camera lenses, photography films, various equipments, learning photography, locations, lighting effects, outdoor vs indoor photography, nature, nude, wild life, sports, close-ups, industrial photography, special effects, use of computers , and much more..."

Here you will see that I have expanded the word "photography" in the form of "keywords" which any search engine will recognize. So finding information on these topics for research becomes much easier now and saves time. Each of the particular keyword above can be again expanded to form an entire ebook or info-product.

On top of this, keyword research tools on the Internet can be used very effectively. Some of these tools are available at Overture.com, wordtracker.info, [altavista.com\(prisma\)](http://altavista.com(prisma))

Next you can compare the list you have generated with the list which these online tools generate. Minor editing will give you a final list of topics to be converted into an info-product.

Once you get this habit of fractionating any given topic into "keywords" many new streams of ideas emerge , which can be used as raw material for further study. Analyzing any theme in this way will definitely give rise to alternative ways of presenting the same information in various forms.

What does this mean ?

When you are ready with the final bunch of chapters, you can convert that in an eBook, CD, an entire website, a free eCourse sent via autoresponder, each chapter can be individually treated as an article etc. Just fine tune your lessons for your own product or someone else's product if you are an affiliate and you can earn money with this.

That's enough for now. I hope this help as a starting point to start generating ideas for info-products.

Copyright Shrinivas Vaidya

Finally here is an eBook "Creative Product Creation" which shows you in many different ways , how to generate ideas for

a best-seller info-product in 30 minutes flat. Grab your own copy for an introductory low price TODAY. Visit <http://www.myfriendlyebooks.com/Product01/Creative.htm> for more information

Information Products: Changing Trends in 2005

by Fred Farah

2005 is a great year for affiliate marketers, as online businesses will continue to grow exponentially. 2004 showed a major transition in the type of products sold in affiliate markets..

Did you notice all the other major changes in the Internet Marketing scene in 2004? Or did they pass you by, and you missed out on the opportunities to make money with the new types of products. EBooks are still the most popular type of information product being sold at this point. But lots of ground has been lost to the other methods of delivering information.

Every week there are lots of tele-seminars provided. Most of them are at no cost. Those that charge are increasing in scope, and are real moneymakers for the hosts. Web casts and video presentations are growing in popularity.

Most of the above are recorded, and can often be viewed or downloaded after the event is over. I have collected 1 GB of Audio and video files and am overwhelmed by it all. I just can't find enough time to listen to them all.

That of course, is one of the advantages of written text in ebook form. One can scan through the ebook, and select the areas we want to absorb more fully. An audio recording must be listened to in its entirety, so it takes much more time.

In spite of this, the popularity of this media is growing very fast. People feel more involved participating in a teleseminar, or even a recording of it, as compared to the reading of an ebook. You must give your market what they want, or you lose out big time.

Another important shift in product popularity that boomed in 2004 is the home delivery of printed text books along with DVD or CD media. There were several Big Deals last year of very expensive products that made record breaking sales.

John Reece sold over \$1 million dollars of products in 24 hours. The product delivered to your door cost \$997. The commission paid to those that he invited to Joint Venture with him is 50%. Up to \$500,000 affiliate commissions were made in 24 hours. The product is still selling at the same price.

This all gives you a clue as to what will continue to change and expand in 2005. These trends will blossom further in 2005. The frantic craze of Blogging and RSS are roaring ahead and being installed like a runaway freight train.

Will you join these trends in some way? You should. I know I will. Take RSS for example. There are 2 ways to get involved. The easiest and almost a must-have is to just install an RSS reader. This permits you to subscribe to blogs and newsletters that are delivered direct to your desktop without email spam filters blocking the reception.

The alternative is to install an RSS publishing system. This is much more complex and not for everyone.

As an online marketer it is imperative that you keep up to date on the major trend shifts in 2005. Failure to do this could mean that you're using the traditional methods that were successful 12 months ago, and may be 'old news' today, Your results will quite probably be sub-standard.

It is imperative that you recognize and react quickly to any changing trends. This is the key to success in 2005 and only those who "stay awake" and have the desire to constantly improve their business model will succeed this year.

Fred Farah
copyright 2005

Fred Farah is a long time business man who is willing to share his expertise using his web site [Best Affiliate Products](http://BestAffiliateProducts.com) It's all about affiliate marketing to niche markets. Lots to learn from the Niche Madness 7-day eCourse, as well as the Niche Market Strategies newsletter.

3 Powerful Types of eBooks You Can Write and Sell Online

by Jeff Smith

A big part of knowing how to write and sell ebooks is understanding exactly what will turn a prospect into a hungry buyer.

As you may have already discovered in my "Ultimate Information Entrepreneur's Success Package", earning months and years of leveraged income from a few weeks writing has virtually NOTHING to do with your writing ability, but EVERYTHING to do with understanding how to identify and satisfy a raging hunger within markets.

When you think about how to write a sell ebooks, think about 1 of these 3 proven "types" of infoproducts that will turn your prospects into buyers...

1. Innovator. You have identified a tip, technique or strategy that will go one-step further (incremental innovation) or take a giant LEAP forward (radical innovation) than is currently available.

To understand how to write and sell ebooks as the "innovator", you have a very good grasp of both what the prospector is really looking for and what currently exists in your marketplace.

2. Collector. The value in this type of information product is to collect sources of information from a wide variety of sources and distill it down to the "best of" or a compilation of strategies aimed at satisfying a given market demand.

3. Investigator. Yet another method of how to write and sell ebooks, the investigator seeks to discover and prove the value of a given approach.

Discovery allows you to bring value by bringing to light little-known or "underground" secrets to solving specific problems

Proving the value of a given approach is also of high value in this age of skepticism and doubt. If you can provide case studies to support a given approach, you'll be bringing extra value to the market.

Now, each of these approaches has its advantages and disadvantages.

When most people think of how to write and sell ebooks, they think of being collectors, however adding an aspect of innovation is how you can really differentiate yourself in your market.

Innovation allows you to claim ownership to solving an urgent and pressing problem for your market. Out of ownership will come branding, and out of branding can come tremendous financial advantages.

I have used all 3 approaches and advise everyone who is serious about becoming an information entrepreneur and wants to know how to write and sell ebooks to use each approach.

In your market, you can likely come up with a combination of innovative solutions, compilations of tips and ideas, and journalistic ideas such as key interview subjects or candidates.

Become an Online Publishing Entrepreneur Packaging Your Knowledge For Profits No Matter What Your Topic or Background. Free 7-Part Formula Tells You How Right Here: <http://www.infoproductcreator.com/ebook/>

“7 Incredibly Simple Ways To Profit Wildly From Public Domain Material”

by Ewen Chia

Copyright 2005 Ewen Chia

If you're in the business of marketing online, a major portion of your income will come from your ability to deliver quality content and products to your market.

Now, besides creating these yourself, one of the quickest and cheapest way to acquire all the content and products you need is in the public domain.

Whatever your requirements, you can find almost anything in the public domain. Examples include texts, audio, images, stock video, music and software...which you can flexibly use in whichever ways you want!

A word of warning though...

While a large portion of this material is "fair use", not all the works entered into the public domain database are clear of copyright restrictions.

A true public domain work is information open to the public for use, including copying, distributing and modification at no cost. Currently works published 75 years ago are considered to be public domain, while those published from 1924-1963 may be public domain - IF the copyright was not renewed.

I would highly recommend reading the public domain FAQ pages at these websites first before you use any material:

<http://www.gutenberg.org>

<http://www.pdimages.com>

<http://www.pdmusic.org>

<http://digital.library.upenn.edu/books>

However - if you desire an easier and quicker method of monetizing the public domain, you will be amazed at what you can do at ==> <http://www.miniebook.com/files.htm>

Assuming you now have all the public domain content you want, the million dollar question is:

"How do I truly monetize them to create long-term profit streams?"

The answer is in these 7 simple methods:

Method #1: Kick Start An Information Empire

How many mini sites in a week can you set up to sell info-products that has already been

created for you? It's a no-brainer.

Public domain provides the perfect opportunity for creating an empire of super profitable mini sites that can each make money on autopilot for you. It's really a numbers game...

If one mini site generates a conservative \$300 per month, ten of these would mean a nice income of \$3,000 every month! What if you just concentrate on getting the formula down to a science and duplicate these mini sales machines every day? Think about it.

Apply this concept to auction listings and you can also create a fortune with public domain and eBay.

Method #2: Churn Out Complete Niche Websites

Split up public domain material and use them as pages of targeted niche content for your website. It's a simple idea but hardly anyone exploit it.

All you do is select relevant public domain books and break them down into instant content. With a little SEO skills, planning and targeted keyword-based public domain content, you can spit out new websites that ranks highly in the search engines overnight.

This is a better solution and enhancement to automated site creation tools, which being essentially carbon copies of each other, have high risks of being banned.

While it takes work, this is one quick way to develop new niche sites on demand. You can then profit from them using Google AdSense, affiliate programs and advertising revenues. This method can also be applied to blogs.

Method #3: Get Traffic With Viral Lead Generators

A proven way to generate free and highly-targeted traffic is to create lead generating mini ebooks and make them viral. This is a strategy I reveal in detail in "Mini eBook Secrets" at ==> <http://www.miniebook.com>.

Basically public domain material can be fully or partially used as content for your mini ebooks, which you simply create and give away to bring back traffic to your site. Adding a viral marketing effect to your mini ebooks will explode your traffic for life - without any cost to you.

Not many people are using public domain in this way and it'll be highly profitable for you to do so.

Method #4: Follow-up For Maximum Profits

It's a proven fact that following up with your prospects through an autoresponder sequence or ecourse is bound to increase your sales. This is where you can use content from the public domain to great effect.

If you can cut and paste, you can create a quality ecourse with public domain works. It's as easy as it gets.

Method #5: Achieve Instant Recognition And Credibility

This one is good - split the public domain book's content into hundreds of articles with YOUR name and resource box on them.

Then simply submit these 'instant' articles and sit back. Your personal branding and name recognition will skyrocket beyond belief! You'll also receive credibility and expert status with your articles, provided they're good.

By the way, get this free report to populate your articles on thousands of sites and ezines:
==> <http://www.instantmarketingsecrets.com/lifetime.htm>

Method #6: Create Multiple Products At Lightning Speed

Have you thought about repackaging and creating different products out of public domain material? Just changing the format can vastly increase the perceived value and worth of the product.

You can take a public domain book and split it up into modules, create audio recordings or market it as a paid subscription newsletter for tons more profits than just selling it as a single ebook. Just changing the format can vastly increase the perceived value and worth of the product.

Another idea is to combine a few books with a common topic as a themed package. You can then sell resale rights to it and generate instant backend cash. Or create a high-ticket item by combining manuals, audio and dvds together.

The possibilities are huge!

Method #7: Use Them As Special Bonuses

Public domain material make excellent bonuses for your main product when you're looking for increased value. Other uses of bonuses include:

As extra incentives for your affiliate promotions; as incentives for publishing articles; or even for a simple purpose like clicking to a site. You get the idea :-)

Apply these 7 methods and your traffic, sales and income will surely surge.

If you're ready to profit wildly from public domain material, check this out now ==>
<http://www.miniebook.com/files.htm>

Ewen Chia's Free Secret Manual "Web Money Formula" Reveals How You Can Start Making Quick Cash Online In As Little As 7 Days...Even From Scratch!
Click Now For Instant Download: <http://www.InstantMarketingSecrets.com>

Internet Marketing For Newbies

The most successful internet marketing model - start with free tools, spend money later

by Christopher Kyalo

There is a particular web site where I regularly place my free internet marketing articles to generate traffic to my blog. Quite often several so called internet marketing experts place articles shortly after one of mine has been posted talking about the impossibility of making any money online without spending lots of cash on advertising.

Recently one of these "experts" bluntly called some of the techniques that I was suggesting, "tools for beginners on the net."

No, I was not offended. All my life I've met dozens of "experts", not only on internet marketing, but on scores of other unrelated subjects. They have never intimidated me. More so because many times, I have seen many of them fail miserably when asked to put their theories into practice. And make no mistake about it, some of these folks who have failed the practical test have had a long string of degrees and fancy qualifications next to their names.

I'll tell you the sort of guys that get my attention. People who have earned lots of money doing what they are suggesting to others. Sadly these guys are very rare to meet. As soon as most people find a winning formula for success, they will tend to keep their mouths firmly shut. So most of the "experts" you will meet online especially the internet marketing ones, are simply peddling theories they have read about or learnt somewhere else.

You will not find theories or stuff that I read somewhere else in any of my internet marketing blogs(not here and certainly not at <http://marketingurhomebiz.blogspot.com>.) All the writing and advice I give is firmly based on experience, my own experience in internet marketing. That is not to say that I don't read. I read a lot and later in this article I quote from some reading I did recently in the New York Times.

So why do I reveal my very profitable internet marketing secrets?

I reveal my secrets because that is the only way to grow. And in a place as dynamic and fast-changing as the web, you can be sure that your secret will not remain a secret for long. So instead of clinging onto something that will not be mine for that long why not release it a little earlier and gain valuable publicity and image from it, to help me make even more money from my internet marketing?

Read the second and final part of this article at my blog;
<http://www.big-online-story.blogspot.com>

Christopher Kyalo is a writer/marketing expert who makes money online only by posting free articles. Visit his blog which is loaded with free tips and secrets at <http://www.big-online-story.blogspot.com>

Internet Marketing For Online Business Newbies

by Jason Gazaway

Starting an online business has become very popular among many people of all backgrounds throughout the world. It doesn't matter if you are a high-school graduate, or you're completing your third trimester of your second year in Chiropractic School. Any person with the desire to work from home can start an online business. Especially now more than ever with all the turnkey websites, "all-in-one" marketing solutions and such, one can literally have a business up and running within 24 hours.

It's well known that nearly 95% of all online businesses will not succeed. So what exactly "makes or breaks" an online business? Simply put, the type of marketing used.

Internet marketing is as hard as you make it. It can be very hard getting past the "learning curve", but once you do, nothing will stop the checks coming in month after month.

We'll begin our internet marketing lesson with 7 small, but very powerful forms of advertising that can yield tremendous profits for you if used correctly!

1) Article Submission

Writing articles are one of the oldest forms of advertising on the internet. Whatever kind of business you do, write about it! Most articles written are between 500-1000 words. The way you advertise through articles is by having a "byline" or "resource box" at the end of the article. For an example, please look at the bottom of this article to see what one looks like.

After you have written an article of your business topic, you will then want to submit them to Article Directories or Websites that will publish the article you wrote. Here are some good submission sites:

<http://www.stickysauce.com/wanted.htm>

<http://www.webpronews.com/submit.html>

<http://www.boconline.com/sub-art.shtml>

<http://www.powerhomebiz.com/ermsofuse/articlesubmission.htm>

<http://www.promotionworld.com/pop/feedback/submitarticle.html>

<http://www.businessknowhow.com/newsletter/articleguidelines.htm>

These should get you started, but if you would like more, or these aren't towards your business, simply do a search at your favorite search engine for "submit article".

2) Participating in Active Forums

In most forums or discussion groups, they allow you to include a little "signature ad" following every post you make. If you are fairly knowledgeable in your business area and post good answers to help people, more readers will be curious about you and will click on your link and be directed to your website.

Some great forums dedicated to internet marketing are:

<http://www.ablake.net/forum/>
<http://www.howtocorp.com/forum/>
<http://www.williecrawford.com/cgi-bin/index.cgi>

3) Pay Per Click / Google Adwords

If you're not familiar with this type of advertising, please don't be completely turned off by the title. Yes, you do need to pay for some advertising. And using pay per clicks (ppcs for short) allow you to drive very targeted traffic to your website. With a PPC, you literally "bid" on whatever keywords your potential customers will search for.

Another great way to grab traffic before you have to shell out your money is by utilizing Google Adwords. To learn more about this, please visit Google Adwords tips at:

<https://www.adwords.google.com> <-- Quick Reference
<https://www.adwords.google.com/select/ips.html> <-- Tips & More

4) Search Engine Optimization

Let's face it.. The best kind of traffic is free traffic, right? There are a ton of ways to get traffic to your website, but in my opinion, this is the most cost effective. After all, it's free! Search Engine Optimization requires a great deal of knowledge of how search engines work, but it's definitely not an impossible feat by any means. The basic rule of thumb is to create a website in such a way that your visitors will want to come back. Also, create a website that will make others want to link to your site, without any required link back to theirs.

Some great SEO (search engine optimization) resources are:

<http://www.highrankings.com>
<http://www.searchenginestrategies.biz>
http://www.bruceclay.com/web_rank.htm

5) Paid Advertising On High Traffic Sites

Sometimes, you will find a website that allows advertising on their site. For a reasonable price, they will display your link and sometimes a description for a weekly or monthly fee.

One of the best ways to find websites that offer advertising is quite simple actually. You simply go to your favorite search engine, search for your businesses best keyword phrase and look through the results. These are the people you will want to partner with, especially if they receive a good amount of traffic. A good way to know if they receive a good deal of traffic to their site is by a neat tool called the Alexa toolbar. You can go directly to that site and download this tool, or you can simply go to :<http://www.alexa.com> and search for their site. When you get the results, it will say something like "Traffic Rank for _____.com : 2,445". The main thing to remember is, the *lower* the traffic rank, the *more* traffic that website receives. So, a site with a traffic rank of 26,983 receives more traffic than a site with a traffic rank of 76,990.

6) Joint Ventures

A Joint Venture (JV for short) is just that. It's a venture that you do jointly with one or more parties. This method isn't only limited to those with their own product, as many people think. The way this works is by setting up a deal with a person who has a very large customer base already. What you do is literally "tap into" their resources. You see, they have already done the hard part (creating a list of people who have already bought from them). Now all you do is simply email them with a special proposal, and have them recommend your product/service to their list. This alone can product thousands of website visitors to your website. And in the end, can yield massive profits for you if done properly.

7) Having Your Own Affiliate Program

Generally speaking this form of advertising typically applies to those with their own products or services to sell. For example, if you create an information "how-to" digital ebook. Many times your merchant account will have a built in affiliate program manager that will allow people to join, and promote your product or service for a certain percentage that you determine.

Some great affiliate program managers that I have personally have used and recommend are:

<http://www.clickbank.com>
<http://www.quickpaypro.com>
<http://www.homebasedbusinessindex.com/webhost.html> (built in
web hosting as well)

The main thing to remember when marketing your business is to keep your potential customers/visitors in mind. Build a website that caters to their needs and wants. If you utilize these resources for internet marketing, you will see the success that most individuals never truly see. Even though what is listed above gives a great starting point, don't limit yourself to what's listed above only. If you truly want to succeed with your online business, study the "Art of Internet Marketing". Give yourself room for improvement, and never think you know enough to "get by" either. Internet Marketing changes as time does, so keep the ball in your court, and have fun while playing ;)

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Article written by Jason Gazaway, webmaster and owner of <http://www.homebasedbusinessindex.com> and publisher of the "HBBI Newsletter". To subscribe to this free home business newsletter, simply visit his site listed above or send a blank email to: hbbi@inetmarketing101.com for more details.

The Do's And Don'ts Of Launching A Small Business Website

by Adil Wali

Launching a new small business website is often a long and painstaking process. And for most small businesses, the endeavor rarely ends in success. The terrain is mapped with freelancers, firms, and consultants that don't offer the same services and most certainly don't charge the same prices. Projects are often riddled with unclear expectations, missed deadlines, and ridiculous hourly rates. What's worse is that many developers have the audacity to ask for even more money halfway through the project. Even after all of the hard work is complete, most companies don't even see a return on investment.

If you haven't been there, you probably know someone who has. IT outsourcing and procurement is often times so traumatizing that many of us vow never to deal with it again. But the whole process need not be so difficult and fruitless. The purpose of this article is to aid you in launching a successful website with minimal pain and effort. Who knows, if you play your cards right, it may even be within budget and on time!

The Don'ts

Don't spend too much on web hosting. If you are a small business that is just beginning to define your online presence, you don't need a whole lot! You most certainly don't need 10,000MB (10GB) of web space and 100,000MB (100GB) of bandwidth each month. So don't pay for it! You might be thinking, "Well, if it's relatively cheap and I may need it in the future, why don't I just spring for it now?" That kind of reasoning paves the road to overspending. Besides, web hosts making such offers are hoping that you won't really use the massive set of features. Expert web developers and power users will use that kind of space and bandwidth, however, and the end result is a bogged down and slow web host. Go with something economical and reliable; it's probably even faster.

Don't mold your website to a pre-defined package. Although your local newspaper advertisement for development of a "5-page website with logo design for only \$995" may be tempting, don't fall for it. Any company that sells you pre-set web site packages (or charges based on the number of pages) has the wrong idea. Web development should be a custom-fitting job. Your website is a business tool, and should be developed to exact specifications that enable it to complement the rest of your business. If you compromise your website's functionality, you compromise its ability to help you make money.

Don't start the project until you are fully prepared. The easiest way to ruin a web development project is to get started before you are ready. Everything does not need to be in perfect order when you are shopping around for development; however, once you select a developer and begin work, being unprepared will only slow your project down greatly and drive up costs. Avoid this by purchasing your domain and web hosting, writing out all content, and deciding on the general layout you desire, all before the project begins.

Don't compare apples to oranges. Not all web developers are created equal, so it is unfruitful and unwise to compare them on a single benchmark (such as price). While some "full-service" firms will create your website, upload it to your domain, and

maintain the site to make sure it's up-to-date, others will simply e-mail you a folder full of files and expect you to know what to do from there. Similarly, some firms will revise the finished product over and over until you're satisfied while others believe you are paying them for one draft of work and no more. Be mindful of these differences and understand what is built into the different prices of each provider.

Don't focus too much on eye-candy. Remember what your website is for. Unless you are the exception to the rule, the purpose of your site is either to a) give information about your product/service or company, b) allow users to buy directly from the site or c) both. In all cases, the site must be easy to understand, navigate, and operate. If your site is so new-age and graphic intensive that users have no idea how to get around it, or worse—it takes too long to load, you've defeated the purpose of its creation.

The Do's

Do have a marketing budget for your website. Launching a website without a marketing plan usually always results in a zero return-on-investment. Why? Because there are millions of sites on the internet, and if you don't market your site, no one will come. Unlike a typical brick-and-mortar establishment that benefits from exposure to passersby, your website will not be seen by anyone until you tell people that it exists. Take advantage of the fact that your website can reach more potential customers than a small storefront ever could. Set aside marketing funds at the onset of your project.

Do prepare a timeline for the project. Many developers work virtually, that is, directly through the internet such that you may never meet them in person. This style of work is very different than the conventional, and the lack of face-to-face contact makes it easy for both parties to simply forget about the project as time goes on. Ensure that your project won't stagnate. Prepare a solid timeline with clear milestones, expectations, and deadlines so that it is easy for both you and the developer to stay on target.

Do provide feedback in a timely and detailed manner. Although you are paying a design firm for its creativity, remember that ultimately what you say goes. You must be sensitive of the fact that development is a step-by-step, layer-by-layer process. If you don't respond with feedback immediately, developers will have already completed other layers of the site before your feedback reaches them. This means that they must not only re-work the layer in question, but also the following layers. Some developers have been "burned" so many times in this manner that they will wait patiently for your feedback before they go on to the next layer of work. This means that development comes to a screeching halt until they hear back from you. They may get so fed up that they take on another client while they wait, leaving you at 2nd priority.

Do research developers before setting a budget. There are two reasons to do your homework before you decide on a budget. First, setting a budget without understanding a particular industry is simply nonsensical. You must know the price ranges of development and also what type of service to expect within each range. Second, a small business website, unlike a typical personal expense, is an investment. The goal of launching the site should be to aid the company in making more money. If the site won't make money, don't create it! If you limit your budget at \$1000 without understanding the

investment or industry, you may get an excellent site in that price range that makes no money. You would be better off if you do your homework, however, and find that spending more will likely yield a return. For example, you might spend \$4000 on a site that actually makes you an additional \$20,000 annually.

Do plan to keep your site up-to-date. One of the biggest advantages to having a website is that you can quickly and easily update information. Nothing sends a more powerful message to a potential customer than a website that hasn't been updated for several months, or even years! You are telling people that the business is defunct or unpopular. Make it a point to update your site frequently, even if you don't have much to say. It will let your customers know that things are going well and that your company takes an active interest in keeping them informed.

Although the above Dos and Don'ts are definitely not comprehensive, they are a good set of guiding principles for any individual or small business owner looking to create an online presence. No set of rules is foolproof, however, and there are always exceptions. My suggestion would be to always err on the side of caution. Many of the cliché statements we've all heard will come in handy: there is no such thing as a free lunch, and, if it sounds too good to be true, it probably is. Finally, don't be afraid to ask questions to people who know more than you. In fact, feel free to contact me if you ever get into a jam: adil@steezo.com. Good luck!

Adil Wali is Chief Operating Officer of SteeZo Media, a company founded in 1999 that focuses on consulting small and medium sized businesses in getting online. Under Adil's leadership, the company shifted away from broad-based IT consulting to a more specific focus on matching clients with most talented and cost effective web developers

Internet Marketing Baby Steps

The first steps to take as an Internet marketer

by Liz Tomey

Time after time I get asked the question, “What do I need to do to start making money online?”

That is a REALLY big question with a million different answers.

What I’m about to tell you is something you may not want to hear, but it IS the truth...

In order to make money online (even offline) you HAVE to work at it. There is NO magic formula, there is no instant money machine, and there is no getting rich quick unless you win the lottery.

Creating products takes time and a lot of work. Promoting programs takes a lot of money, time and work. You’re promised instant cash, but that’s not the way it works.

Once you can accept what I have just said, come back and continue reading. What I am going to tell you next isn’t so harsh!

Okay, now that I’ve laid it on the line for you, there is hope for making money as online.

When I first started my business, I was 19 years old. I was in college going to be a nurse. After seeing that I was WAY too sensitive to be a nurse, I quit college and came home. I had always been really good with computers and anything technical. I started thinking about what I wanted to do. In the mean time I had to take a job paying minimum wage. I HATED it. I hated working for peanuts for a bunch of jerks. When I was finally fed up, I knew I had to do something else.

I started looking in opportunity magazines and quickly fell for the “get rich quick schemes”. After being burnt there SEVERAL times, I started realizing that the only way to make money was to be your own boss and do your own thing.

What I mean by that is that you must be the one on top. Don’t be a follower, be a leader.

If you like the whole MLM (no, it’s not ALL bad) thing, then start your own MLM program. It’s very easy to do.

If you like doing web design, then start your own web design company.

There are a ton of services that you can start, and services WILL bring you money.

Think about what skills you have. Put those skills to work. If ANY of my subscribers come to me and say, “Hey Liz! I just started such and such business, and I was wondering how to promote it.” I can help that person all day long. But when one of you comes to me wondering how to make the \$435,658 this month like their MLM program

or other business opportunity has promised them, I have to give them the same speech I gave at the beginning of this guide.

Let me continue on with my own personal story. As I told you, I was totally fed up with those million dollar promises. So, instead of falling for those million dollar promises, I decided to help others who have fallen for them. I started providing advertising services that REALLY worked for those who were promoting those same programs that I had fallen for. Not only was I making money by offering them a service, but the advertising I was providing them helped them make money with what they were promoting.

I have gone on to start many other services, and that is how I make the money that I do now. You can do the exact same thing.

If you don't think you can, then you will never be able to. If you set your mind to it, you can. I am a walking testimonial to this. I was determined to be my own boss, and now I'm able to stay home and work while I take care of my five incredible kids.

So, step one for anyone wanting to market online is deciding on what you want to offer. Not what program you want to offer, or what "get rich quick scheme" you want to jump into, but what you can personally offer. Until you can get passed that step, you can go no further.

If you would like to take this first step, but need some help, I have a special offer for a few of my subscribers. If you would like help on taking this first step, please go <http://www.tomeymarketing.com/startupcoach.htm> to so you can see what I can do for you.

Let's move on to step number two.

Now that you have your offer all ready, you have to decide how to present it. Are you going to present it via a website? Are you going to present it via email? How about both?

This is something you have to decide. Now, I'm not going to tell you how to build a website or anything like that, and I'm not going to tell you how to present your business via email either. There is way too much information online that will tell you how to do that. What I am telling you though is that you have to know the best way to present what you are offering no matter what it is.

Step number four is a VERY broad step because all of you will be promoting many different things. Step four consists of designing a marketing strategy or marketing plan.

Whenever I decide to market a new offer, I always come up with a 30-day all out, nose to the grindstone, marketing strategy. For 30 days, I eat, sleep, and breathe my new offer. Since mainly I offer advertising services, and services that teach people to make money online, I can usually use the same marketing strategy with each new offer.

For instance, I am getting ready to start a new advertising service. I know what my offer is, and I know how I'm going to present it. It's all set up and ready to go. So my 30-day marketing strategy looks like this.

Day 1: I look for my competition. I have to make sure they aren't offering something better than mine. That way any last minute additions I need to do can be taken care of right away.

Day 2-3: I gather tons of content on the topic of my offer. Since I will be offering an advertising service, I read as much about advertising as I can.

Day 3-5: I start writing as many articles as I can on advertising. Articles are a vital part of my marketing strategy, so I invest a lot of time in writing them and getting them distributed. In later issues I will cover how powerful marketing with articles is.

Day 6: I get my articles published all over the Internet. Within the day, I will have targeted traffic coming to my site, since in the resource box of all my articles I have put a link to my new advertising service. I'm telling you. Marketing with articles is VERY powerful.

Day 7-11: I buy a list of leads and market to them. This is a really tricky part of my strategy, but I have a new product that you can pick up for free that totally explains the exact process of this. You can pick it up by going to <http://www.viralebookads.com/videos/coreg/Customers.zip>.

Day 12-19: I work on finding others I can do joint ventures with. In other words people who will help me promote my product, and in turn I do something for them. Be it promoting their product or something else. Joint ventures are another powerful way to build your business at no cost, and at a VERY rapid pace.

20-23 Day: I start working on my PPC campaigns. Once I know that my offer is pulling in some money for me, I then start my PPC campaigns. Some say you should do this first. I don't because I don't like to use PPC to test. I like using other methods to test like the ones mentioned above. Using PPC as part of your marketing strategy is

Day 24-30: I hit the forums. Yes, I am a firm believer in marketing via the forums. Many say that they don't work, but I KNOW they do. Heck, my very first sale came from posting on the forums, and I can't tell you how many joint venture partners I've formed profitable relationships with via the forums, and that's why I use them as part of my marketing strategy.

We've now gotten through steps 1-4. Step 5 is the hardest step of all, so let's get right to it.

Step 5 is a two-part process. Step 5 consists of staying totally focused of your offer, and don't give up. Think that's easy? You're dead wrong!! Staying focused and not giving up is where 99.9% of all Internet marketers FAIL. In the final step, they fail. They come all this way and something else either gets their attention, or they get frustrated and give up.

The way to get around this is to decide before you do anything that no matter what you are going to see your new offer to the end, and don't give up on it. Grant it sometimes we come up with something that just doesn't work, but it takes time to figure that out. Before you give up on something make sure that you have given it 110% .

Well, we have come to the end of our Internet marketing baby steps. Yes, that is all there really is to making money online. Once you master the five steps above you are on your way to the income and lifestyle you see so many talking about. We're not all going to make \$100,000 a week, but anyone can make a very nice living with their own home business. My only goal in writing this guide for you is so that you will succeed. It can be done. Just ask me. I did it.

Liz Tomey has owned a direct mail advertising business since 1998. She runs two different networks of sites. One in the direct mail advertising niche <http://www.Mailorder-HQ.com> and one in the Internet marketing niche <http://www.TomeyMarketing.com>. If you would like to learn how to use offline advertising as part of your marketing efforts, stop by her super informative site at <http://www.OfflineAdvertisingSecrets.com>

Joint Venture Marketing



How would you like to have access to a joint venture member's only area that...

Gives you full access to a chat room where you can chat in real time with other members, AND you can learn and share on the jv forum, AND gives you access to free products, and services related to joint ventures, AND you can announce your joint venture offer, new product, and/or new affiliate program to the entire membership, AND much more!

What if I told you that you could have it for free? You can! Just go to <http://www.jointventureseeker.com/join41253.htm>

Product From: Liz Tomey - <http://www.TomeyMarketing.com> Unique advertising services to get you the customers that YOU need! You'll also find other products and services to help you start making money TODAY!

How To Create JV Proposals That Get Guaranteed Results!

http://www.tomeymarketing.com/free/How_To_JV.pdf

Joint Venture Marketing: What And Why

by Catherine Franz

What is a Joint Venture? A joint venture is an agreement in which two or more businesses work on a project for a set period of time. It is usually with a specific project or a goal in mind. Joint ventures can be long-term, like promoting a product together, or some can be short-term, like bartering or trading products and services. Ideas on how to joint venture ideas are boundless.

Why do you want to start Joint Venture Marketing? Here are 51 reasons why you would want to start joint venturing immediately if you haven't already done so and ideas on how you can use joint venture in your business and with other businesses. Yet, one of the very best reasons you will want to joint venture is to create a richer, more valuable, products and services that you couldn't provide on your own.

With joint venture marketing you can...

1. Build long lasting business relationships.
2. Increase your credibility by teaming up with other reputable, branded businesses.
3. Receive free products and services.
4. Construct most joint venture deals with little or no money.
5. Gain new leads and customers.
6. Get discounts on products and services.
7. Save money on business operating costs.
8. Beat your competition.
9. Gain referrals from other businesses.
10. Solve your business problems.
11. Save valuable time.
12. Get free and low cost advertising.

13. Offer your customers new products and services.
14. Survive a depression, recession or a slow economy.
15. Save money by sharing advertising and marketing costs.
16. Target other potential markets.
17. Expand and grow your business quickly.
18. Gain valuable information or skills.
19. Increase and protect your cash flow.
20. Find new profit outlets (ways to distribute your information).
21. Become rich and wealthy with less stress.
22. Start almost any business at little or no costs.
23. Get rid of your extra inventory.
24. Reduce and eliminate your debts and avoid bankruptcy.
25. Afford to sell your products at a lower price.
26. Increase your opt in or ezine subscribers for free.
27. Get your web hosting and design for free.
28. Save money outsourcing your workload for free.
29. Find hidden income streams.
30. Exchange useless products for profitable ones.
31. Create new business funding and credit lines.
32. You can produce more products in less time.
33. Find and create new distribution channels for your products.
34. Give your employees more raises, bonuses and benefits.
35. Even trade nonbusiness stuff to improve your personal

life.

36. Increase your sales and profits.
37. Send your ad to huge, targeted email lists at no cost.
38. Eliminate employee hiring costs creating barter outsourcing deals.
39. Build your customer or opt-in list for free.
40. Build profitable alliances with other businesses.
41. Learn insider information from other experts at no cost.
42. Have someone else to test your product.
43. Can out-sell other affiliates easier.
44. Increase the number of affiliates that sign up to your reseller program.
45. Offer more bonus products and incentives to buy.
46. Get highly credible endorsements and testimonials from other experts.
47. Quickly increase your ezine subscribers.
48. Offer your products at lower prices than your competition.
49. Easily find new up sell and backend products to sell.
50. Create products faster and with less effort.
51. Combine efforts and increase productivity.

Catherine Franz, writer, speaker, marketing master, specializes in infoproduct development. More at: <http://www.MarketingStrategiesToGo.com> and <http://www.AbundanceCenter.com>. Including articles and ezines.

"How To Avoid Your Joint Venture Proposals From Getting Deleted, Torn Up... Or Tossed In The Round File."

by Gabriel Howes

I believe Joint Ventures are one of the very best ways to grow your business...

Yet I know that many people struggle to find the right deals... and are especially challenged with getting their offers considered and accepted by their potential partners. An estimated 98% of JV offers get turned down.

Why?

...Because they are impersonal. Being impersonal is one of the best ways to shoot yourself in the foot. Always use your prospects name a few times (including once in the headline / opening sentence or in the subject line if it's an e-mail.) Writing their name a few times will give a more personal feel to it. Friends call each other by name often, strangers don't.

...Because they are not clear enough. Your prospects are most likely very busy. They don't want to rack their brains trying to figure out what you really want. If you don't clearly state the benefits that the person will receive by partnering with you – they may not (and will not) figure it out themselves. Be specific and compelling.

...Because people choose an ineffective way to contact their potential partners. If you want to be successful, you have to think outside the box. How do most people get contacted? That's right, by e-mail. Some big-name experts can literally get a few hundred JV proposals per week. And I guarantee you that the vast majority of those are e-mail.

If you want to stand out like a sore thumb and virtually assure that your proposal will be read, send it by Fed Ex or UPS. This can be expensive, so only do it if you believe you have good chances of being successful.

...Because people don't take the time to get to know their prospects. If you want to maximize your chances of getting your proposals accepted, befriend your potential partner before making your offer. It takes longer but is worth it.

Get to know them, their business, their needs and wants and by all means, if you can help them, do so. Give and expect nothing in return. Very often they will want to do something in return. This is called reciprocity and it's extremely powerful.

If you learn as much as possible about your prospect, and you let them know that... it will look great on your part. You will look a lot more serious and professional.

Use these websites to gather info on your prospect that you will use in your proposals.

<http://www.Whois.ws>

<http://www.Alexa.com>

...Because the offer is not very targeted. This is a major mistake. If the deal is not very targeted, it will flop. Most people know this, and will avoid you if your offer isn't a tight fit.

...Because the proposal is long-winded. Be as short and concise as possible, without letting key information out that would permit your prospect to make an educated decision.

...Because the offer isn't interesting enough for the potential partner. If people are used to splitting profits 50 / 50, why not offer more? (A lot of endorsers won't even bother reading your proposal if you don't offer them at least 60%). If you can afford it (and you can, if you have back-end products to sell right after to the new clients you'll be getting) give them almost all, if not all of the profits.

That will increase the chances of them saying yes and you'll be making a nice profit afterwards. Whatever profits you will make will be a lot more than if you didn't get the deal happening... and it may be the beginning of a very profitable long-term relationship.

Or give them 100% of the profits for the first X products they sell. If you are the product owner, are you willing to give a special rebate to the list owner's clients? Can you give extra bonuses to them and them only? What else could you do to spice up the offer or make it exclusive?

...Because the proposal is poorly written. Be sure to write your proposal carefully and to proofread it several times before firing it off. An excellent way to find mistakes in whatever you write is to read it out loud. Have someone else proofread it.

Don't just slap something together. Your prospects will avoid working with people who can't even spell well, let alone string a sentence together.

These were just a small handful of my tips. If you want to learn more, please visit my website. The URL is in the resource box below.

You have the permission to reprint this article provided you include the following resource box:

About the Author

Gabriel Howes is a Joint Venture expert. If you want to quickly change your marketing life (and sales) forever, visit <http://www.ultimatejv.com/> now to learn how to set up very profitable JVs.

Go for it.

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Who Says Affiliates Can't Use Joint Ventures To Make Money?

by Anik Singal

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This is a technique I teach almost every day. Yet almost no affiliate marketers are currently using it!

The trick is so interesting that you'll learn how to actually make money off of your competitors.

Here's how it works:

Step One: Create an "Upsell."

An Upsell is simply a more expensive product or service that you offer to your current customers. One of the best Upsells is a service that simplifies a complex process. Examples would be installing and running software, providing tutorials or providing consultation.

Here's an example: Let's say you've got a niche web site on resume writing. You promote a resume writing Ebook or audio tape program. Your commission on each sale is \$20, and you've already sold 35 copies, so you've earned \$700.

But even if someone buys a resume writing book, they won't necessarily get around to actually WRITING their resume! Some may procrastinate and others may just be too anxious.

So an excellent - and lucrative - Upsell would be a resume writing service. You offer this to the people who buy the book. But instead of making \$20 per sale, you can charge much, much more - let's say \$350 for a custom resume.

Even if only 2 people purchase this Upsell, you'll make as much money on those two sales as you did selling 35 copies of the Ebook. Nice? Yes.

Now go on to Step Two - which is where the REAL money gets made!

Step Two: JV to sell your Upsell!

Now here's the part that most affiliates, especially in niche markets, never think about. They fail to recruit solid JV partners once they've developed their own backend Upsells.

Once you've developed your upsell, contact all the websites that you initially looked to as competitors and offer them marketing material to help them make more money. You'll be amazed at how quickly they jump on.

In the example of the resume Ebook, you can even contact other affiliates who are selling that product. Yes - your competitors! Find anyone selling an Ebook about writing

resumes and ask them to backend your Upsell.

They don't have to worry about you taking their business because they are not offering your service until the person has actually bought the Ebook through their link already! So, get creative and learn how to double your income by simply profiting from the traffic you already have. Create your own high-end products and sell them to those who buy through your affiliate link.

Better yet, hunt down your competitors and ask them to do the same.

About the Author

This article has been authored by Anik Singal, an expert internet consultant who has developed his own system for affiliates that earned him \$10,466 in just 60 days. To learn how you can join his step by step mentoring program for less than \$1 a day, please visit: <http://www.AffiliateClassroom.com>

5 Steps To Ensure Your Joint Venture Succeeds

by Raam Anand

Most Internet Marketing related ezines have carried at least one article on Joint Ventures; probably many.

JV's are THE MOST preferred and fastest way to increase sales and cash flows.

It's no longer a secret!

Everyone knows a good JV is the master key to online success.

But... why many people are failing to use this master key? Why so many website owners are not able to make use of this powerful strategy?

Here are some reasons:-

1) Other marketers are NOT WAITING for your JV offer. Before sending your JV offer, make sure to address the question "What's in it for the JV Partner?". Unless you give a compelling reason, most partners are not looking forward to your offer. No, it won't work that way...like, you offer one of your products for free and your partner will gladly endorse it to her list. No, it won't.

It takes time to craft an irresistible offer. The offer should be beneficial to your potential partner and her customers/subscribers.

Take it from me... I told you it takes time... but it's definitely possible.

2) Many JV offers are passed onto the "recycle bin" with even being read (I told you... they are NOT waiting)

Some leading marketers get about 200 JV proposals every week! May be more. Most of these JV offers doesn't catch the attention of the busy marketer.

Some are lost due to SPAM email filters.

Solution?

Follow-up is the key. If you consistently follow-up, your chances of getting the attention of your potential JV partner is very high. Usually a second email will get the response.

A mixed-mode follow-up is sure to get higher success rates. An initial email followed by another email reminder and a phone call should normally get you going.

3) Another strong de-motivating factor is NOT sending personalized JV offers. If your proposal does not "speak" directly to your partner, it's chances of succeeding are very thin.

That's why I told you earlier, it takes time to create your JV proposal. You need to visit your partner's website, subscribe to their newsletter, study their online content and read their publications and articles before you attempt to draft your proposal.

Your JV proposal should address your potential partner directly, using their name. Mentioning a few things about their website, products, ezines or articles in your offer will surely catch their attention.

4) JV partners are not your affiliates. Differentiate your resellers with your strategic JV partner. To drastically raise the success rate of your proposal, offer a higher commission than your affiliates.

For example, if you are offering a 50% commission for your affiliates, your JV partner should be offered 60% or more.

5) Targeting a large corporation for your JV is a surefire way to failure. First, try and do several JV's with businesses similar or smaller than your own and build a track record. Then you can approach bigger businesses with a record of your successes.

Large businesses have large problems everyday to tackle. They have struggled hard to build their enterprise. They have their own range of products to sell and keep their customers happy.

However, if you have a compelling story to tell, along with factual proof of your claims, it will definitely bring you windfall profits.

I'm not discouraging you to keep away from these giants. I'm just telling you the right way to approach.

You see friend, I've revealed to you some key tips on Joint Ventures. Now, it's up to you. Follow these rules and create a compelling offer and I'm sure you will succeed in making highly profitable Joint Ventures.

With Raam's Joint Venture Manager, you could make 10.. 20.. even 30-times more money! Click to learn more about JV Manager: <http://www.infoYOGIS.com/track.cgi?1>

Double Your Revenues with Joint Ventures

by Glen Hopkins

Double Your Revenues with Joint Ventures

By Glen Hopkins

The best way I know of to multiply your online results, such as doubling the size of your opt-in email list, or increasing your sales, is through the use of joint ventures.

Joint ventures are partnerships created with other reputable business people that create a win-win situation for not only you and the person you partner with, but also your customer!

A great example of a joint venture that can be used to double the size of your opt-in subscribers overnight, is to partner with another publisher who publishes a newsletter for a related, but not competing, product or service as yours. This is called co-registration.

Here's how you do it. Create a subscription page for your newsletter. Once the visitor subscribes to your ezine, have them automatically forwarded to a 'Thank You' page that offers your partners ezine along with a recommendation. The recommendation will greatly improve the response you get so give your partner a good one.

Now all you have to do is have your partner do the same thing. Provided you are both generating approximately the same amount of new subscribers per day, you will **DOUBLE** your subscription rate!

This technique can be done with simple programming or the use of a pop-up window. You can find the script for a pop-up window at: <http://wsabstract.com/popwin/index.shtml>. To see a sample of how I use this technique check out: <http://www.jokeboy.net> You will notice, I have modified the technique a little to suit my needs. What I have done is forward the subscriber to my content-related, ezine subscription page, where other publishers pay me to collect thousands of subscribers for them every month. To learn more about this service visit: <http://www.listopt.com/lbsignup.html>.

The second type of joint venture is in the form of a personal endorsement that each partner sends out to his respective ezine readers. This technique will yield you amazing results.

What you want to do is work out a deal with your joint

venture partner whereby you can offer his subscribers a special offer or discount for your product or service. By doing this, your partner wins because in the eyes of his readers he is making them an exclusive offer (and therefore, the subscriber wins too). Your partner may also reap the rewards of any referral fees you might give him. And you win because of all the new business that is generated for you for free!

Below is a sample of my latest joint venture endorsement letter that a partner of mine sent out to her entire subscription list. I in turn sent out a similar letter to my subscribers. The letter will give you a clear picture of how you can implement this technique right away.

***** SAMPLE JOINT VENTURE LETTER *****

Dear friend,

Why would a publisher of a Joke Ezine write to you about a subscriber acquisition service?

It's because I felt it was so important that you find out about The ListOpt List Builder Service. You know there aren't too many businesses nowadays that meet your expectations, let alone exceed them. But ListOpt Publications has done just that.

And that's why I wanted to personally introduce you to Glen Hopkins, the owner of ListOpt Publications.

For 4 years now, Glen has collected tens of thousands of opt-in email addresses for my ezine and has been an absolute pleasure to do business with.

And since I'm always on the look out for great deals for my valued subscribers, friends, and fellow ezine publishers, I asked Glen if he could let me do something special for you. After a bit of "friendly persuasion" he agreed!

So here's the deal: When you join The ListOpt List Builder Service and forward this letter to Glen, you'll get \$5.00 added to your account credit. I've attached information below so you could see what Glen has to offer.

Take a look at it and then contact Glen at glen@listopt.com right away. You'll be glad you did.

Sincerely,

Your Name
www.yourdomain.com

***** END SAMPLE JOINT VENTURE LETTER *****

Can you see the potential in doing something like this? I'm sure you can. So get your wheels turning and think of who YOU could create a profitable joint venture with, and set it up today.

Of course, if you are interested in creating a joint venture with me, please send your suggestion to glen@listopt.com. I am always looking for new business partners to multiply results with!

You have permission to reprint this article provided you include the following resource box:

Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter subscriber base quickly, easily and inexpensively, visit <http://www.listopt.com> and learn what hundreds of other publishers are saying about ListOpt's amazing List Builder service.

11 Joint Venture Ideas To Get You Started On The Fast Track To Quick Profits

Liz Tomey

<http://www.JointVentureSeeker.com>

1. Find someone in your target market that either publishes an ezine or has a website. Ask them if they would like to join your affiliate program and promote your offers in their ezine, or on their site. In return, you'll give them the product at no charge, and if you have an ezine or website, offer to promote something for them. Remember to make it an irresistible offer for them!

2. Use your own visitors and subscribers. Give them something free that has some sort of small advertisement of yours on or in it. It doesn't have to be a flashing sign. Just a subtle ad with your URL or subscribe email placed somewhere visible. By using this method you could have your little ad all over your entire market! It takes a snowflake to start a snowball! Your visitors and subscribers will be happy to get something for free, and they'll be even happier that it doesn't have ads ALL over it. DON'T get greedy. Give a little and get a lot! Find someone else in your market that does the same thing. Offer to give their "give aways" out if in return they give your "give aways" out.

3. If you can't beat 'em... Join 'em! Round up several others in your market who you think there would be a mutual benefit to partner with. Have a "Joint Venture team". Your team could pool your resources and beat the "big guys" in your market. Those in your "Joint Venture team" could cross promote each other's products, services, and/or programs also!

4. Find 5, 10 or however many ezine publishers who are in your target market. Offer them all discounts to their subscribers on your offer. Give them your product for free also. Let them know that you are partnering with other ezine publishers for your discounted offer, and that you will give the ezine publisher who produces the most result a bonus. Just make sure your bonus is GOOD! Make it something unique and semi-personal. I've always thought when rewarding someone I do business with that I shouldn't give them a "business gift". Try giving a semi-personal personal gift. You may not really know that person, but there are sites online that will tell you the gifts women like and the gifts men like. Use those sites to find semi-personal gifts. (*Please note that this does say semi-personal. Business is business, so make sure your gift/bonus is appropriate.)

5. I saw a site the other day at: ThankYouAds.com This is a WONDERFUL idea. The basics of the concept are placing other people's ads on your Thank You page. What a great time to send your customer off to your most trusted JV partner while the customer still has their credit card out! You'll want to be careful when doing this though. Make sure you've already sold that customer all that you can before passing them to your Joint Venture partner.

6. Contests are a WONDERFUL way to market, and you can conduct them for any type of market. Contact an ezine publisher or website owner in your market. Offer to hold a contest giving away an item or items you are offering. In return for this, ask that they run your ad, or place your ad on their website. If it's a really good contest, ask that they run your solo ad, or put your ad in a very prominent spot on their site. Another way to use contests is by doing a "contest swap". Let them know you'll promote their contest if they promote yours. If they don't have one offer to come up with one for them. Explain the benefits behind having a contest. Offer to have one for them. Let them know you'll donate the prize (it doesn't have to be anything really expensive) if they would like, and show them how to set it up. This is relationship building at its best. The next time you approach that person with a JV they will trust you because you were willing to go out of your way to help them.

7. We all know that article writing is one of the best ways to market. You show people that you know something about the topic you are writing on, you are automatically giving them something (your article), and it's a viral way of marketing. Your article could go all OVER the place. Online and offline. If you know an ezine publisher or website owner who publishes articles on your market topic, ask if they would like to swap articles. You promote their article, and they will in turn promote your article. The best thing about this idea is you can do it with many people, and you can do it over and over by writing new articles.

8. Another writing idea would be for you to write a column on your market and offer it to an ezine publisher or website owner. I would suggest that you write unique content for each ezine publisher or website owner if you are wanting them to advertise you or for you. I know ezine publishers and website owners would go for this idea because as an ezine owner and website owner, I am currently seeking several people to write original content for my many sites and ezines in exchange for free advertising.

9. Swap business cards with others in your market. Your hand out your joint venture partners business cards and they hand out yours. This is just like word of mouth advertising, which is the best kind around. Business cards are a wonderful way to put your advertisement in someone's hands. Putting it in their hands is one of the keys to selling.

10. If publishing and ebook, you could offer part of your ebook for free. Offer one chapter to potential customers, so that they can "test" your ebook. Find other ebook publishers in your market and ask if they could do the same with their ebooks. If they agree you could advertiser their free chapter, and ask that they advertise your free chapter in return. This can also be done with membership sites. Offer a 3-day free trial. Find others in your market that offers memberships to their sites. You advertise their free trial, and ask that they advertise yours. What about software? Many people offer free trials for software. If you offer a free trial to your software, go to www.download.com. Search for

software related to your market. When you find software that isn't in competition with yours, but that would compliment the other person's software, contact them and ask to do a JV where you promote their software and they promote yours! I'm sure you can think of a way to do this with your product or service.

11. Survey swap? You bet! Surveys are hot right now. Sometimes you have to offer your visitor or subscriber a little bit of an incentive to do it, but the information you will get is well worth it. Find others in your market that asks their visitors or subscribers to take surveys. Let them know that you also ask your visitors or subscribers to do take surveys. Ask if they would put a link to your survey on their site, and in return you could do the same thing. If you are asking for personal information on your survey be sure not to share that with the other website owner. If you do, make sure that it is noted in your privacy policy or you could lose visitors or subscribers!

Liz Tomey has been involved in Direct Mail Advertising since 1998. She runs a network of over 25 sites related to Direct Mail Advertising. Her newest business <http://www.TomeyMarketing.com> is related to unorthodox advertising methods. She's currently developing unorthodox advertising methods exclusively for online marketers. Her latest work is at: <http://www.JointVentureSeeker.com> Teaching marketers the POWER of joint ventures!

Marketing Plans, Strategies, Techniques and Ideas

Reap Incredible Profit with This Simple Strategy

by Kathleen Gage

Why is it some people are incredibly successful at utilizing the power of the Internet in their marketing while others can't seem to figure out the winning formula?

How often do entrepreneurs and salespeople look for that next magic formula to build their business and increasing revenues, never quite making any of it work? Many people make it much more difficult to succeed than it need be while others know exactly what to do ... and they do it.

Ask anyone who has effectively integrated the use of the Internet into their overall marketing strategy and they will tell you success in building your business, both online and off, is about systems. Simple as that.

Developing and utilizing systems is nothing new. Yet, the great search for the pot of gold at the end of the rainbow and getting rich quick continues.

The place you'll find more gold than virtually anywhere else is in doing something many people just don't find appealing. It is in developing and maintaining a solid database. Unfortunately, many people don't find database management sexy enough. So they continually buy into that next secret formula.

Fact is, with a well-groomed database you can increase your revenues and decrease your marketing costs. You can build customer relations and keep your name fresh in the minds of your market by keeping in touch. This establishes excellent position within your market.

Most people would be amazed at how simple it is to build an incredibly profitable database by applying a few simple strategies. Remember, simple is not always easy. It will take time, commitment and focus.

Bigger is not necessarily better when it comes to your database. Depending on your industry and what you sell you may be well served to focus on the few dozen or few hundred who want to buy from you rather than thousands who don't care about what you offer.

On the other hand, there will be situations where building a massive list is exactly what you need to do. Especially if you have mass quantity products you are selling at a very low price. Then you may want to go for the numbers.

Driving traffic to your site is an ongoing process as is building and maintaining your

database. If you are serious about using the Internet in your marketing you need to lay the groundwork to optimize your opportunities.

- Develop a fully operational web site
- Have a way to capture contact information such as a sign up form
- Give people a reason for leaving their contact information such as an Ezine, free report or ebook, an article of interest to your target market or anything that is of benefit to the reader
- Develop a series of content driven messages that address your customers' needs
- Keep your name in front of your market consistently without being annoying
- Write and distribute articles to various online resources that are pertinent to your market
- Create a byline that contains your web address
- Do not make the articles a hard sell. Rather, provide information that positions you as a resource before you are a vendor
- Develop a list of forums and discussion groups you can participate in
- Commit to the long-term.

By focusing on developing a solid database and providing incredible value to your market you can and will achieve success in your business. Guaranteed!

Kathleen Gage is an award winning keynote speaker, author and business advisor specializing in marketing and promotions. She is the recipient of the Utah 2004 Giant Step Award for business creativity and success. Access Gage's FREE eBook Street Smarts eMarketing Tips Guaranteed to Jump Start Your Internet Presence to Put You Miles Ahead of the Competition at <http://www.streetsmartsmarketing.com/free-ebook.htm>

Business Marketing Strategy

by Joy Gendusa

The term business marketing strategy might sound like it is esoteric or stratospheric, so let's take the mystery out of it so you can devise and implement your own business marketing strategy that fits in to your small business plan.

Strategy comes from a Greek word "stratagein" meaning "to be a general". Think of a strategy as an overall plan of action needed to win a war. The smaller, detailed actions are called tactics. You can have tactical plans which help you achieve your strategic marketing plan or overall business marketing strategy. That's simple enough, isn't it?

A business marketing strategy or strategic marketing plan is an overall plan of marketing actions you intend to take in order to accomplish a specific goal for your company.

Start with a goal: \$2 million in sales this year; expand into new premises by a certain date; double the size of the company in 2 years... whatever the goal may be. Something realistic but challenging. That's the "war" you want to win. Guess who the general is.

Then work out a simple, overall plan of the major marketing steps needed to accomplish that (for example):

- 1.Publish a newsletter for all existing customers and mail out quarterly.
- 2.Work out 4 special offers in the year and promote them to all our customers.
- 3.Set up on-line shopping and expand the web site.
- 4.Direct mail campaign promoting the web site to all customers.
- 5.Get mailing lists of (target markets) and do a series of 3 mailings of postcards to them and follow up on and close all leads.
- 6.Etc.

You get the idea. Don't rush this. Do your homework. What worked in the past? Read up on successful marketing campaigns.

Your business marketing strategy needs to be laid out in the right sequence and you should have some idea of budget when you write it. "Run a series of 30 second TV ads during the Superbowl" might sound like a good thing to do but can you afford it? On the other hand, when you build your business marketing strategy you mustn't try and cut corners. If you don't promote heavily, it doesn't matter how good your product or service is, no one will know about it and you will go broke.

What really works when it comes to marketing?

Many business owners don't have a good enough answer to this important question. I

learned by a combination of study and trial and error.

From my own hard won experience I have discovered that a real marketing campaign will take into consideration at least the seven points which are outlined below:

1. Target Your Market

Your marketing will produce the best results for the lowest cost when you target prospects with the greatest need for what you offer.

Identify the best people to send your postcards to. Design your postcards to appeal to their greatest need.

If you are able to break down your target market into sub markets you can then write postcards that specifically speak to the needs of those people (an example is breaking down your own customer list into customers who buy most often, customers who spend the most money with you, customers who have been your customers the longest and then making them special offers based on the category they fit into).

2. Create A USP For Your Business

USP stands for "Unique Selling Proposition".

It is a statement of what is different about your company and its products. Your USP gives the reason people should do business with you. It amplifies the benefit of doing business with you and your company. My USP is POSTCARD MARKETING EXPERTS.

Create your own USP and put it on all your promotional materials, invoices, shipping labels etc.

Use your USP to communicate the benefit of doing business with you and why you are better than any of your competitors.

3. Always Make an Offer

Make sure you ask your prospects and customers to do something when they receive your postcard. By offering them something you know they are likely to want and giving them a smooth path to respond on, you are making it easy and desirable for them to respond.

4. Create and Maintain a Database of The Customer Information You Collect From The Responses To Your Mailings

Most people who receive a postcard from you won't contact you the first time they receive one.

But once they contact you, you must create and maintain a database which allows you to repeatedly contact them with offers to respond to.

Fifty percent or more of many businesses' sales come as a result of following up with people who were previously contacted, but didn't buy right away.

No kidding, repeat contact does drive sales. One-time mailings can get response, but are bound to leave sales on the table. Those sales can be picked up with repeated mailings.

5. Take Away the Fear of Loss

People don't want to be fooled, plain and simple. Unfortunately trust does not run high today between customers and businesses in general. People have been disappointed too many times by being sold one thing and getting another.

A guarantee or warranty is a good way to reduce or eliminate the customers' risk of getting something other than what they bargained for.

Guarantees and warranties increase response and sales by reducing customer risk.

6. Expand Your Product Line

Getting new customers is more expensive than selling to existing ones. By regularly developing new products and services to sell to your customers and offering these new products and services to them, you can expand your business efficiently and easily.

7. Test Your Postcard Promotions

Track the effectiveness of your postcard mailings. How many people responded to your mailing? What dollar amount of sales resulted from those responses?

Is the money you are spending to attract new business giving you a good return? What can you do to make your marketing more effective? Change your offer, headline, price, the timing of your offer. When you do track the results and improve your response.

These are the points to follow when designing your own marketing strategy. When you are done, you will have laid out the steps needed to accomplish your goal using existing resources to achieve a great marketing ROI (return on investment).

After that, you simply have to get those steps executed and that might require further planning but it is all in the context of your main business marketing strategy.

Joy Gendusa founded PostcardMania in 1998; her only assets a computer and a phone. In 2004 the company did close to \$9 million in sales and employs over 60 persons. She attributes her explosive growth to her ability to choose incredible staff and her innate marketing savvy. Now she's sharing her marketing secrets with others. For more free marketing advice, visit her website at <http://www.postcardmania.com>.

A Couple Of Killer Internet Marketing Techniques

by Ian Canaway

There are many simple, infallible ways to earn income, and one of the surest ways is through marketing your business on the internet. When you learn basic internet marketing techniques, you'll wonder why you haven't already jumped on the bandwagon. When you think about it, the only things you'll need to make money is a vision of what you want out of life and the wisdom and energy to put your ideas into motion.

Basic internet marketing techniques can teach us how to acquire wealth, and an important factor is to provide something the public needs (or think they need) whether it is a product, a service, information or something else entirely - there are many choices.

Every business has a goal of making money, and every business has something to sell. You will need knowledge and a product before you begin your internet marketing. You may need at least a small amount of capital to start your business, although the outlay could be relatively small if you are selling information or services as opposed to a tangible product.

You will need to develop a web site for advertising and informational purposes; if you have the ability to do it yourself, so much the better. If you don't then consider one of my business partners Plug-In Profit Sites, they are an excellent way to start out in online business.

Like any other business, internet marketers need sales leads. Retail merchants who set up offices or shops are able to buy lists of potential customers, or they may ask their employees and acquaintances to provide them with lists of names to get their business started and begin making sales. The world of internet marketing utilises marketing leads, which you can purchase from reputable companies.

Internet marketing is a very competitive market, and a large portion of your time should be spent generating new marketing leads to drive your sales. You can generate these through your own advertising or by growing and developing an opt-in e-mail list of potential prospects to which you can send your offers.

New services and products are introduced over the internet every day as fast as a speeding bullet. Some of the reasons for these new developments can be attributed to market conditions, new technology, improved search engines, or totally new concepts or products. There are services that will help you develop your internet marketing leads and attract new clients, but use them with caution and always make sure your leads are double opt-in to avoid any potential spam complaints.

One of the most common ways to attract new customers is to develop an email list. Although email marketing may not be as effective as it once was due to software that filters out "spam," it does still work. One of the best features of email advertising is that it is a free method of getting the word out that you're in business. The response to emails is still good when it does reach the intended party. Incentives such as freebies of reports, programs or products entice potential buyers to read the email.

You can see how I do this on my website <http://www.asuccessfullhomebusiness4u.com>. I capture signups to my newsletter through a signup form and this produces me a list of targeted prospects to which I send my newsletter and any hot offers I decide to endorse.

An important part of email marketing is that it can be repeated again and again. You can start out with a small list of marketing and sales leads for your online business, and then build from a few email recipients until you have established a loyal clientele. In addition to generating email marketing leads, you may want to consider a couple of other methods of "getting the word out."

Another internet marketing technique involves utilizing pay-per-click (referred to as PPC) advertising, whereby participants bid on keywords and pay a varying sum of money every time someone clicks on you advert. The two biggest PPC services are Google Adwords and Overture, but it's definitely worth your while investigating smaller services as the competition is less and prices cheaper. A click is click, as long you hyper target your market it doesn't matter where it comes from.

An excellent way to inform others about your business is to join one of the many forums related to marketing. You can post information, ask questions and receive answers from other internet marketers, it is also a good way to gain name recognition and credibility within you niche market, which in turn will gain you extra traffic to your website and should increase your sales.

When you begin your internet marketing endeavours, be sure to establish enough marketing leads to sustain your business and make it profitable, develop a good internet marketing strategy early on in your planning stages. An excellent course on how to market your business online is Cory Rudl's #1 Training Course and provides everything you need to know about marketing your business online.

(Feel free to use this article online and in your email newsletters as long as you leave it intact and do not alter it in anyway. The byline and biography must remain in the article.)

Ian Canaway is a home business entrepreneur and the, owner of <http://www.asuccessfullhomebusiness4u.com> and also a home business blog at <http://ahomebusinessblog4u.blogspot.com> ; providing high quality information and resources. Check us out Now!

Creating Your Internet Marketing Plan

by Megan Corwin

For large corporations, a marketing plan is a huge document detailing strategies for the fiscal year. It may include competitor analysis or a sales forecast. While these elements are important to a large business, do you as a small business owner (without a well paid marketing staff) have the time or energy to devote to putting together a huge document? Unless you are trying to get a financial loan, probably not...

But that doesn't mean you should totally scrap the idea. A marketing plan can be a wonderful tool to help you refine your focus. You've heard the old saying "If you fail to plan, you plan to fail." That's because when you don't plan you lack intention and attention.

My suggestion is to create a "micro-plan." Open up a new document and take an hour or two to answer the following questions.

"Micro-Plan" Questions

What is your purpose for being online?

- Awareness
- Sales
- Community

What % of your overall marketing to be done online?

- How much time do you expect to spend marketing on internet?

What strategies will you use?

- Contests
- Forums
- Free reports/e-book
- Newsletter
- Pay per click advertising
- Banners
- Articles/content
- Viral marketing

Timeline

Assign a project date to each of the strategies. Will they be one time events (contest) or something you need to do frequently (forums)? While you are thinking about it, schedule your projects in your time management system or planner.

Analysis

- How will you track the success of your marketing plans? What is your ROI?

Budget

- What is your total yearly internet marketing budget?
- Assign a \$ to each of the strategies you will use.

A successful internet marketing strategy begins with a plan. The time you take to put together your "micro-plan" will be well worth it to your business.

Megan Corwin is an internet marketing coach who helps work at home professionals grow their businesses. For more articles and advice about online marketing strategy and solutions, become a member of Megan's online community for work at home women:

<http://www.wahwoman.com/membership.html>

Internet Marketing Strategy: The Advertising Co-op

by Robert A. Kearse

The advertising co-op is an Internet marketing strategy that should bring sustained financial success.

Benefits from a well run advertising co-op include:

(1) Responsive highly targeted advertising

(2) Low cost

How An Advertising Co-op Works

Members of the same program pool their money to pay for advertising. Typically, a co-op group will consist of 3-12 members.

The best advertising buy is often a solo ad or top sponsor ad in an ezine. Let's say for example that a top sponsor ad in an ezine costs \$120 (US). If 10 members participate in the co-op, the cost per individual is only \$12 (US).

Suddenly, highly targeted advertising is within reach of everybody. The members should be advertising a program where each member has his/her own individual referral URL.

To organize the co-op you'll need:

(1) an URL (website) rotator

(2) ad trackers

For a comprehensive list of FREE URL rotators visit:

<http://100FreeWorkAtHomeTools.com/freeurlrotators.html>

For a comprehensive list of FREE ad trackers visit:

<http://100FreeWorkAtHomeTools.com/freeadtrackers.html>

When the ezine ad is run, the ad will contain the URL of a rotator. Inserted in the rotator will be the referral URLs of the co-op members. As ezine

readers click on the URL in the ad, the referring website URLS come up in rotation for the co-op members.

To insure the integrity of the co-op each member should convert their referral URL to an ad tracking URL and submit this second URL to the co-op organizer.

Each time the ad tracker URL is clicked a hit will be recorded by the ad tracking program. All co-op members can be assured that the ad responses are distributed evenly since they can compare number of hits with other co-op members.

It is an advertising axiom that TARGETED ADVERTISING brings the best results. By TARGETED I mean you are advertising directly to a group that has demonstrated an interest in essentially the area you are promoting.

Such as advertising a search engine submission service in an ezine devoted to website promotion.

With over 300,00 online ezines in existence finding an ezine that covers your target market should be easy.

To find appropriate ezines for advertising this is one of the best ezine directories available:

<http://www.topezineads.com/demo.html>

Final thoughts:

(1) Do not advertise in any ezine you have not subscribed to.

You want to make sure the ezine offers QUALITY information and is being read by its subscribers.

(2) Distribute a list of co-op participants with name and email address to all co-op members.

(3) For network marketers the advertising co-op is the perfect promotional choice.

(4) If you are a member of a free-to-join multi

level advertising program, where you can contact downline members, organizing a co-op can have long term benefits for a very modest cost.

Even though you are doing paid advertising for a program that does not give an immediate cash reward to co-op members via 'sales', THE LIFETIME BENEFITS FROM INCREASING YOUR ADVERTISING FIREPOWER CAN BE DRAMATIC!

Subscribe to The TAX TORPEDO Newsletter, edited by Robert A. Kearse, for a powerful diet of Internet Marketing Strategy, plus FREE resources for your work at home business, plus, very valuable FREE bonuses to new subscribers:

<http://100freeworkathometools.com/freenewsletter.html>

Simple marketing techniques that increase business

by Frank Williams

In today's fast paced business climate, change is inevitable. Marketing people in touch with customers know that their customer today is just as likely a competitors' customer tomorrow. Gaining consumer loyalty is getting harder. Technology compresses product life cycles into months and sometimes weeks. Information is more accessible, immediate and current through channels such as the Internet and the ubiquitous world-wide-web. And new innovation claims appear daily. All these factors create customer confusion.

Findings creative ways to retain your customers' attention is an on-going and complex marketing problem.

Long-term strategic plans and programs must not be mortgage for short-term results. However, savvy marketers realize that part of a well thought out marketing strategy in the 21st century includes doing some things faster. Balancing the two is key to driving growth and enhancing profits for the organization.

In this article Global Marketing address' some short-term ideas to compliment your firm's longer term marketing strategy. These are simple to implement and will produce results.

Consider the following ideas:

Keep things fresh - constantly seek ways to add newness to your products, information and brand

Every time you add something new to your business you create an opportunity to get more sales. For example, something as simple as adding new information on your web site creates another selling opportunity when prospects and customers visit your site to see the new information. Don't forget to advertise these additions. Press releases are easy, low cost ways to keep your brand and name in front of customers. Use your timely newsletter (if you don't have one create one today!) to mention these new additions.

Other quick ideas might include reconfiguring a product, or bundling two options together while charging a lower price, or changing the pricing for a limited time. All of these are news worthy and take little effort while creating new sales opportunity.

Position your firm's expertise

Look for ways you can be a resource for your prospects and customers. Supply them with free information. Today's web technology is easy to implement and exceptionally cost effective in allowing you to provide huge amounts of information. Let your web site provide application notes, product literature, or white papers on topical issues that add value to your customer relationship. Find ways to help your customer do things faster, easier, less expensively. Your programs should always make it easy for your customer to do business with you. How many times does the phone ring before someone in your firm answers it? Remember you get a fresh opportunity to sell something every time they

come back to you for help.

Separate yourself from your competition - continually declare your Unique-Selling-Position

What is the reason you went into business? This usually defined your competitive differentiation or unique selling position. It is the reason you are different than what your competitor claims. In marketing terminology this is called the USP. For example, do you provide faster results, superior products, easier access, personal attention or a better guarantee? Whatever your USP it must be a common thread throughout all marketing and sales material.

Promote that advantage in all of your advertising. Give your prospects a reason to do business with you instead of with your competition and you'll automatically get more sales.

Promote benefit, not features!

Buying customers don't want your product or service. They want the benefit produced by using it. Construction workers want holes not a drill. Painters want a certain color on a wall, not paint. Car buyers want convenient transportation with a certain image. Dental patients want healthy and good-looking teeth without suffering any pain. Make your web pages, sales letters and marketing programs a consistent in message with fresh content as to the benefit your customer receives by doing business with your firm.

How many more ideas can you think of?

Frank Williams is a marketer. With many postgraduate courses in management, leadership, marketing and technology to his credit, Williams is a widely respected speaker, author and technologist. He has significant knowledge in marketing strategies and is the founder and CEO of Global Marketing, Inc. - a leader in business, marketing and sales consulting

Other valuable articles can be found at:

<http://members.cox.net/glmarketing/glmarketing/index.htm>

Marketing With Articles

How 7 Articles Made Me \$4,800...

by Anik Singal

It's a strategy that the top marketers have been using for years and years now - they even tell us to do it, but most of us are just too lazy! Well, I crawled out of bed and decided to test the strategy and was absolutely blown away!

Over the course of two months, I wrote a total of 7 articles that I published in a few places (I'll show you where in a minute). Then, I got sick as a dog and was in and out of the hospital.

Guess what? During the time I was sick and not working, my articles went to work for me - it was amazing. In just a few weeks I sold about 20 memberships to AffiliateClassroom.com, and am still selling till this very moment.

Over the course of a year those 20 memberships are going to earn me about \$4,800 in profits. Can you believe that? Here is exactly what I did...

I wrote an article of around 500-700 words on any topic related to internet marketing ranging from "How to use solo ads" to "How to get approved for Google Adsense." Now, you're asking, well how do I write articles?

How to Write Killer Articles

1. Headline - The most important to get someone to even read the article.
2. Introduction - To hook the reader
3. Body
4. Closing
5. Resource Box - The second most important to generate traffic

Headline

Focus the most on the headline, introduction and the resource box. Your headline needs to be catchy and needs to make a promise - the person should know exactly what they will get after reading your article.

Introduction

~~~~~  
Once they're reading your article - you need to hook them to read the whole thing, that's the only way they will read your resource box.

## Resource Box

~~~~~  
This is where you tell them something about yourself and then make an offer to get them excited enough to click a link and visit your website. For the best response, send them to a page where you can offer a fr-ee course.

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Why Should You Use Articles

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I'm going to cut through the chase and get to the point, you use articles for various reasons - they do more for you than you can imagine - here are just a few:

1. TRAFFIC
2. SALES
3. Brand yourself
4. Brand your website
5. Fre-e incoming links to your site
6. Become known as an expert...

Bottom line, NOTHING bad can ever come of writing articles - only good. That basically means that you have no excuse to not write articles to promote yourself.

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Where To Post Your Articles

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There are many places that you can start promoting your articles, here are a few:

1. Submit them to ezine publishers
2. Submit them to article directories
3. Submit them to websites

Now, all of this can be very time-consuming unless you develop a system to help you. I use 3 different automated systems to help me: A service called SubmitYourArticle.com, a software called Ezine Announcer and I also submit directly to ezines who accept articles.

If you want to learn exactly where to get these resources and how I use them, please visit <http://www.AffiliateClassroom.com> - we did an entire case study on this topic in February, 2005.

The bottom line is that you want your article to get out as much as possible. However, once it's out, you never need to worry about it again! It will continue to promote for you

for years to come without you ever having to manage it.

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Final Strategy You Should Use

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I really recommend directing your resource box traffic directly to an opt-in page. Start building your list with this strategy and you can profit for a long time to come. Think of the infinite profit potential if you build a list!

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Final Note

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Do not expect this strategy to pay off in a day, a week or even a month. If you really want to use this strategy then be ready to be at it for months. Put in some work now and you will profit from it for years to come.

This article has been authored by Anik Singal, the founder of <http://www.AffiliateClassroom.com>. If you want to learn more about how to use articles to drive massive amounts of traffic to your website, please sign-up for our FR-EE course at: <http://www.AffiliateClassroom.com>

How To Submit Articles For Massive Traffic

by Steve Shaw

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As you perhaps already know, article submissions can drive a huge amount of traffic to your web site for months if not years. The first step is obviously to get a good article written, with a suitable resource box at the end containing a link to your site to drive traffic to your site. But without submitting your article effectively, all this hard work will be of little benefit.

In this article, you're going to find out exactly how to submit your articles in exactly the same way as people like Terry Dean, Joe Vitale, and Jim Edwards have done before you.

And there's no reason why you can't achieve a similar level of success with your own article submissions.

There are three main distribution channels for your articles that you should concentrate on:

1. Ezine Editors

You need to find editors who publish ezines in the same 'category' as your article - for example, if your expertise, and your web site, focuses on gardening, you should be submitting your articles to editors of ezines in the same genre (of course, only if they accept article submissions).

To build up your list, you need to scour ezine directories (see the list at <http://www.submityourarticle.com/course/ezinedirectories.php>) for ezines within your genre, check each ezine to see if they accept article submissions, and then double check with each editor to confirm that their details are correct, and that they still accept article submissions - you will unfortunately find many of the listings are out of date, and some ezines are no longer published at all for whatever reason.

2. Announcement Lists

Another way to contact hundreds, if not thousands, of potential publishers, is through what we call article announcement lists.

An article announcement list is a type of mailing list that concentrates on article submissions. The subscribers of the mailing list are either publishers looking for content, providers of that content (i.e. article writers such as yourself), or possibly both.

Every article you submit to these lists get sent to all of the subscribers of that list - by submitting to multiple lists, you're effectively sending out your article to thousands of potential publishers.

You can find a listing of suitable article announcement lists at

<http://www.submityourarticle.com/course/announce.php>

3. Article Directories

There are numerous such article directories on the web that allow you to submit your articles, and allow subsequent retrieval by publishers. I've located several of them, as listed at <http://www.submityourarticle.com/course/articledirectories.php>

After submitting an article to some of these, I'm often amazed at the amount of instant traffic and sales it can bring, often because many of the directories display a 'Recent Articles'-type listing which dramatically improves the profile of your article for a short period after your submission.

I've now shown you exactly how to go about submitting your article all over the Internet, exactly the same methods used by people who are now considered to be 'gurus' on the Internet. Yes, it can be hard work - but who said success was easy?

Steve Shaw develops systems and software to help you succeed in your online business. The article above has been extracted and condensed from his e-course on how to publish articles to promote your web site - to receive the full e-course direct to your mail box, and also discover a much quicker, highly efficient way to submit your articles, sign up now at: <http://www.takanomi.com/publish-articles.php>

Why every articles-marketing campaign must build an opt-in email list

by Christopher Kyalo

I will be totally honest and admit that I started building up an opt-in email list with my first few articles almost by accident.

After the wonderful results I was getting receiving a regular flow of clients from doing what I enjoyed most - writing - I did not see any need for an opt-in email list. Especially in this day and age when most ISP filters will regularly block out most unfamiliar incoming email including email that you want, let alone advertising material from an opt-in list somebody has signed up for in a moment of excitement.

Then for some strange reason, one day, my regular stream of new clients suddenly slowed down to a trickle and then completely dried up. (it happens all the time on the net, especially if you do not have a high enough number of articles posted, but then almost as suddenly picks up again).

Since I had nothing else to do, I went to my auto responder and sent a short email to my small list of opt-in email addresses. I didn't expect much, expecting only bounces and undeliverable mail notifications. Which I inevitably got a few hours later.

But I was amazed because it was not the only thing I got for my efforts. Okay apart from the bounces (they were so many) there were one or two people who asked to be removed from my list as a result of this sudden activity. But there were a number of positive emails, some of which resulted in new business. BINGO, I had discovered something new and valuable.

Actually you should make sure that you use your opt-in list for regular emails and marketing activity, but that is the topic of another article, maybe the next one.

Online businesses have a lot in common with the old bricks and mortar enterprises that we have known for a longer time. In fact a good strategy for understanding how to succeed online is to figure out the online equivalent of an offline tip that guarantees success.

One of these bricks and mortar truths that applies online is the fact that the difference between a new struggling business and an older more prosperous one is simply the database of clients and prospects. In most cases, unless the products have been totally rejected by customers, the larger this data base, the more successful the business is. And also the faster a business can build up this list of prospects and customers, the quicker it will grow and reach success.

This database of clients is of course known as an opt-in email list online and the same offline truths apply.

When doing an articles marketing campaign it is absolutely crucial that your strategy includes a way of building up your very own opt-in email list, using the resource box at the bottom of your articles.

There are various ways of doing this. The most effective is to offer valuable information via email. Something related to what attracts readers the most to your articles that will force some of your readers to write for more information. Store this information in a auto responder (there are quite a number of free ones online) and your list will grow steadily without too much input and work from you. Initially it will grow slowly but as you build up your number of articles posted online, it will start to grow at a faster rate, reflecting the growth of your online business.

Christopher Kyalo is a writer/marketing expert who makes money online only by posting free articles. Visit his blog which is loaded with free tips and secrets at <http://www.big-online-story.blogspot.com>

Start and make cash from your online writing - You must draw blood first

by Christopher Kyalo

Writers write just like painters, paint on canvas. This is one of the reasons why it is important that you launch your writing career by getting some freelance writing work that you can get paid for doing.

It does not matter how small the job is or how little the money is that you get paid for it, the important thing is to “draw blood” and get paid for your writing. Everything else you do towards being a \$100,000 writer will have to start from there.

You cannot do any serious online writing without coming across the phrase “keyword rich articles”.

What are keyword articles? Keyword articles are articles that repeat a certain key word or key words. Keywords have the valuable power of attracting search engines. This is a complex subject but simply put, keywords are selected carefully in an effort to attract as much search engine traffic as possible to a site.

With the growing popularity of Google AdSense pay per click ads widely posted at web sites and blogs, keywords also have the important function of attracting the right Google ads to a site or blog that will earn the publisher the highest amount of cash when visitors to the site click on them.

You must begin by aggressively looking for freelance writing assignments for keywords. In the second part of this article we will suggest a few buyers of keyword articles that you can start off with. But they will only purchase quality articles that you have simply not copied or lifted from somewhere else. So it is very important that before you seek keyword articles, that you actually write a couple first and post them at leading article directories and article announcement sites. Visit sites to see how keyword articles are written and also visit my blog and read this article that uses the keywords (debt consolidation). Here is the link to the article.

<http://big-online-story.blogspot.com/2005/05/debt-consolidation-comes-before.html>

or this one

<http://marketingurhomebiz.blogspot.com/2005/05/before-you-can-effectively-market-your.html>

Observe firstly how the article on a totally different subject from what the blogs are covering is made relevant to the blogs. Then take a close look at how the keywords are repeatedly used.

So now you are ready to write your first keyword article.

I can hear you ask the question.

“What on earth am I going to write about?”

Why not write about your keywords article business. You intend to supply keyword rich articles don't you?

Read the articles at my other blog (<http://big-online-story.blogspot.com>) carefully. Are there any of the articles that you can re-write in your own words without telling any lies about your past achievements as a writer so far? Please do not copy whole paragraphs from my blog. I have not given you permission to reproduce my articles. I have simply asked you to do what you can do with any site or blog online. Read and digest the central ideas and then write an article using the ideas as if there were your own. Select any simple keyword that you want to use that will be the central or key point in your article. (We will deal about the subject of selecting keywords for your articles later on in this blog).

Remember that you will really have to be convincing so select topics that you care about enough and believe in from my blog, to be convincing. A writer who is not convincing in their writing will never be successful at any type of writing, so this is a very critical skill you will need to acquire if you are to succeed.

Next you will have to compile your resource box. This is a skill on it's own and I have an extremely useful article on the subject at my blog <http://marketingurhomebiz.blogspot.com> It is titled “Your article resource box will kill or lift your internet marketing.”

Read it and carefully use the valuable points gained from years of experience and trial and error to create your best resource box to launch off your career as a writer.

Christopher Kyalo is writer who makes a living writing online. Has recently started a blog where he tells how it's done, no holds barred. Visit it to read the second part of this article. <http://100grandonlinewriters.blogspot.com>

How to Profit From Article Marketing

by Paul Sanford

Article Marketing is one of the best methods of driving targeted traffic to your site. Whether you are selling your own products or someone else's, you need people to come to your site and see what you are offering. Only then will they be in a position to buy your product.

Article Marketing can also be used for increasing your search engine rankings by having high page ranked sites publish your work.

Just as with any other venture, your objectives should be clear at the start. Ask yourself these questions:

- 1.Are you writing articles as a long term method of driving traffic to your affiliate pages?
- 2.Are you promoting a specific product, service, mlm/network marketing program or is your aim to get leads?
- 3.Is this going to be your primary method of advertising?

Once you post your article on a site it can be picked up and reprinted thousands of times. Is your site going to be "Up" for the next 5-10 years?

That's why I say this is a long term strategy. You could have thousands of "hits" per year or per day from that one article.

Multiply that by 1000 or 10,000 and you have an idea of what this could mean to you.

So, pick your topic carefully and add links that will lead to sites that will still be here for a long time to come.

This is a powerful strategy indeed.

You see, when you post your article on an Article Directory it will be there for as long as that site is there and it will be easily accessible by subject or author through that sites search engine. Since articles can be reprinted on thousands of sites all over the internet, your articles have the potential to reach millions of readers with no extra work on your part.

Article Marketing is about writing high value content. The information contained in it should be clear, concise, accurate, informative and timely.

Your article should not try to sell the reader. It should tell, not sell.

A prospect is much more likely to click on the link in your resource box if you don't apply any pressure.

Your main objective should be to establish yourself as an expert in your field or niche. This will encourage your readers to click on your links and buy your products. There will

also be the added benefit that your brand – your unique online presence - will be enhanced by your credibility and your readers will “attach” themselves to you. They will trust you as a provider of valuable information.

Paul Sanford

<http://www.1articlemarketing.com>

What is Article Marketing?

by Cody Frazier

Simply put article marketing is advertising your web site through the use of articles. This choose of advertising is preferable over others for the simple fact that it's free. There are many article directories that allow you to submit your articles for free. They allow you to have a resource box at the end of your article that you can plug your site and products with. Not only that but if you are into building links this is a great way of doing it. If your article is chosen by publishers they will republish your article on there websites giving you even more publicity and exposure. A well written article can give you massive exposure.

Can't write? There are services that will "ghost write" an article for you. Avoid purchasing article packs, these are pre written articles that you can purchase, slap your name on them and publishes them. The reason I say avoid such means is that you want your articles to be original, not something thousands of other people have put there names on previously. Besides, most article directories know these articles by heart and reject them on sight. So make sure your work is original.

Avoid a strong sales pitch. Start off with a hard sales pitch will only discourage potential customers. There will be plenty of space to pitch to them in your resource box. Show your knowledge of the subject and give your readers valuable information pertaining to the subject. If the reader sees the professionalism of your work they will be more inclined to read the entire article and visit your links.

Research and construct a list of all the free article directories you can find so that you can simply submit your articles to the sites on your list when you've finished writing. There are tons of these directories to chose from. Instead of submitting to all of them (unless you have the time) submit your article to the most important ones on your list. Be sure to carefully read the terms of service and editorial guidelines of each directory and format your article accordingly. The more articles you write, the better your chances are of getting visitors to your site. Article marketing is a great way to increase your name recognition and build links to your site so give it a try. Who knows, you might like it.

Submit your article FREE to ArticleFever.com's [Article Marketing Directory](#).

Resell Rights Information

Are you tired of resell rights products that SUCK? So was I until I found the ultimate site where you can get BRAND NEW ORIGINAL resell right products. This incredible site adds five brand new ORIGINAL resell right products each and every month. As a reader of The Great Big Book Of Internet Marketing, you can go to <http://tomeymarketing.com/adtrackz/go.php?c=freetrial> and get a 14 day FREE trial. Check it out now!

Offer From: Liz Tomey – <http://www.LizTomey.com> Liz Tomey on Internet Marketing... Let's hear what YOU have to say!

How to squeeze hundreds of dollars from even the oldest resale rights products within 48 hours

by Tukshad. Engineer

Here's an interesting little statistic- 95% of resale rights holders hardly make any sales. Why is this? There are 2 reasons- first, many people obtain resale rights (eg. Via ebook bundles) and do absolutely nothing with them. They sit and gather e-dust in their hard-drives. The second reason is that most resellers are LAZY- they promote the ebook in the same way that it was sold to them... using the same sales pages and graphics. You see, if you get inside the mind of your customers you will discover that they'll be asking the question "Why should I buy from you?" – if you offer the exact same thing as everyone else, chances are they wont.

So here is the single (yet shamefully simple) secret to profiting with resale rights- OFFER SOMETHING UNIQUE to your customers. Assuming you have a good product (and this is vital if you want to stay in business over the long run) get creative with the way you present it. There are many different ways to do this. For a start, many resale rights products have notably weak sales pages and graphics- you could rewrite the sales page completely- suddenly you're offering a product that (in your customer's mind) no one else is offering. They've not seen this sales-page before- it's fresh, enticing.. they want to buy from you now.

Another way of being unique is to create a special report yourself. It's only available from you (highlight this on the sales page) and this gives you a real edge over your competition (who are still using the standard sales page with no unique special report).

Toss in a few complimentary bonuses and hey presto... you're onto a real winner.

Now let's discuss some of the ways you can generate some traffic to your site. Focus your energies on the strategies that have worked for you in the past- submitting relevant articles to directories, spending time on forums, trying to get JV deals and Pay per click traffic are some of the traffic generating methods you should consider. Ofcourse, once the traffic gets to your site, make absolutely sure that you collect their email address (for eg. By offering them a newsletter subscription or bonus that targets their interest). Think long term, because as your list of subscribers grow (and being frank this will take many months, or even years), so will your profits. Infact you'll be able to generate hundreds of dollars from a single email if you build a responsive (and well treated) newsletter list.

Ok let's get onto the even stronger stuff. For even bigger profit potential try and grab MASTER RIGHTS to books- this means that you can not only resell the product but pass on the resale rights to your customers. You see, there's something comforting about buying a book with resale rights- that's why people love to buy them. Offer a book with resale rights and you are selling not only to the target audience but to the resale rights crowd too. It can have a bumper effect on your profits!

Also decide on your pricing strategy- now there are different schools of thought to this but my take on it is that, initially while you're trying to build your list, try and make it easy for potential customers to buy. Offer a good product with your own great sales pages, an exclusive special report and some neat bonuses in the \$10 to \$20 page and you'll generate a lot of interest- offer resale rights to the whole thing and you practically force your target audience to buy. Clever huh?

This article really has disclosed some of the most powerful tactics you can apply for success in the resale rights game. Like most things, a certain level of perseverance and effort is required for you to succeed, but if you apply a reasonable amount of energy and do things just a little differently you have every chance of being in the elite 5% of resellers who are minting a fortune everyday with resale rights.

Get \$266 Worth Of Premium, Unseen Niche Master Resale Rights For F-R-E-E Just By Signing Up To The Resale Rights Alert Newsletter. Visit:

<http://www.global-ebooks.com/premiumrights.htm>

Using Resell Rights to Get Traffic and Subscribers

by Jeremy Gislason

You see the ads all over the place, "Get 147 ebooks and 56 software titles for only x amount of dollars". Or how about, "Buy the master resell rights to this product for only xx amount of dollars". Lots of people buy these everyday with the hope of making big money. However, the big question many people seem to have after buying them is, now that I've got them, what the heck do I do with them?

Here are Seven Ways to use the products you have resell and give away rights to in order to gain more opt-in subscribers and traffic to your website.

Create mini-sites linked to your home page. Most any resell product these days include a pre-written sales page, product and logo images and the product. All you need to do is upload everything to a new page on your server. If you do not know how to do this, find a programmer to help you out, as it will not cost very much. Test out the new page to make sure it looks good and orders process correctly. Make sure to have links going back to your home page from any new pages you create as well as linking to them from your home page. Cross-linking all your mini sales sites with your home page could lead to lots of added traffic over time.

Add bonuses to your existing product or service. If you are already selling your own product or service, find a few products from your package and add them as bonuses to your product. The important thing is to make sure they are really bonuses and compliment what you're selling. For example, if you are selling a book about how taste test wine, you could add another book on the best cheeses and another on the best wineries in the world. Since cheese and wine go together nicely and they may be interested in traveling to a winery, these products make perfect sense to add on as bonuses. In addition, don't over do it on the bonuses. If you're product is selling for fifty dollars don't have two-thousand dollars worth of bonuses or your offer will be to unbelievable for most people. Remember you can have too much of a good thing sometimes.

Set up an autoresponder series. Here is a good way to not only build an opt-in list but also to get people to your website. You set up a series of weekly, bi-weekly or monthly emails to go out with each one containing a new product to download. You provide a subscribe form on your website for this therefore building up an opt-in list. Provide a download link on a unique page for each download on your website so everyone has to visit your website in order to download the free product. You could then have redirect links back to your homepage after they download the product. This keeps them looking forward to your next email as well as getting them to your site every time.

Repackage related products for resell. Some resell packages have hundreds of products inside. Pick out 10 or 20 products that are all topic related and bundle them together as a new package. For example, you could find all the products related to copywriting and put them all together aimed at people only interested in copywriting. Create a new image, sales page and price for this package and then promote it to its niche audience.

Give away new subscriber gift(s). Find products that have give away rights or price conditions and offer these as incentives to get new subscribers to your ezine or newsletter. People like getting things for free and if you give them something of good quality, most likely they'll be more receptive to reading your ezine. Of course it will then be up to you to get them to keep reading your publications and keeping that list responsive. Which brings us to the next idea.

Run contests and free giveaways. These are good methods to increase open rates to your emails. If you have your online publication online these should also get you more visitors. You could ask your subscribers to fill out an online survey in exchange for a free product. Or you could run a contest using products as prizes. The only limitation on ideas here is you. Do some brainstorming and come up with something good related to your readers.

Trade for services. Trading is one of the oldest forms of business there is. One person's hardship may be another's hobby. For example, I know very little about programming but I know people who absolutely live for it and do nothing but program just for the fun of it. Let's say you need some programming work done but are short on cash. You could offer the programmer some valuable software they could use that you just happen to have in return for some work. There are many possibilities here so make sure you both agree on the details first. However, something like this could work out well for both of you.

So there you have it, seven ways on using resell rights to get more traffic and subscribers. I wish you well on your efforts.

You are free to publish this article in your own publication or on your own website as long as nothing is omitted, edited or altered and the author's resource box is included.

Jeremy Gislason has over 15 years of business and marketing experience and assists in running ISORegister, Inc. For more web master tools, resources, free downloads, syndicated articles, recommended marketing resources and reviews visit today.
<http://www.savingyourtime.com>

eBooks With Reseller Rights Are Your Ticket To Online Success.

by James Mann

Starting an Online business today is pretty easy and it doesn't have to cost a fortune, unfortunately being easy to start doesn't guarantee of success. Not to scare you off, but you need to know. It is a fact that approximately 85% of new businesses are doomed to failure in the first couple of years, for one reason or another.

Knowledge is power!

I know, you hear that all the time, but it is so true. If Online business owners would invest the time it takes to learn a skill along with the time require to learn how to operate an online business they would stay out of the 85% of failed business attempts.

How does one solve this problem? Are you ready for this...

eBooks with reseller rights / resale rights / reprint rights, what ever you know them by they are the solution. To be really successful with them you really should take the time to read them and learn from them. Put that knowledge to good use and you will find that you can learn and earn.

There is a key that has to be use to gain power from knowledge and that key is 'ACTION'. If you don't take action you will never gain any ground and without profit you won't last long. So don't make the mistake of buying eBooks with resale rights and expect them to sell themselves.

eBooks with reseller rights is an excellent way to learn from experts, which makes applying these skills that much easier, because these ebooks lay it right out there for you. All you have to do is read, learn and take action.

Have I use the word 'ACTION' enough yet, are you getting my point? Knowledge + ACTION = Power.

Almost anything people buy comes down to benefits, because people have a 'What's in it for me?' mindset. So it stands to reason that if you were to read these eBooks you would find the benefits and then you could share them with interested people, your target group.

Pick the Minds of the Masters and you will eventually become a master also and at that point you can start writing your own eBooks with resale rights. There are thousands of eBooks online that can be resold for profit. It is your job to find the information products that you are comfortable or willing to learn and then get the benefits those products provide in front of your prospects.

People today are starved for information and they are willing to pay to get the information they want. So what better way to earn a living online than to provide starving readings with digital food that has resale rights so that you can earn over and over on the same products.

There are eBooks with reseller rights on just about any topic you can imagine, and some are not the best, so you need to choose your products wisely. That is where a little bit of research goes a long ways. Like all the way to the bank.

The first step would to purchase an information product, preferably an eBook with resell rights, that will teach you the skills required to operate a successful Online business. This will save you months, even years of trial and error tactics, that destroy so many start up businesses.

Yes, you could go to the Library and sign out books on business startups but when you are done reading and learning the books have to go back to the Library. Not so with eBook with resale rights. You learn from them and you earn from them by reselling them.

Research your target group for each of the eBooks that you want to resell and give them exactly what they are looking for. What does this group type in a search engine text box to find what you want to sell them. This is where you get that great return on investment if you read the products because you will be able to tell your prospects all the benefirts this product provides.

Get into the mind of your best prospect. How do your prospects find things?

It bears repeating...

There are eBooks with resale rights on just about every conceivable subject, all you have to do is find them for your taget group and you will earn profit from them.

If you are like me you have hobbies and interests so put them to good use. Find products to resell that you are already an expert or at least knowledgable about. It makes it so much easier to find your target group when you are one of them.

You may be saying that so many are doing that now that the market is flooded. Well yes and no. There are a lot of people doing but they are not doing it right and therefore make no money at it.

You see people have a tendency to rush into things without proper preparation and that spells disaster. Instead of jumping in with your eyes closed, take the time to do it right and you can earn multiple streams of income from the many eBooks you will purchase, read and resell.

IMPORTANT!! Don't just use the sales page that comes with each product. Instead learn the product for yourself and modify the sales page or create your own sales page from your perspective. Use the keywords that your best prospect would use to find what they want and make it personal, people like that.

What are the benefits you received from reading that eBook you just purchased? Right an article or review explaining the benefits and then get that article or review published and placed in front of the eyes of your best prospects.

Use the benefits and keywords to feed the search engine spider so you get a good placement on the search engine results page (SERP).

That is how you produce unlimited streams of income.

eBooks with full reseller rights is a win-win-win situation. You benefited the one that sold you the book, you benefited from the content, and you can benefit others by selling it to them.

Do Not Over Look eBooks With Reseller Rights

James Mann

<http://www.ebooks-with-reseller-rights.com/index.html>

James Mann has been a computer software consultant since 1987 and a computer instructor for 17 years.

James also creates and maintains websites for clients and himself.

Top 10 Ways To Winning With Resale Rights

by Stuart Reid

Buying software and ebooks with Resell Rights means you have full control over the product, including the profits, without the hassle of creating it yourself.

The problem is EVERYONE is doing it. To really make the most of Resell Rights you have to use every 'trick' in the book. Try these Top 10 Methods for starters!

Be Early

If you can promote quickly, as soon as a product is available, so much the better. This way the item is still 'fresh' and in theory you'll get more sales, since not many people are selling it. This 'honeymoon period' doesn't last long - so to make this work you must promote heavily, far and wide, and quickly.

Be Late!

Strange as it may seem you can also promote older products AFTER the 'big rush'! When a new package with resell-rights is launched it goes through three distinct periods. First, as mentioned in step 1, the item is promoted by the early adopters. Then, everyone else catches on and it seems to be everywhere. Finally the product remains on websites but is not promoted heavily, a good time for you to press for the sales...

Repackage

This a very popular method to distribute resell-rights products. Bundle them together, perhaps create your own e-book or software to distribute them. This way you can promote the 'new' product that no-one else is.

Be Exclusive

If you can get resell rights with some kind of limited or exclusive deal from the products creator this is almost as good as creating it yourself. The product retains it freshness that much longer and you'll have almost no competition. Even if a product doesn't come with Resell Rights you can always contact the author and make an offer. You'd be surprised how well this works.

Buy Cheap

The pile-it-high sell-it-cheap philosophy can be damaging to the Resell Rights market, but the bonus is you've bought the products so cheaply you're almost guaranteed a profit. They won't be large profits, but if you're selling 100's of different items it can add up. There are many sources of these products, including eBay - and the 'price fixing' laws (if you interpret them this way) means the author may have trouble enforcing minimum-price policies.

Giveaway / Rebrand

Some products let you rebrand them, usually to make money on the 'back end'. This way it doesn't actually matter if you're giving away the package or selling it ultra-cheaply, since the up-front profit isn't your main goal. Some packages are truly viral and can spread amazingly quickly - carrying your links with them.

One-Time Offers

This is another method of profiting from the back-end. Directly after your customer has purchased or downloaded the main product, quickly offer another with the promise that the offer is only good if taken advantage of immediately. These one-time offers have a higher response rate than usual and if the deal is good enough you should expect solid sales. You often find extra bundles or discounts offered this way.

Upgrades

With an upgrade system you can giveaway cut-down or limited packages and software with a method of upgrading within the application itself. That way you can spread the free/limited software widely, hopefully having others give them away for you. Again, works with bundles - upgrade for extra software - or with time-limited trial software. It's been a common method within the shareware industry for years.

JV

Since you effectively own the packages with Resell Rights you are free to make deals with other marketers. Usually, this involves a revenue-share of some kind, most commonly an Affiliate Program. That way they can market the product, and you both make a profit.

Build Your Own

Perhaps the ultimate way to "Win With Resale Rights" is to create your own product and grant these rights for it. That way you can embed back-end opportunities into the product and watch while others sell it. You can even grant limited-rights to select marketers for a premium, or sell the Resale Rights at more than the product price -- effectively creating an upgrade path for the item.

Stuart Reid is the creator of the "Instant Marketing Library", a ground-breaking package of e-books and reports complete with lifetime updates and resell/giveaway rights. You can download the Instant Marketing Library for free from:
<http://www.InstantMarketingLibrary.com>

The How To of Viral Marketing

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Get More Links With a Viral Marketing Campaign

by Syd Johnson, Editor

So you want to setup a viral marketing campaign, but where do you start? A viral marketing campaign is simply a strategy that you can use to get people who like your website and web materials to consciously or unconsciously promote your site while they're going about their business online.

1. What to promote - The first step in your viral marketing campaign is to identify what you want to promote. Is it your main URL, your newsletter or your web products? The most successful viral marketing campaigns are consistent and promote one thing at a time. You might think that it is useful to put all 20 of your website URLs in your email signature, but it would be more effective if you used one and made it memorable.
2. Identify your tools – You can use email signatures, ebooks, free software, paid advertising, newsletter subscriptions, assorted freebies and privileged information, members' only sites and more in your viral marketing campaign.
3. Start giving out your free goodies – advertise your freebies in free information directories or by giving away your articles to the many online article directories. List your free products on strategic web pages. You don't want to list it on every page because you don't want your free items competing with "for sale" items. The freebies will probably win most of the time. Whatever you give out, make it easy to download or

transfer. Stick to quick downloads, secure ebooks and other items that are available directly from your website.

4. Give others permission to distribute your products – For the viral marketing to succeed, you must give other people permission to distribute your products. Free ebooks for example, can be posted on a website as long as the links remain in tact. Rebranding is also a good option. Customers can rebrand your product by adding their domain name and logos to the product, but an active link back to your site must be maintained on every page.

5. Be prepared – If you are creating your campaign to build up traffic, can you scale up quickly and add more bandwidth if your campaign is effective. If you are using multiple methods and multiple products in your campaign, traffic can spike or surge unexpectedly. Do you have the email capacity to handle the requests for more information? Is your site copy updated with FAQ's to answer some of the most common questions that you will receive? Do you have a reliable shopping cart application to handle orders around the clock? These are just a few of the items that are necessary for you to take advantage of the resulting traffic and orders that you will get from a successful campaign.

6. Collect contact information – always have a way to collect contact information from each prospect that you gain. You can require a valid email address, for example, before a customer can receive a free item. This method is increasingly popular among internet marketers because it's a great way to build up your mailing list and it's an opt-in list. You can also reuse the list over and over again as you create new products or create subsequent editions of existing products. It's a way to get more money from the same subscription base without investing the same amount of marketing money each time.

These are just a few the tools and strategies that you deploy to create your own viral marketing campaign.

You can use or distribute this article freely as long as you have an active link back to <http://www.rapidlingo.com>

The Power of Viral Marketing

by Peter Dobler

When I first heard of the term Viral Marketing I thought immediately of a virus. No, not the flu, a computer virus. I avoided viral marketing like the plague. I'm sure many of you are doing the same thing. Every email labeled viral marketing got trashed and I immediately run an anti virus check on my computer.

I actually took me long time and the convincing words of a dear friend of mine to change my attitude towards viral marketing. Call it ignorance, but I just didn't have the confidence in something that sounds like it wants to harm me.

Today my whole world changed and now I'm an active advocate to promote viral marketing. The concept is not new and it was created by the brightest minds in the business.

Viral marketing capitalizes in the sharing habits of the human beings. It's quite extraordinary. We all tend to share with friends and family the bargains or freebies we were able to get. If we can copy the freebie we will do it and give it to our friends and family. Take the music industry as an example.

Ok, we established that viral marketing is giving out free stuff and that this free stuff will be passed around. So how do you capitalize on something everybody expects to get for free? You don't. You just use the freebie as an advertising vehicle.

See, once you started giving out software or a book for free, it will snowball from there. Granted that the software is any good and the book provides some value. There is no telling on how many copies of your software or book will float through the internet. The only thing you now for sure, it takes some time to gain momentum.

Take Hotmail as an example. Hotmail build its empire solely on viral marketing. Every email you send had a little line at the end advertising free email from Hotmail. That's it. No expensive marketing strategy, no TV ads, nothing but a little advertising line at the end of every email. It took years of building momentum, but today Hotmail is a giant pulling in billions of dollars every year.

I'm not expecting to repeat Hotmail's success with my little viral marketing project, but I'm convinced that sooner or later the profits will come. It is simply a matter of time. All you need is a good product that you control and be able to give out for free. Make sure that you will be able to place your advertising on the front page of the product.

You can advertise your newsletter, your web site, products you're selling, anything you will make a profit if somebody clicks through the advertising on the freebie. I spare you with the details why the same ad advertised through viral marketing is so much more effective than regular advertising.

Just one thought. Would you click on a single ad embedded in a software or book send to you by a friend you trust? Of course you would. There is nothing suspicious about this.

It's your friend who recommended this in the first place. On the other hand nobody actually clicks on advertising popping up on strange web sites you never heard of before.

Now you see why I like viral marketing so much. Quite frankly I believe in the future it is the only marketing that works. SPAM filters and popup blockers already make it almost impossible to get through to our prospects and it will not get any better.

Prepare your self for the future and implement viral marketing today. You will be glad you did.

Sincerely,
Peter Dobler
Copyright © 2005

Peter Dobler is an active real estate investor and a successful internet entrepreneur. See viral marketing in action at <http://www.peterdobler.com>

Secret Viral Email Marketing Strategy - Revealed

by David A. Wells

I'm writing to show you a devastatingly powerful way to extend your marketing reach. For this to work right you need a website that promotes your business.

It doesn't have to be complicated, just professional looking with good content. It is vital, however, that there's a place for visitors to sign up for a free mortgage consultation.

If you don't have a site you can still make some money with this letter so read on.

First, make sure that you get the email address of every client you do business with. When you close a loan send the client a simple email. Something like this:

Dear (Client Name),

Thank you for choosing me for your home financing needs. I hope the experience was a positive one. And I trust that you are happy with your loan.

I'm running a limited time promotion right now that might benefit you. You see, I've learned through experience in this business that people in the market for a home loan usually know others also in the market.

My first objective with every client is to provide them with the right product for their needs at a good price in a friendly, honest and efficient manner. I sincerely hope I have lived up to this goal in my dealings with you.

You should know that not all mortgage brokers are guided by these same principles. If you have friends or family who could use my services wouldn't you feel better if you knew their broker would do right by them?

Here's what I'd like to ask of you. Copy and paste the block of text below into a blank email. Insert the name of one of your friends who could benefit from a home loan and send it to them. Send it to as many friends as you know who are in the market for my services.

Hey ,

Check out this website. I used this guy for my loan. He was straight with me and I got a good deal.

www.YourWebSiteHere.com?Client@TheirServer.com

Not only will you be doing your friends a favor, you'll have the opportunity to get a free set of movie tickets. For every one of your friends who comes to my website and requests a free consultation I'll give you two movie tickets good for your choice of any movie in the area.

I'll know they were sent by you because your email address is embedded in the website address. When your friends get to my site it'll record their visit.

At Your Service,

Your Name & Contact Info

To Your Prosperity

Author of The Mortgage Broker Book. An Insiders Guide to Success for Ambitious Mortgage Brokers. <http://www.Mortgage-Millions.com>

10 Viral Internet Marketing Strategies That Produce A Massive Surge of Web Site Traffic and Sales

by Darryl DeLong

1. Start a newsletter that people can subscribe to, and use an autoresponder service like GetResponse (www.getresponse.com) or Aweber (www.aweber.com) to capture and store your subscribers' contact information.
2. Use the double-opt rather than single opt-in method to capture qualified targeted leads. Why? Because double opt-in requires new subscribers to confirm their subscription (yes, I want what you have to offer) and reduces the chances of a bounced email.
3. Refer people to your web page that offers them a freebie (free report, ebook, etc.), capture their name, email address & phone number (optional) and then take them to your home page while behind the scenes your autoresponder provides a series of follow-up emails to them automatically, re-introducing yourself and your business offer. Studies show that most people need to see your offer at least 7 times before they make a decision to purchase.
4. Include a headline & outline the features/benefits of the product or service you are offering on your web site. Make it easy for your audience to understand what they will gain by buying from you.
5. Include written testimonials from people who have used your product or service on your web site. Include audio testimonials that prospects can listen to and you will really capture their attention.
6. Let your "personality" come across in your newsletters. Allow your subscribers to know who you are and what you are about. Keep it real and be honest with them. By establishing trust and credibility with your prospects, you will greatly increase the return on your investment in time and money.
7. Be sure to include plenty of informational articles on your web site that focus on educating your visitors. Add or replace older articles with new ones on your web site each month. Keep your web site content fresh and exciting to your viewing audience. The more content you have the better. Search engines tend to rank sites higher that have a good deal of content and good content keeps your visitors or prospects coming back for more.
8. Write an informational article about a topic related to your business and post it on your web site. Include an "About The Author" resource box at the bottom of the article that includes your name, company, telephone number, address, web site link and your permission to re-print and use your article on their web site or e-zine as long as your resource box remains intact. Submit your article to web sites like <http://www.ezinearticles.com> and watch your web site traffic increase substantially.
9. Include a "Refer a Friend" section on your web site and add a hyperlink to this in your newsletter. This gives your visitors and subscribers and opportunity to share your URL

with others. Most autoresponder packages make it easy to do this.

10. Start your own affiliate program using an affiliate management solution like AssocTRAC (www.assoctrac.com). Promote your new affiliate program on your web site or newsletter. Watch as you recruit a global sales force eagerly willing to promote what you have to offer. They send you a paying customer and you cut them a commission check. It's as simple as that.

Darryl DeLong is a successful Internet Marketer and Ezine Publisher. Learn how to build up your opt-in list, site visitors and sales with my brand new ebook entitled "Viral Internet Marketing Strategies" get a free copy here: <http://www.viral-internet-marketing.com>

Ten High-Impact Viral Marketing Strategies

by Dan Brown

Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. Below are ten high impact viral marketing strategies:

1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.
2. Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies.
3. Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board.
4. Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site.
5. Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory.
6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc.
7. Allow people to give away your free software. Just include your business advertisement inside the software program.
8. Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.
9. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.
10. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

Dan Brown has been active in internet marketing for the past 4 years. Dan currently is working with the Zabang search engine, introducing their new affiliate program which is due out July, 2005. <http://www.zabangaffiliate.com/>

How To Start Your Viral Marketing Campaign Easy

by Mark Tse

Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. Below are 11 viral marketing strategies you can use:

1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.
2. Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies.
3. Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board.
4. Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site.
5. Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory.
6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc.
7. Allow people to give away your free software. Just include your business advertisement inside the software program.
8. Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.
9. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.
10. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.
11. Use custom made script to automate your viral marketing campaign. For example, TurboReferer is one of the best viral marketing script that let you setup once and then the script will automatically do the viral marketing job for you. Highly recommended by me and other marketers. Here is the link of TurboReferer:

<http://www.marktse.com/turboreferer/>

About the Author

This article is written by Mark Tse. Mark shares free tips, articles and downloads about Internet Marketing. You can visit

his Internet Marketing Blog and read his latest posts here:

<http://www.marktse.com/blog/>

Ezine As A Viral Marketing Tool

by Douglas Peirseille

A very popular method of marketing ezines and newsletters is by making them viral. If your newsletter contains information of value, such as tips, hints, news or tutorials, you'll find that subscribers will forward it on to others.

Ezine Advertising is one of the most powerful ways to market and promote your other products and or services. There are literally thousands of electronic newsletters on the Internet with millions of people who subscribe to them. Placing ads in online newsletters is an inexpensive way to reach your target market quickly -- especially when you compare it with other forms of advertising.

In 2002, ezine publishing took a quantum leap, as its status evolved from "amateur's hobby" into becoming the most powerful marketing tool for business online. Email newsletters have come of age, and increasingly, more ezines will take this route, as subscribers prefer them to drab, lack-luster text-only ezines. In the coming year we'll see more ezines published.

There are tens of thousands of Ezines being published every month, with a collective audience of millions. And the editors of most of those Ezines are all looking for quality content for their newsletters.

If you master this technique of making the Ezine viral you can get your name and your website URL in front of 100,000 or even a million readers.

Tips for making the ezine viral

Pick a topic that you know something about and then go to the Search Engines and find as many websites as you can that deal with that subject.

As well as collecting information for your article, make a note of any URLs that offer free resources dealing with the topic of your article. Include those URLs in your article.

You should choose a topic very carefully. Once the topic is selected, doing enough research on the subject is vital. Organize the material and write in an interesting style. Make sure that you provide links to free resources.

The content in your Ezine should not be pure sales copy. There has to be valuable and genuine information. Promotion of your product or service should be subtle. Viral marketing using Ezine is different than running an E Mail marketing campaign that blasts millions of mail messages to unsuspecting readers.

At the end of your article, attach a 5 or 6-line 'Resource Box' that includes your website URL and/or your email address.

When you have finished your article, do NOT send it off straight away. Let it lie fallow for 2 or 3 days and then come back and read it again. You'll be amazed at the

improvements you can make. Those final improvements are what make the difference between an article that gets published and one that doesn't.

Word Of Mouth

“Word of mouth” advertising can be very effective. Besides, it is completely free. The Internet takes this ancient form of “buzz” and promotion and amplifies it with a global network of people connected digitally. “Word of mouth” now has an Internet version called “word of mouse” (computer mouse). With greatly increased speeds, people refer things to their friends and families spreading the word through the Internet and to the far-reaching corners of the world. This can be done for your ezines as well.

Many smart marketers and publicity people have learned to harness the power of viral publicity with Internet “Tell-A-Friend” promotional techniques and tools.

Providing incentives as part of the “Tell-A-Friend” technique ensures higher success rate. For instance, the website www.wz.com conducted a giveaway contest where they gave away 4 Sony PS2's before Christmas as a website promotion. They also gave people who had entered the Giveaway the opportunity to get additional entries and additional chances to win by telling a few of their friends on the “Thank You” page.

On the “Thank You” page, every giveaway entrant received the following message: “Tell your friends about WZ.com, and get an additional entry for each friend you email.” In return for the favor, they received an additional chance to win for every friend they refer. This simple addition increased Tell-a-Friend results by 96 times.

So how do you use this technique to leverage and increase your subscription rate, and “word of mouse” publicity? It's simple, just “Tell-A-Friend” or “Tell-A-Friend about everything”! You can add Viral “Tell-A-Friend” forms to all of your web pages just below the subscription offer. This technique is simple and very effective.

Offer your ezines to all your customers, friends, relatives, and colleagues. Let them spread the word. Offer your ezine as a promotional tool to your affiliates if you have an affiliate program. These can drastically improve the subscriptions to your ezine.

About the Author

Ezine Marketing Magic

<http://www.NewsletterMarketingTips.com>

Douglas Peirseille

info@newslettermarketingtips.com

Traffic Conversion Tips

"Website Conversion Secrets Revealed"

by Ewen Chia

In my last article entitled "Maximizing The True Value Of Your Traffic" (found at <http://inyurl.com/2cf84>), you discovered the importance of generating positive responses from all your visitors.

The crux of this strategy resides in the concept known as website conversion, and how it can make you tons more profits with much lesser work.

In essence, you can squeeze more value from the same traffic, simply by converting a higher percentage of visitors into paying customers...

..and the best way to do this is by increasing your conversion rate!

Now there're really only two major factors affecting website conversion, they are (1) Website Mechanics, and (2) Power Copy.

Let's look at each briefly:

(1) Website Mechanics

This refers to the 'mechanical' aspects of your website.

For example, how fast it loads.

Internet surfers are an impatient lot, and studies have found that if your site have not loaded within 8 seconds, you've lost them.

Another area of concern is how well you

present your site to the visitor, does the design relate to the product?

Consistency is an indisputable law of persuasion and you should harness it's full potential on your site.

(2) Power Copy

Entire encyclopedias have been written about copywriting and there's only one reason why - it's that important.

Web copywriting is not just an art. It's a science, a paint-by-numbers formula that you can apply for massive profits online.

Copywriting, contrary to what many think, is more than words alone. It encompasses many factors that result in one simple objective- getting your visitors to take action!

It's your entire offer and presentation COMBINED with the power of words, which makes the sale.

While increasing conversion rate can turn any money-losing site into a money-spitting one without more work or traffic...the real question is:

Are you doing it - or are you continuing to make the same mistakes over and over again?

Ewen Chia has revealed the *40* most common pitfalls draining money out of your website every second. Discover how you can stop them and explode your profits practically overnight! Click here: <http://WebsiteConversionSecrets.com>

Conversion Counts: Improving Web Conversion Rates

by Barry Harrison

It seems that everyone's looking for better Search Engine rankings. If you have the right keywords, a high ranking can attract targeted traffic to your site. But how many of these visitors become customers and clients? Conversion-- not ranking-- is what pays the rent.

Converting Visitors into Clients

Search Engines, print ads, referrals, email newsletters, and links all play a role in an effective web marketing strategy. But once visitors arrive at your site, how do you go about persuading them to take the actions you want them to take? There are two main tools at your command: content and usability.

Content Counts

Make sure that your fundamental message is crystal clear to your visitors. Don't make them think. Provide answers to their most obvious questions and you'll build your credibility.

Good copywriting may be the single most important factor in raising your conversion levels. The text on your pages should speak to your visitors in an appropriate, consistent voice. And it should offer the right information at the right time.

Support the personal and psychological variables of your potential clients. Some people want to read. But others prefer to see photographs and diagrams. Still other prospects may respond better when they hear your instructions (think about web audio).

Provide the photographs and documents they need to evaluate your products and services. Make sure they're really useful: not every picture is worth a thousand words. Use high-quality detail shots and enlargements to tell the full story.

Usability Counts

Make it easy for them to find what they want. Consider landing pages that are directly relevant to the Search terms they used to find your site. Visitors will quickly "get" that they're in the right place and can begin to move along the conversion process: submit a form, contact a rep, or make a purchase.

Plan for different visitor scenarios. Do you have a good understanding of the steps a "typical" visitor will take? Good navigation leads them through the conversion process with clear action steps. They should always know what to click on next to accomplish their goals.

Don't overwhelm prospects with too many options. Eliminate extraneous information: links that distract from the conversion process, copy that doesn't really say anything, and graphics that serve no function. Yes, less IS more.

Test the conversion process yourself. Fill out a form. Register for membership. Make a purchase from your own shop. If it's not painless for you, it is going to be tough for

anyone coming to your site for the first time. Here's the golden rule: keep it simple.

Summing it up

Put your efforts into improving your conversions. Think about it. Even a small increase in your conversion rate can make a big difference to your bottom line. Then you can go ahead and target more traffic.

Barry Harrison is the author of "REDiTIPS" eMarketing Newsletter and a partner in Resolve Digital, Web Strategies for the Real World.

Visit his site at <http://www.resolvedigital.com> or

email: barry@resolvedigital.com

How to Get Higher Conversion Rates

by Wes Lund

Conversion rate refers to how many visitors must see your content before they take some action. To most of us, that action is purchasing a product. As we all find out, it doesn't matter how big your list is or how much traffic your site receives if you can't get a desirable conversion rate from your sales pitch (your website).

This article will outline a few simple steps that will, over time, improve your website's conversion rate.

* One of the most common mistakes that internet marketers make is using bulky, cumbersome paragraphs on their websites. Do not do this!

The surfers that see your page are generally there to find the information they want QUICK. By breaking up your paragraphs into one or two sentences you dramatically improve readability.

Surfers are happy to read as long as they keep getting solid, free information in short, understandable "bursts."

* Most of us knew that. Listen up and I will set forth an idea that will improve your conversion rate FAST.

While most of us understand that breaking up sentences helps keep our audience reading along, we forget something very important. What is it? Give up?

The answer is this: the keyword (or key phrase) that the user keyed in to begin his quest for your information!

Think about it. Lets say you wanted to make money as an affiliate for a certain online casino. Certainly the surfer who types in "online casino" is looking for your sales pitch (your website). The surfer who types in "best online casino deposit bonus" is also someone you would like to attract to your site (your sales pitch).

* BUT THEY ARE LOOKING FOR TWO DIFFERENT PAGES!

A webpage describing the available games, number of people currently using the casino, etc. would make a much better page for the one who searches for “online casino.” And an entire page outlining the deposit bonus and its benefits would do a better job for the second surfer.

LET THAT SINK IN A WHILE.

So, how do I put something like that together, Wes?

Glad you asked! Here’s how:

* After you become an affiliate, you have to lay out a “net” of extremely targeted pages like the ones I described above. You should focus on one keyword or key phrase per page. Even though you are going to be linking them all to the same place (using your affiliate ID), the surfer won’t know this. Even though you are going to be putting every page in the same domain, the user probably won’t know this.

* Make sure you spend your time working on the content for each page. Your goal is twofold, and the better you accomplish both of these goals, the better your conversion rate is going to be.

* First, you want that page to be “keyword rich.” This is something that Google LOVES. You can easily do this without sending prospects away because you know exactly what your targeted audience is (the people who searched for THIS keyword or key phrase!).

* Second, you want to give yourself the best chances of nabbing this customer! How? Think of AT LEAST FIVE solid bits of information that a person who searched for your keyword could be looking for. Add a touch of personalization to your recommendation

and voila, you have made a better mousetrap!

* Make sure those five solid bits of real information are pertinent to the keyword or key phrase that you have isolated for this particular webpage.

* Now when surfers look up those keywords and key phrases they find your specialized site built just for the surfer! It's a win-win situation! That's what the surfer was looking for, and you were right there with just that!

* Imagine the power of this system once you have 5 targeted pages that work as one to promote the same thing. Couldn't you think of 10? Why haven't you stopped reading?

* Get out there and start FOCUSING on your CUSTOMERS. To catch your customers, you must find out what each one will be looking for. At first it will be easy to identify what keywords or key phrases that most of your customers will be looking for.

* But if you apply yourself you can discover whole TREASURE TROVES of customers that you might not have thought about before! Open your mind and try to picture a customer and what he or she might be typing into their search engine at night!

* By providing the best information on a given keyword or key phrase, you maximize your ability to catch those customers. With time and experience, you can experience the powerful effects of micro-targeted websites that produce much higher conversion rates.

Wes Lund

<http://www.lionshareshopping.com>

Ordinary people are making EXTRAORDINARY money WORKING FROM HOME on the Internet! Get FREE info by email. Send your request to:

<mailto:lionshareshopping@getresponse.com>

Improve Conversion Rates – Effective Content

by Halstatt Pires

Your site is fast and getting traffic, but conversion rates are disappointing. You may have problems with the tone of your content

Do You Believe?

You must have passion for the product or service you are providing. If you don't believe in it, why should visitors to your site? A lack of belief will result in weak content and poor conversion rates. If you are selling quality, you are doing the prospect a favor. The tone of your site should reflect this in the content.

To effectively convert prospects, every entry page of your site must tell visitors:

1. What you offer,
2. How they will benefit, and
3. Demand they take action.

Entry Pages

Many sites have conversion problems related to entry pages. Most people automatically envision the home page as the sole entry path to the site. Sweat, blood and tears are spent making the home page just write. Conversely, a fraction of the same effort is applied to internal pages. This is a fundamental mistake.

If server statistics are checked, you may be surprised to find significant amounts of traffic entering your site through internal pages of your site. Yes, a large percentage of visitors are entering the site without seeing the home page. If your "hook" is only on the home page, your conversions will suffer. Make sure you have a concise summary of your service and the benefits on every entry page to the site and conversions will improve.

What You Offer

Tell visitors exactly what you do with the first sentence. Don't be subtle. You only have a few seconds to get their attention. Don't waste it. The opening sentence should read something like, "At XYZ, we offer quality tools at wholesale prices." Bam! The prospect knows exactly what you are offering and if it fills their need.

Benefits

Tell your prospect how they will benefit from doing business with you. Don't assume they understand it. Again, be blunt with something like, "You save money when you buy from us because we have a low overhead and free shipping." Bam! Now the visitor

knows you sell tools at a low price. This combination should result in shopping activity if they have any need for the tool products.

Demand Action

What do you want prospects to do when they visit your site? At the end of your content, make sure you tell them. “Click here to order” is a perfectly fine statement, but adding a benefit is optimal. “Click here to order with free shipping” is a superior demand. Regardless, make sure you tell them what to do and make it is easy as possible to take the requested action.

If you are offering quality, you are doing clients a favor. Make sure the tone of your site reflects that fact.

Halstatt Pires is with [Marketing Titan](#)- an Internet marketing and advertising company comprised of a search engine optimization specialist providing meta tag optimization services and Internet marketing consultant providing internet marketing solutions through integrated design and programming services.

Traffic Conversion Tips Part I of III

by Liz Tomey

Traffic Conversion Tip #1

My first tip is how to get more subscribers to opt-in to your list. Most of us have the standard opt-in form on our site, and although it may work for you, wouldn't you like to get MORE people to opt-in to your list? Of course you would. Here in the south we have an expression that goes like this... "There's more than one way to skin a cat." Meaning there is more than one way to do something. So if there is more than one way to ask your visitors to opt-in to your list, then why are you just using ONE way? Why not use a few ways on your page? Here are a few ways you can use an opt-in form.

- The standard opt-in form like at the bottom of this page.
- A pop up, pop under, fly in pop, or exit pop.
- Offer a special offer for subscribing.

You can use a few of these on the same page. Don't over do it, but you can use two-three of them on the same page. By asking people to opt-in to your list in different ways, you have more chances of getting them to opt-in. Try it out and let me know how you do with it.

Traffic Conversion Tip #2

This second tip is also a way to get people to opt-in, but it also shows you how to get something more important. Your visitor's input.

What do you do when you have a question about something? You can do a few different things, but mainly we ask someone right? So, why not do that with your customers? Aren't they the most important part of your sales puzzle?

Let me explain how this works. Say you have an ebook site. You sell 5 different ebooks on Internet marketing from your ebook site. You want to get more people to opt-in to your list and you need to know what other ebooks your customers would like to see offered on your site. Instead of using the every day opt-in form, why not make it look like a questionnaire? You could also change this "questionnaire" whenever you wanted to ask other questions you may have. You could place this in a pop up on your site, and offer a free gift to those that fill it out. You could also combine the above tip with this one and offer it in a few different ways on your site.

Having feedback from your customers on what they want to buy is very POWERFUL! You will know exactly what to sell them, and I don't think making money is any easier than that!

Traffic Conversion Tip #3

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Here it is... Get them to buy in your first 50 words. First, let me say. Don't sit and count your words. What I mean by get them to buy in your first 50 words, is tell them as quick as possible.

Example:

Who?: Who's doing this, who's promoting this?

What?: What is it all about?

Where?: Where is this going to take place?

When?: When is it going to take place?

How?: How to get more information? How to buy? (The link, a phone number, or whatever way the need to "Get it" should go here) This is where your call to action should go.

Why?: Why should they buy, or why is it so cheap.

Here's an example of how I used this formula;

Who?: Liz Tomey

What?: Free How To Join Venture Membership site

Where?: At my site

When?: Feb.14-March14 2005

How?: <http://www.jointventureseeker.com>

Why?: learn how to build your business using many forms of joint ventures, get access to the member forum and chat room, and announce your new products/services, affiliates programs, and more to the entire membership.

Here is how I put it all together:

+++++
Subject Line: Free How To Joint Venture Membership Site (what)

Hi Jane!

I've got some really exciting news for you! From February 14th, 2005 until March 14th, 2005 (when) Liz Tomey(who) is giving away completely free memberships to her How To Joint Venture membership site for a limited time.

You'll want to sign up as soon as possible to take advantage of this incredible offer. Here are just a few benefits of signing up for free.

- Learn how to build your business using many forms of joint ventures.
- Free access to members only forum AND chat room.
- Announce your joint ventures, new products/services, new affiliate programs, etc.
- And so much more! (why)

Hurry over to <http://www.jointventureseeker.com> (where) and click the button at the top that says sign up for free membership.(how)

I'll see you in the member's area!

John Doe

+++++

This tip really excited me because I always draw a blank when coming up with a quick, short, and exciting email. This is a quick fix for that problem.

Traffic Conversion Tip #4

Great! You're still with me. This fourth tip, you may have heard of and even seen all over the Internet, and I never gave it a second thought. Well, I should say I never gave it a second thought until I learned the power of it. I'm talking about audio postcards. If you've never seen one of these, you can go to <http://www.tomeymarketing.com/updatecard.htm> to see an example of one of my audio postcards.

Audio postcards work because they are unique, more personable, and short and sweet. The main thing to remember with audio postcards is to be CREATIVE. Put your personality into them, and people will feel like they know you.

If you don't know how to create an audio postcard, I highly recommend an incredible product that does it all for you with NO technical experience needed! Go to <http://tinyurl.com/7pov9> to check it out.

Traffic Conversion Tip #5

Here's my final favorite traffic conversion tip for today. Making your website more personable.

My dream website for marketing anything would be for the ability to make myself be the website. I wish there was some way that I could greet every visitor that came to my site. That way people wouldn't come to a faceless store. You can help this problem though. Make your site more personable. Put as much of yourself as you can into your website.

You can do this by:

- Adding audio
- Real pictures of yourself
- Telling a story in your copy
- Putting all your contact information INCLUDING your phone number on your site.

Just be creative. Make people "feel" like you are right there with them. By doing this you are establishing trust and that's one of the most important keys to converting your traffic into buyers and/or subscribers.

Please note. The only way to know what works for your site is to TEST! You must test any changes you make to your site. Keep what works and throw out what does NOT work. If you don't test, you'll never know how much your site CAN pull!

Credit: I learned several of these tips from a seminar I listened to from Alex Mandossian. He is absolutely brilliant when it comes to conversion tactics, and I recommend that you listen anytime you hear him speaking about traffic conversion. His site isn't live yet, but keep checking <http://www.trafficconversioninstitute.com> for its launch. I'm sure it will be nothing short of brilliant!

Liz Tomey has run a direct mail advertising business since 1998. She runs two networks of sites. One in the direct mail niche at <http://www.MailOrder-HQ.com> and one in the Internet marketing niche at <http://www.TomeyMarketing.com> If you would like more resources on offline advertising options, visit her <http://www.OfflineAdvertisingSecrets.com> site.

Traffic Conversion Tips Part II of III

by Liz Tomey

Let's continue on with our Traffic Conversion Tips from last week (<http://www.liztomey.com/?p=14>)...

Traffic Conversion Tips Part II of III

Traffic Conversion Tip #6

Our sixth tip is about adding an audio intro to your site. How many times I have you been surfing the Internet, and had three of four windows open looking at different sites. All of the sudden you hear someone start talking. What does that do? It gets your attention, doesn't it? You know what it makes me do? Drives me to find the x at the top of the window to close that window as quick as possible.

So, is what you want to do is make it a permission based audio intro. Meaning you need to put a link on your site, that says "Listen to...(catchy headline here).

The key here is to get them to click on the link that lets them listen to your intro, and then get them to HEAR what you are saying. What I mean by this is people are going to be looking at and reading your site while they are listening to you speak. So, you need to use attention-getting words to keep their attention.

Don't use a ho-hum voice with a dry intro. You want to get these people excited. Excitement is one of those viral emotions. You can pass it to those around you. So speak like you are really excited about what you are saying.

Audio intros shouldn't be long either. Keep your audio intros short and sweet. Try to say what you need to in less than two minutes.

This "big guys" have been using this tip for a while now, and it's really working. You'll see more and more of this as time goes on.

Traffic Conversion Tip #7

I'm sure you've heard of the "name squeeze" technique. Some will argue when the best time to use this technique. I think that ANY time you are wanting to collect your visitors information, you should use this technique.

Basically is what a "name squeeze" is a lead capture form where you ask your visitor for their information and in turn they will get some kind of free gift you are offering.

In order for this to really work, you have to do a few things.

1. Your lead capture form needs to look good. Pay attention to your design. I pay a lot more attention when a lead capture form really catches my attention. Don't go over board or you'll just drive people away.

2. You must have a privacy statement. I learned some great information on privacy statements from Alex Mandossian. Alex said that by just putting a simple “I Respect Your Email Privacy” and link it to your privacy statement he had 65% more people opt-in than he did without the “I Respect Your Email Privacy”. Isn’t that mind blowing?

So in your lead capture form, you need to add this right below it or next to it. Somewhere close where your visitor can see it.

3. The last thing has to do with your submit button. Don’t make your submit button just say “Submit”. If you are giving away a free report, make your submit button say “Get My Free Report”. If you are giving away an ebook, make your submit button say “Get My Free Ebook”. See what I am saying here?

It’s these little things that are going to help you convert your traffic into buyers and subscribers.

Traffic Conversion Tip #8

Tip eight is another tip that has to do with audio. Notice that we are talking about audio a lot? Why do you think that is so? Because it WORKS!

This time, we are going to use it for your benefits on your site. That’s right, you know those benefits you have listed on your site (if you don’t go find a good copywriter RIGHT NOW!)? How about putting a link right above them that says “Click here to listen to how (what you are promoting goes here) can benefit you.

Isn’t that attention getting? You are able to TELL your visitors right from your site what your product/service can do for them.

Again, don’t make your audio all stuffy. Have fun, and let your visitor hear how excited you are!

Traffic Conversion Tip #9

This tip is one I use so often, and it really does help convert visitors into buyers. Using case studies is a great way to drive home a point. You can use case studies in two ways.

Either you can write a 3-5 page case study and give it away free to promote a product, or use short little case studies in your salesletters.

Let’s go over how to accomplish using a case study in either way.

First let’s go over what a case study is. A case study is a story. It’s a story that has a problem, an action, and a good result that comes from that action.

I have written a couple of 3-5 page case studies on various topics. In each of those case studies, I have promoted a product that was relative to the topic that the case study was on. So if you write a case study to promote a certain product or service, make sure that what you are promoting is relevant to your case study.

An even better way to use a case study is to use them within your salesletter. Grant it you can't write a 3-5 page case study as part of your salesletter, but you can use them like you use testimonials.

Here's an example promoting my joint venture project....

Jan Doe from any town USA was having trouble with finding people to promote her new product. No matter how many emails she sent out to others, she couldn't get anyone to promote her product for her. Jan Doe found my Ultimate Joint Venture Package. For \$97 she decided if anything could help her, it would be my product. She read the ebook, studied the workbook, and utilized the joint venture member's only area. Within two weeks, Jan saw what she was doing wrong. After learning my tactics, Jane was able to get a yes to several joint venture proposals and made \$63,256 in sales from her joint venture efforts.

Do you see how powerful that is? Yes, it is an example, and a REAL case study can do wonders for your salesletter!!

Traffic Conversion Tip #10

We've come to the last traffic conversion tip for this week. It's a good one too...

When you sell a big ticket item, offering payment options may be a good thing for you.

Many people in this day and age, don't have the money to buy a \$397. By breaking it up into payments though, you will get more people to buy from you because they don't have to pay such a big price all at one time.

Maybe charging a low monthly fee to access your product or service is a good way for you to go if you can do that with what you are offering.

There are a lot of options with this one. It just depends on what you are promoting.

That's it for this section. Keep on the look out for Traffic Conversion Tips Part III or III

Liz Tomey has run a direct mail advertising business since 1998. She runs two networks of sites. One in the direct mail niche at <http://www.MailOrder-HQ.com> and one in the Internet marketing niche at <http://www.TomeyMarketing.com> If you would like more resources on offline advertising options, visit her <http://www.OfflineAdvertisingSecrets.com> site.

Using Autoresponders

Autoresponders: a Valuable tool for Build Relationships In Your Affiliate Marketing

by Fred Farah

It's true that "content is king", but equally important to success in online marketing of any kind is contact. Not just the one time "flash in the pan" type either. You need to form relationships with your potential customers, and maintain it on a day to day basis. Remember, just as with content, good solid contact will get you good solid sales.

Developing relationships with your clients is paramount in any successful campaign, and to do this, you need more than a series of advertisements hitting the airwaves. You have to "lock" your readers in so that you can get assurance that the highest number of people are reading anything you send out.

In other words, you need to get yourself a mailing list of people who have signed up to get information from you. These people have agreed to hear what you have to say, and so will be more likely to open your emails than, say a cold contact would. You give them a taste of the area of sales you're focusing on, and no doubt, they have similar interests.

So how do you go about getting a mailing list, and how do you keep track of it?

Obviously, you'll need a place for your potential customers to sign up. You can do this a few different ways:

1. You could create a simple sign up page on your website with a form on it that'll let you gather names and email addresses. Then place a link to that sign up page on your main site with a brief statement about what they'd be signing up to.
2. You could create what's called a "landing page" that also has a sign up form on it. Landing pages are good when you're working with Google AdWords or a similar advertising method. You could create an ad that simply states, "Get some free information about (your marketing focus) and be on the road to success in no time." As the link URL, you'd supply your landing page, where people could sign up. Add some pertinent info about your offer and you're on your way.
3. Or you could build the newest form of page used to develop a good mailing list called the "squeeze page." A squeeze page can be a stand alone web page that offers your readers some information about a product much like a sales copy page does. However, the difference here is that you'll be splitting the information into two separate pages thus giving only half of the information along with an, "If you'd like to learn more, simply fill in the form and you'll be immediately given a much better idea of what it's all about."

Which ever way you choose to get sign ups, you've only won half the battle however. Now you have to keep track of your new customers and give them something to read that'll get them to buy from you.

This is where autoresponders can come in handy.

Autorepsonders make it easy to build relationships with your customers because, as the name suggests, they are automatic. Most autoresponders can be tied into any sign up form and harvest names and email addresses for you, so you don't have to keep track of them manually.

They're also used to send out mailings automatically whenever you schedule them, so you could load something into your autoresponder today and have it emailed out several days or weeks later. Or, if you have something exciting and new to tell your readers, you could have the autoresponder mail it out right away. It's all up to you and how you want your mailings scheduled.

Many autoresponders also keep track of how many readers open each email you send out, giving you an idea of which mailings are the most popular. This way you can find products through your affiliate programs that get the best responses and not waste time and effort promoting things that aren't received as well. You get to keep your customers happy, you become more popular with them, and at the same time, create an efficient selling machine.

Another handy feature of most autoresponders is that they allow you to personalize your emails. With a click of a button, you can add each reader's name to your message and give them the sense that you're talking directly to them. Who wouldn't rather open an email and see, "Hi Fred," than "Dear Reader" any day? And which emails do you gravitate to when you open your email client, those that have headlines that read, "Important Information for You," or "Hey Fred, Here's Something You Might Like to See"?

Yes, autoresponders can help you achieve a highly personal and efficient sales machine, building relationships between you and your customers for weeks, months, and even years to come. They can help you put your best foot forward and give the impression that you are a professional online affiliate marketer that can be counted on to give regular and valuable information. This will gain you trust from those who read your messages, and trust always leads to more sales.

Fred Farah
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Fred Farah is a long time business man who is willing to share his expertise. Check out my best affiliate products at: [Best Affiliate Products](http://www.bestaffiliateproducts.com/affiliateproducts.html)
<http://www.bestaffiliateproducts.com/affiliateproducts.html>

It's all about affiliate marketing to niche markets.

Lots to learn from the Niche Madness 7-day eCourse, as well as the Niche Market Strategies newsletter.

How You Can Automate Your Business Using Autoresponders

by Michael Tee

What is an Autoresponder?

An Autoresponder is a program or service that allows you to automatically send pre-written emails to anyone at anytime. It is basically a sequential automated email system. You write messages, load it on your Autoresponder, set the time difference between emails being sent out, then leave your Autoresponder to finish the job. You can then get people to start the email sequence by sending a blank email to your Autoresponders email address or complete a form at your website.

How you can automate your business using autoresponders

Let's see why Autoresponders are important to those who own internet businesses.

Consider this; your visitors would only have 3 options when they visit your site.

- 1)Buy your product or service.
- 2)Leave their email & other information for follow-up.
- 3)Click away.

You wouldn't want prospects to click away right? You and I know that if they click away, they probably would never come back again.

So, what is next? What are the chances prospects will make purchases on their first visit? Chances are rather slim right? That leaves you to focus on trying to make visitors choose option no.2... to leave email addresses and other contact information. You can create a subscription form and place it as a strategic location inviting visitors to subscribe. You can then increase subscription rates by throwing in a free Ebook or report in exchange for their email address. You may give them a freebie today, but as your messages build relationships with them, you will end up earning money from them for years to come.

When they have submitted their email, you will send them messages on a regular basis. This is where you will need an Autoresponder. You can write a series of follow-up emails or good training materials and load it up on the Autoresponder, and then leave the Autoresponder to send out those emails at a specified time.

Besides sending out follow up messages, Autoresponders could also accomplish other tasks. Consider another scenario. You have a lot of people asking the same questions about your product or service over and over again. If the same questions are being asked too many times, you probably would grow frustrated answering them. Setting up an Autoresponder to reply to all these messages while personalizing each email sent pretty much solves the problem.

Where to get an Autoresponder?

You can find a free Autoresponder service at <http://www.freeautobot.com/> or if you do not mind paying a little fee you might want to consider using Getresponse at <http://www.getresponse.com/> or Aweber at <http://www.aweber.com/>.

In conclusion, having an Autoresponder will save you a lot of precious time. It helps by automating part of your business so that you can spend time focusing on expanding your business.

Find out how you can FULLY set up and run your own internet business within a few days at <http://www.ebizmodelsyoucancopy.com/>

Visit E-Biz Wiz Blog for proven ideas, tips and information on starting your own Internet Business and subscribe to the 12 Day Internet Marketing Success Course.
<http://ebizmodelsyoucancopy.blogspot.com/>

Autoresponders: a Valuable tool for Build Relationships In Your Affiliate Marketing

by Fred Farah

It's true that "content is king", but equally important to success in online marketing of any kind is contact. Not just the one time "flash in the pan" type either. You need to form relationships with your potential customers, and maintain it on a day to day basis. Remember, just as with content, good solid contact will get you good solid sales.

Developing relationships with your clients is paramount in any successful campaign, and to do this, you need more than a series of advertisements hitting the airwaves. You have to "lock" your readers in so that you can get assurance that the highest number of people are reading anything you send out.

In other words, you need to get yourself a mailing list of people who have signed up to get information from you. These people have agreed to hear what you have to say, and so will be more likely to open your emails than, say a cold contact would. You give them a taste of the area of sales you're focusing on, and no doubt, they have similar interests.

So how do you go about getting a mailing list, and how do you keep track of it?

Obviously, you'll need a place for your potential customers to sign up. You can do this a few different ways:

1. You could create a simple sign up page on your website with a form on it that'll let you gather names and email addresses. Then place a link to that sign up page on your main site with a brief statement about what they'd be signing up to.
2. You could create what's called a "landing page" that also has a sign up form on it. Landing pages are good when you're working with Google AdWords or a similar advertising method. You could create an ad that simply states, "Get some free information about (your marketing focus) and be on the road to success in no time." As the link URL, you'd supply your landing page, where people could sign up. Add some pertinent info about your offer and you're on your way.
3. Or you could build the newest form of page used to develop a good mailing list called the "squeeze page." A squeeze page can be a stand alone web page that offers your readers some information about a product much like a sales copy page does. However, the difference here is that you'll be splitting the information into two separate pages thus giving only half of the information along with an, "If you'd like to learn more, simply fill in the form and you'll be immediately given a much better idea of what it's all about."

Which ever way you choose to get sign ups, you've only won half the battle however. Now you have to keep track of your new customers and give them something to read that'll get them to buy from you.

This is where autoresponders can come in handy.

Autorepsonders make it easy to build relationships with your customers because, as the name suggests, they are automatic. Most autoresponders can be tied into any sign up form and harvest names and email addresses for you, so you don't have to keep track of them manually.

They're also used to send out mailings automatically whenever you schedule them, so you could load something into your autoresponder today and have it emailed out several days or weeks later. Or, if you have something exciting and new to tell your readers, you could have the autoresponder mail it out right away. It's all up to you and how you want your mailings scheduled.

Many autoresponders also keep track of how many readers open each email you send out, giving you an idea of which mailings are the most popular. This way you can find products through your affiliate programs that get the best responses and not waste time and effort promoting things that aren't received as well. You get to keep your customers happy, you become more popular with them, and at the same time, create an efficient selling machine.

Another handy feature of most autoresponders is that they allow you to personalize your emails. With a click of a button, you can add each reader's name to your message and give them the sense that you're talking directly to them. Who wouldn't rather open an email and see, "Hi Fred," than "Dear Reader" any day? And which emails do you gravitate to when you open your email client, those that have headlines that read, "Important Information for You," or "Hey Fred, Here's Something You Might Like to See"?

Yes, autoresponders can help you achieve a highly personal and efficient sales machine, building relationships between you and your customers for weeks, months, and even years to come. They can help you put your best foot forward and give the impression that you are a professional online affiliate marketer that can be counted on to give regular and valuable information. This will gain you trust from those who read your messages, and trust always leads to more sales.

Fred Farah
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Fred Farah is a long time business man who is willing to share his expertise. Check out my best affiliate products at: [Best Affiliate Products](#)

It's all about affiliate marketing to niche markets.
Lots to learn from the Niche Madness 7-day eCourse, as well as the Niche Market Strategies newsletter.

What Can AutoResponders Do That Will Save Me Hundreds Of Hours?

by James Mann

First let me say there is absolutely nothing wrong with responding to your email manually. I have family, friends and associates that I communicate with all the time through email. Those emails require that personal touch.

What I am talking about is the request for the same information over and over. If I had 10,000 people emailing me asking the same questions I would go bonkers. I could go at it 24/7 and never get them all answered. So instead of wasting my time and those that want answers it is better to send information automatically.

I still really feel strong about the personal touch so I remain available through email and phone.

Online business needs to be fast and efficient because people today never stop and they want answers yesterday. If I can automate a process so that my prospects can receive immediate feedback to certain criteria then I am going to have happy customers and subscribers.

Autoresponders solve the time issue by delivering immediate responses to click of your mouse. This is an Automated-Response can make you the hero of their day, plus it can free up hours that you spend responding manually. And that means I can go fishing.

Think globally because we are not dealing with the folks in our town any more. We are dealing with time zones all around our little planet.

I live on the east coast of Canada. I could be going to bed as you are getting up. By the time you have had your first couple of coffees I will be fast asleep. Dreaming about fishing.

You come across one of my websites on your journey online and email me asking for more information.

Would you rather get an immediate or automated response that gave you the exact answers you are looking for or would you prefer to get the personal touch even though it means you might have to wait a day or two before you get the answer?

Well personally I want an immediate response. If I need something more than what I would receive automatically then I would seek out another email address or means of communicating with you.

Most people forget they even asked for info if they have to wait. By the time they get a response they have already gone elsewhere and perhaps even made a purchase there.

James Mann

iNET Strategies Inc.

<http://www.theautoresponderreview.com/>

Learn the power of automating your response to requests by using autoresponders.

James Mann has been a computer & software consultant since 1987. He has also been a certified computer instructor for the past 17 years.

James is the webmaster for many clients and of course for his own websites.

Introduction to Autoresponders

by Jose L. Gonzalez

If you've reached the point of exhaustion trying to keep up with answering the mountain of emails that threatens to bury you alive every single day, you're ready to learn about autoresponders.

The bad news is that people expect prompt replies to their email inquiries. However, unless you can figure out how to work continual twenty-four hour shifts, or hire enough people to constantly monitor incoming emails (while they're eating up your revenue), you have a problem. The good news is an autoresponder is an inexpensive - or even free - method of quickly responding to emails. What these programs do is automatically respond to incoming emails as soon as they are received.

Emails are essential to your business for many different reasons. Most importantly, these invisible email voices give you their feedback about your website - for free!

However, if you spend all your working hours answering these emails, how are you supposed to run your business?

The answer is simple: use autoresponders. Autoresponders are programs that automatically respond to your emails without you so much as having to click on your mouse.

There are a number of good reasons why you need an autoresponder besides just answering your email. For example, autoresponders can be used if you need a way to send information about your services or products, price lists, or if there are repeated questions asked across large numbers of emails. Maybe you want to offer your site visitors a special bonus of some kind, such as advice or relevant articles. All of this can be handled by an autoresponder. Additionally, you can advertise your business and then build stable relationships with your customers by using autoresponders.

Autoresponder programs vary from software that runs with your email program to a specialized script that runs on your web hosting company's server. This kind of script may use a web page form or simply operate with your email account. This kind of script is programmed to send out a standardized message whenever an email is received. The message is sent to a particular script or email address.

Some autoresponders can do more than simply send out standardized messages. They can send out an unlimited number of follow-up messages sent at predetermined interval of time. For example, you can set your autoresponder to send out a new message every day for as long a period as you desire.

There are numerous companies who offer autoresponders free of charge. Your website

hosting company often provides autoresponders as a free service. If this is not the case with your web hosting company, there are numerous companies who offer this service for a small fee, or free of charge, providing you attach an advertisement for their company to your emails.

To personalize your autoresponder messages, you can attach a signature. Signatures in this case are much like business cards. You can include your name, company, all your contact numbers and addresses, and a brief message.

It's a good idea to attach a signature to every email that is sent out. This works as a repeated reminder of your business identity every time a customer sees it. The more they look at your signature, the more likely your company will spring to mind when your particular service or product is needed.

You can create a standardized signature that every employee in your business uses, or you can go wild, and let every staff member create their own personal signature. Of course, like everything in life, there are some rules and guidelines to creating a personal signature.

Keep the length of your signature between four to six lines of text, with no more than 70 characters in a single line. Make sure that your email program does not cut off your text! The content should include your name, your company name, your email address, fax number, and any other contact details, such as 800 numbers. Lastly, always include a short personal message about your company. It should be a subtle sell of your services or your products, and possibly your company's reliability and longevity.

Another specialized use of autoresponders is to create courses that you can then offer your site visitors for free. You must choose a topic in which you are an expert and that precisely targets your potential customers.

Once you have carefully chosen your subject, divide it into a number of different sub-topics. Then offer your site visitor a free 10 or 15 day course, each day offering a different sub-topic. The first topic should always be a welcome message to your site visitor and an explanation about what is to follow.

Your explanation should be enticing, getting the point across that you are offering free, quality information that your target audience will find of great value.

With every lesson, include the number of the lesson, the topic title, information about your company and its services or products. At the end, include a few blurbs about the next lesson to entice the subscriber to continue on.

Make sure each topic is packed with essential and valuable information, and leaves the visitor lusting to know more.

Otherwise, you may lose them in the very beginning.

Of course, you have to write up your course before you can offer it. Once you have done this, and gone over the material carefully, employing a professional writer or editor if necessary, you must transfer your text to your auto responder.

There are a number of free autoresponders you can use. Try <http://www.getresponse.com>, or <http://www.fastfacts.net>. Or go onto Google and you will find a long list of free autoresponder companies. Then sign-up for your chosen autoresponder. Once you do, you will receive instructions as to how to set it up and transfer your text.

Email is an excellent marketing tool; it is inexpensive and it is fast. Use it to advertise your business by choosing your email address carefully. Your website should contain different email addresses for different contact requests. For example, use info@yourdomain.com for information requests, or sales@yourdomain.com for questions about sales. It's a good idea to set up one for the owner, such as president@yourdomain.com. This presents your company in a personal, approachable light and insures that direct contact is provided.

Autoresponders are an effective and powerful marketing tool, allowing you to make contact with thousands of potential customers. This is an invaluable asset considering how many potential customers you usually have contact with before you make an actual sale.

Essentially, an autoresponser allows you to automate part of your marketing campaign.

Isn't all about working less and earning more?

Jose L. Gonzalez, Journalism degree in Spain, makes a living online with several websites on different niches.

He is editor of Premier Marketing Ezine and author of The Marketing Master Course. A complete no hype guide to setting up a real online business that works.
<http://www.marketing-master-course.com>

Creative and Profitable Ways to Use Autoreponders

by Jose L. Gonzalez

An interested visitor who has been strolling through your site has finally come to just what she is looking for and is about to make a purchase. It's a sunny afternoon, and her cat, who happens to be sitting on the moss under the visitor's large fifty-year-old snow-rose bonsai tree, suddenly jumps down, and the priceless tree topples over.

In the blink of an eye, your visitor exits your site, and your sale is dust - unless you have had the presight to utilize an autoresponder that has captured her email address. If you have installed an autoresponder, you can then follow-up with her, and in all probability, make the sale when the poor woman has finished repotting her precious bonsai.

Autoresponders are remarkable, versatile programs that do so much more than just automatically answer your email.

Here are a few ideas that will help you to creatively and productively use your autoresponder to transform the casual visitor into a profitable customer.

Use your autoresponder to:

1. Publish a newsletter. Certain quality autoresponders will manage subscriptions and follow-up with interested prospects. Your newsletter can keep your visitors informed about your services or products, while building your reputation as a credible expert in your particular business.
2. Publish a newsletter only for your affiliates. Inform them of current sales you are running and of promotional material that your affiliates can use themselves to increase their commissions. Include tips, advice, and techniques that your affiliates can use to successfully go out and promote your business.
3. Write reviews. Cover books, software, music, e-books, movies, etc., and put each review in an autoresponder. Review your affiliate programs, using a link to your affiliate's page in your autoresponder.
4. Distribute your articles. Writing and distributing targeted articles is a powerful tool to build your business credibility, bring traffic to your site, and increase your sales potential. If your articles contain valuable information, many editors will print what is known as a resource box for you. A resource box contains your bio and a brief description of your service or product. It can also contain your autoresponder address. Let's say you've written fifty articles. Put them on separate autoresponder accounts and create a master list

that contains the titles of each article, the autoresponder address, and a brief abstract. Then promote your master list. Additionally, include your publishing guidelines so your affiliates can add their articles to your list, increasing the number of writers who are represented in your article list.

5. Create mailing lists. Inform subscribers to your articles when you've written new ones that they may want to publish in their own newsletter or website.

6. Automate your sales process. Use an ad to insure repeated exposure of your message, which has been proven to effectively increase sales. In your ad, put your autoresponder address where a visitor will be exposed to numerous marketing materials. This multiplies the chances of converting visitors into customers. For example, if you're selling a particular product, put testimonials about how spectacular it is on your autoresponder, and add a detailed, enticing description of your product.

7. Distribute advertising. Let's say you sell advertising on your website or in your newsletter or e-zine. Set your autoresponder to send the information about rates and how to place an ad automatically to all prospects' email addresses. Then have your autoresponder follow-up. It can also send notification of any special deals you are currently offering.

8. Distribute an email course. Each day, have your autoresponder send out another lesson. Just be sure that each lesson has quality content - not a sales pitch. Your content will do the selling for you, and will do it much more effectively. You can include tips centered on a different topic for each lesson, illustrating how your product will benefit the reader.

Include the tangible benefits the visitor will reap by purchasing your product. Make sure to include a paragraph or two at the end of each lesson enticing your prospect to consider making a purchase.

9. Automate a reminder about your service or product after a visitor has completed your course. This will increase the possibility of sales from visitors who have taken your course but are dragging their feet about actually making a purchase. You can also use these reminders to promote new products or services, and the products and services of your affiliate programs.

10. Distribute free reports. This gives your visitor an idea of the type of information you can provide and the quality of your product or service. Make sure these reports are not sales letters or you will more than likely lose a potential customer than gain a sale.

11. Create trivia quizzes on your site and place the answers in an autoresponder. Your visitor will then be motivated to request your autoresponder, and you will have a record of the visitors' email addresses who took your quiz. Or create a contest and have any visitors that enter send their responses to your autoresponder. Your autoresponder can be set-up to send them a confirmation of their entry.

12. Offer a trial version of your product. Give your prospects a sample of your ebook,

course, software, membership, etc. People who are exposed to a little taste often end up wanting the whole pie. You can also capture their email addresses when you offer them a free trial from your website.

Set up your autoresponder to give instructions on how to obtain their free trial, and then make sure to follow-up to try and close the sale.

13. Link to hidden pages on your autoresponder. For example, a hidden page could be your affiliate page that contains graphics, promotional articles, and text links that interested affiliates can make use of.

Inform visitors that they may have free access to your affiliate page by simply requesting your autoresponder. You will then gather a list of visitors who may be interested in becoming your affiliates.

14. Use an autoresponder on your order page. Post a request form for visitors to be notified of special offers or discounts in the future. This creates a very effective mailing list that contains the names of people who are already your customers.

15. Put your links page on your autoresponder. It should contain up to fifty links that would be of particular interest to your visitors. Make sure to add your own promotional copy at the top or bottom of this page.

Now that you have proof that autoresponders can be used creatively, see if you can come up with some brilliant ideas of your own!

Remember: It is not just "guru rap". What every serious marketer will tell you is that Money is in the list.

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