

## SPECIAL REPORT

This Special Report is brought to you by:

Stacie Mahoe

Stacie Mahoe

For More Details, Visit Us At:

<http://www.StacieMahoe.com>

Copyright 2008 <http://Traffic-Sales-Profits.com>

### Legal Notice:

The Publisher has strived to be as accurate and complete as possible in the creation of this book, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional. In practical manuals, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly. This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance areas.

**INTERNET  
MARKETER'S  
GUIDE TO**

**FREE**

**Traffic  
Sales &  
Profits**

- GET FREE TRAFFIC
- BOOST RESPONSE
- REPEAT VISITORS
- GET FREE BACK LINKS
- FIND JV PARTNERS
- BUILD YOUR OWN LIST
- REPEAT BUSINESS
- USING FREE TRAFFIC
- BACKEND MARKETING
- UP-SELL & CROSS-SELL
- BOOST PROFITS
- TRAFFIC TRACKING
- EFFECTIVE ENDORSEMENTS

## Internet Marketer's Guide to FREE Traffic, Sales & Profits

## Legal Notice:

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived sleights of specific people or organizations are unintentional.

## About the Author:



**Raam Anand**  
eBusiness Entrepreneur,  
Author, Software Developer

Raam Anand comes from the programming background.

He was involved in systems programming to some of the leading banks and financial institutions in core areas like online banking, ATM interface, asset management, online transaction processing, inter-branch networking and so on.

Since 1992, Raam has served in leading positions like **Technical Director** of PSL, **Managing Director** of Tempus Data Services, **CEO** of infoYOGIS, besides being a sought-after **Advisor** to several leading financial institutions and marketing companies.

Raam "stepped" into Internet Marketing in the year 2003 and since then, has published several **\*highly\*** successful software programs, eBooks and special reports.

His "Content-N-Cash" software program has sold several hundred copies till date.

During the last few years, Raam has launched several websites, generating thousands upon thousands of sales and profits to himself, his JV Partners, affiliate, subscribers and members.

He is the owner of many websites, including:-

<http://Traffic-Sales-Profits.com>

<http://MySalesMate.com>

<http://List-and-Profits.com>

<http://infoYOGIS.com>

<http://SalesPageAnalyzer.com>

<http://Private-Label-Sites.com>

<http://Content-N-Cash.com>

<http://Article-Bee.com>

<http://RaamAnand.com>

***.. and some more in the "rough".***

Raam is a well known and respected marketer and is regarded as a leading authority on Internet Marketing, Joint Ventures and Creating Hot New Products that people need, desire and want to get their hands on, as soon as they are released.

Other than **\*active\*** Internet Marketing, Raam is also serving as the Managing Trustee of a non-profit institution, engaged in charity, education and research.

---

# Introduction

---

Marketing and Advertising are two key factors in making money in any business and internet businesses are no different.

If you own your own website and are trying to make money with it, there is no way around it...you need a way to drive traffic to your website in order to generate sales and make money.

Now, while there is no way around having to drive traffic to your website in order to earn money. There is a way around having to pay for that traffic. That way is free traffic and advertising.

And that is exactly what this e-book is all about.

In this e-book you will find the simple, proven and effective ways to get free advertising and traffic so you don't have to spend money on driving visitors to your website.

Why is this so important?

Because when you think about it, what is the biggest most expensive part of your business that eats away at your profits the most? In most cases it is the advertising that eats away at your profits and takes money straight out of your pocket every single month!

The methods and advice in this book will allow you to simply take away the largest expense of your internet business, and that's worth a lot (however much you spend on advertising).

So, when you think about it: how much extra money would be left in your pocket if you did not have to pay for advertising (and traffic)?

## What Will I Get Out of This E-Book?

---

Well... I assume that you don't need anyone to convince you that you NEED visitors to your website in order to make money from your online business.

In this publication, I'm going to reveal to you, 10 different ways that you can use to attract thousands of visitors to your website.

Not only that, you will also learn how to implement each one of the strategies that is explained in this e-book.

In this publication, I am going to tell you exactly where to go, what to do and more importantly, how to do... with step-by-step instructions and illustrations.

By following the suggestions and implementing the strategies revealed in this e-book, you will be able to drive thousands of visitors to any website.

However, before we delve into the subject of driving traffic, let us learn...

# What To Do With The Traffic You Are Going To Get?

---

For a moment, let's just imagine that you are getting all the traffic you really wanted to your website.

Let's say, you have successfully implemented all the strategies outlined in this e-book and you are now getting 5000 unique visitors every day.

Before going any further, I want you to answer this question:

"What do you want your visitors to do when they arrive at your website?"

Do you want them to subscribe?

Do you want them to buy your products?

Do you want them to click on your AdSense or any other ads?

Getting visitors is just the beginning. What you do with the visitors is all the more important.

In other words, figure out exactly what you want your visitors to do AND make sure your website 'flow' or the 'content' is suitable for the chosen purpose and actually 'help' your visitors take the 'action' that you want them to take.

For example, if you want to build your mailing list, you need to drive traffic to your 'squeeze' page, where you have setup a form to collect the names and email addresses of your visitors.

Of course, you will have to convince your visitors to give you their contact details in exchange for a valuable benefit that may include an e-book, a special report, a software program, a funky new script, an audio, a powerpoint presentation... or anything that is "valuable" and "unique".

So, before going any further, write down the most important action(s) you want your visitor to take when they arrive at your website:

"I want my visitors to:"

#1: \_\_\_\_\_  
#2: \_\_\_\_\_  
#3: \_\_\_\_\_

The strategies that you are going to find out in this e-book are proven and powerful. You may already know a few. Some are new. But the idea here is to help you implement the strategies properly.

So, fasten your seat belts and let's begin.

# Generating Thousands of Free Visitors to Your Site Using Articles

---

Publishing articles is one of the easiest and most effective ways of generating free traffic to your website and getting free advertising.

So without further ado, let's get into it and learn all about using articles to generate free traffic...

In this section, we are going to cover:

- 1) Determine the purpose of your article
- 2) Creating a compelling article heading
- 3) How to make your article interesting enough so they click on your resource link
- 4) How to write your article quickly and make it a viral marketing machine
- 5) How to spit and polish your article so it looks like you're a professional writer
- 6) What to do if you do not like writing

Ok, so let's determine the purpose of your article. This might sound stupid, but if you don't know what you want your readers to do when they finish reading your article, how will they know what to do?

In other words, what is your "call to action?"

Before I get too far into this, there is one thing you must do before you put pen to paper, so to speak.

## **FORGET EVERYTHING YOU LEARNT ABOUT WRITING IN SCHOOL!**

It doesn't apply to article writing on the Internet. The purpose of writing articles is to get a response and that sometimes means using unconventional methods of writing.

If you can't handle that, your writing may look like it was written in the dark in some sports (maybe a bit harsh) and you're neurotic about it, forget writing on the Internet altogether.

This is meatball writing. We get straight to the point and give the readers all the information in less than 700 words.

Further, you don't need to please your high-school grammar teacher.

On the Internet, you write to inform, not to obtain grades. So, write like you speak!

Now back to determining the purpose or the 'call-to-action' of your article.

Here are the usual options that the reader has.

1) Visit your website link in the resource box

This is probably the most common response people seem to go to, even if it is the wrong one. People are so fixated with wanting their readers to go to their websites and buy straight away.

Tell me something, how many strangers on the Internet have you brought something from because they just told you a great story?

None... Right?

You have to preheat (or presell your readers) the oven before you can ask for their credit card details.

Sending your readers to your website will usually result in a lower sales percentage straight off the bat. That is of course if you are selling them anything at all.

If you were selling them something, the best bet would be to send them straight to your newsletter signup link in your resource box, or even better yet, a free 5 day course via email, which I will talk about in a minute.

Another option is to send your reader to get the "Part-2" of the piece they just read. When people come as down under as to find your resource box, they are highly targeted and interested in the topic. So, they are

more like to get additional (or the full) information.

There is a psychological element too. When people know that there is something more interesting but 'hidden' they want to get to that information very badly. This technique is widely used on 'TV', just before they announce a break. Technically, this is known as the "Zeigarnik" effect.

But if you are sure you want to send them to your website, the best way to do that is to tell your readers (in your article) that if you go to your website (in your resource box), there is a free gift (of value) they can get, just by visiting your site.

Make sure if you do this, it's not a blatant plug for a product and the gift is of real value, or very few publishers will publish your article, and fewer readers will respond to you in the future. No one likes being sold straight off the bat, and by giving them a free gift, or getting them to give you their email address some way is the best way to go.

## 2) Visit an affiliate link

This one is quite tricky.

For starters, some publishers don't allow you to put affiliate program links in your

article at all, and if you do, they have to be completely in context and it must be one brilliant article, but that's not a problem.

You can of course put an affiliate link in your resource box, which would be allowed straight away.

However, if you want your affiliate links in your article here are a few tips.

- 1) Make sure they add value to your article and are not just blatant advertisements.
- 2) Make sure your article is informative and to the point
- 3) Give plenty of free information away at your website and/or offer a free course
- 4) Write a brilliant article!

3) Subscribe to your mailing list. This is one of the better options. Why? Because when they sign up for your mailing list, they are giving you permission to contact them via email on a regular basis.

It would be very hard in your article to announce your mailing list in context of the article, as it would come off as a blatant plug, so the best bet would be to include your subscribe email address in your resource box.

Don't make them go to a website and subscribe, this will cut your lead

percentage nearly in half. All your readers should have to do is send a blank email to your autoresponder/ mailing list email address and subscribe from there.

4) Subscribe to your free course

This is my favourite way to really maximize your articles. Why?

Here's why!

- 1) They give you their email address just like they are joining your newsletter
- 2) They are in the buying mood straight away
- 3) You get to give them a sales message at the end of your free 5-day course and it won't look like a blatant plug
- 4) You can offer them more free courses for years to come
- 5) You will get time to build 'Trust' - the most important factor that contributes directly to your sales
- 6) Just do it!

With a free 5-day course, you are really getting to know your readers better and you are giving them the chance to read more information from you straight away.

A free course is just really 5 or so articles put together with an autoresponder and sent out over a period of days.

Just like with the mailing list, put your

free course link (not a website address) in your resource box.

Another great benefit of offering a free e-course is... you will get the email addresses of people who actually open and read your emails, instead of some junk email addresses that people never really bother to check.

#### 5) Refer your article to others

If you want your readers to refer your articles to other people, here is what you do.

(This is a good idea if you have affiliate links in your article)

You send them to a website, with a refer a friend script. This website also has your previous articles on there as well in an easy to use site.

You don't need fancy graphics or flash animation, just make it easy to navigate.

As I was saying, send them to a page with a refer a friend script on it, and once they do that, give them a free bonus, like the chance to sign up for a free 5 day course you are offering!

You see how many possibilities there are.

By giving them something in return with value, like a free 5-day course, you get them to refer your article/website to their friends.

#### 6) Contact you personally

If you want people to contact you personally, don't make them dig through a website to find your contact details. At the very least, put your email address in your resource box, if not your business phone number.

#### 7) Do nothing

Don't be disheartened if a lot of people don't visit your website or take an action from your article, they could just be freebie seekers looking for free information and are not willing to take an action no matter how good your information is or would be.

The secret to article writing is volume. The more articles you have out there being passed around, the more traffic you will end up getting.

#### 8) Flame you

There are some idiots, and yes they are idiots, who would rather send nasty emails to you instead of giving constructive criticism.

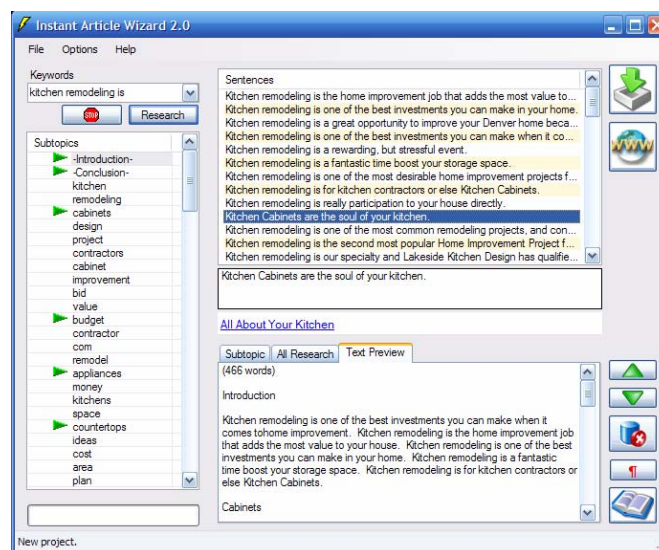
If you are one of these people, find a better hobby, because it can really hurt a person's feelings. When I was first starting out, and I got some flames, they really hit me hard, but then I realized I was the one making money on the Internet and they were probably spending all day abusing people over the Internet.

Never get in a verbal fight with these people at all costs.

Just dust off, ignore and continue with your business.

## **:: Recommend Resource ::**

Instant Article Wizard. Create Top-quality Articles On Any Subject In 15 Minutes Or Less (even If You Dont Know Anything About The Topic)!



<http://infoyogis.instantaw.hop.clickbank.net/>

## Creating a compelling article heading

Here is an article by **Terry Dean** on the importance of headings. While it tends to be written more for ad copy, a heading is vitally important to an article:

### **How To Increase Response Rates 1800% by Tomorrow Afternoon**

**By: Terry Dean**

*This section you could call the make-it or break-it section. Of all parts of your advertising, the Headline is absolutely the most important piece to the puzzle.*

*If you don't write a good headline, you might as well get out of advertising right now. The bad news is that You cannot make money in business without good headlines. The good news is anyone can write KILLER headlines...Yes, I said anyone. That means YOU!*

*Some copywriters would like you to think that you have to have some kind of special skill or creativity to writing killer headlines. Guess what, there is not. You don't have to have a special gene for creative headline writing.*

*What those same copywriters don't tell you is that they wrote 10, 20, 50, 100, or more headlines for that specific piece BEFORE they chose the KILLER headline. It isn't massive creativity that creates winning headlines. It is the right knowledge and hard work.*

*This section will give you the KNOWLEDGE you need to write killer headlines, but the WORK is up to you. I have NEVER heard of anyone coming up with the BEST headline on the first try. It takes Brainstorming dozens of headline ideas until you are coming up with the WINNER!*

*It is worth the work of writing KILLER headlines, because One headline has been known to out produce another headline by as much as 1800%. That is with no change in the body of the letter at all! That means that a promotion which made \$1,000 could have made as much as \$18,000 just by changing the headline! Suddenly, a promotion which could have been unsuccessful NOW is a MEGA MONEY Maker!*

*I don't think that I could emphasize the importance of writing WINNING headlines enough. Without a headline, your sales letter is doomed to failure even before it starts...If you are not*

willing to put forth the effort of doing an effective one, then you might as well quit your business now and go work at McDonald's. You will never make more than minimum wage anyhow without good headlines!

If I was going to give you a schedule for writing your sales letter, it would look like this. Spend 10% of your time doing research. Spend 40% of your time on the offer, benefits, bullets, and order form. Spend 50% of your time on the headline. That is how important the headline is to your success in marketing.

Over 5 times as many people will read your headline as will read your sales letter. It has to catch the attention of your targeted prospect and make them read the rest of the letter. If your headline is weak, hardly anyone will ever even SEE your sales letter, much less purchase from it.

If you are going to spend time and money on advertising, you need to make sure that people are at least going to READ your sales letter. The key to this is an effective headline. Without it, you will not get 99% of the people who see your ad to even read it.

Writing headlines is not a magical art for the select few. It is a skill that you will learn as you practice and do your work on each advertising piece you create. Here are a few of the basic rules of writing KILLER headlines:

It has to absolutely stop your target prospect in their tracks and force them to read the ad! It must answer the question "What's In It for Me" by giving your #1 Benefit Right Up Front! It has to set the tone for the whole rest of the ad and your offer!

It is the leader for your entire ad and it will set the tone and direction for your ad. You could easily say that it is 50% of your ad all by itself. Let's talk about each of those aspects in detail:

### **#1 - It has to Grab Your Targeted Prospect's Attention**

Too many ads are written for any old reader. By that, I mean that they aren't trying to focus on anyone specifically. They are trying to sell anyone their product. When writing ads, you have to TARGET your prospects.

You have to decide exactly who your #1 customer will be. That is part of the reason for the Research that you need to do first. You had to find out who and why people were buying your product. Your sales letter needs to be written as though it was for ONE specific person.

The best ads and sales letters are always the ones which seem as though they were written JUST for you. When you read them, you feel as though they wrote it knowing your every thought and plan. It is your letter!

When a sales letter is written like that, it will sell like wildfire when introduced to it's specific target audience. For example, if you are selling a book about child care, you may start a headline like this:

"Attention All Frustrated and Worn Out Parents..."

Or

"PARENTS..."

You could sell a weight loss product with a headline that starts with:

"If You Want to Lose 30 pounds in 30 days..."

If you are selling computers, you might start with:

"Are You Looking for a Computer At Half the Cost?..."

With those kinds of examples, we call out the audience right there and then. Those who are looking for computers will continue to read on. Those who don't want a computer won't. You have captured your target market's attention.

What I like to do is to put this type of message on the top of the sales letter in smaller letters with the main headline underneath of it. This has worked best for me in the past. You will notice EVERY ONE of my sale letters is done in this format. This way I can grab my target market's attention upfront and then blast them with the offer in larger letters. I advise you to do the same in your advertising.

## **#2 - "What's In It For Me"**

All of your advertising is based on those 5 little words. The headline is no exception. Your prospect will ask this question of your headline, your letter, your offer, and your order form. You have to give it to them throughout the letter, especially in the headline. If they don't receive it here, they will NEVER read the rest of your letter.

When you made your list of benefits, which one stands out to your prospects the most by your research? This should become a part of your headline along with your USP (Unique Selling Position) if possible. Using this type of headline is the beginning of a

*KILLER ad copy. You want to overwhelm your prospects with benefits. There is no better place to start than in the headlines.*

**#3 - It should set the tone of the ad and the offer!**

*Your headline is a type of introduction of your upcoming killer copy. It needs to both grab the attention of your prospects and then get them ready to read the ad. You could say that the headline is the "Ad for the Ad."*

*The headline's main purpose is to SELL the prospect on the idea of reading the entire sales letter. Whenever you write a headline, keep that in mind. People's time is precious and if you want them to take time out of their day to read your sales piece, then you better have something good to say in the very beginning. Otherwise, you have lost them forever!*

**Terry Dean, a 5 year veteran of Internet marketing, will Take You By The Hand and Show You Exact Results of All the Internet Marketing Techniques he tests and Uses Every Single Month" Click here to Find Out More:**

<http://www.netbreakthroughs.com>

## How to make your article interesting enough so they click on your resource link.

While I have covered some of this already, I will add a few more things here.

The secret to making your article interesting is to give away enough information to solve one part of the problem, but to leave the other part unsolved so they want more information.

Let me explain:

If I was just beginning to learn how to

promote affiliate programs, I would be after information on how to create a website that sells and of course how to advertise that website.

Now if I was writing an article and I had a product to sell on affiliate programs, I would write an article on how to create a site that sells, but leave out the part about advertising your site.

Of course people will need this information if they want to succeed, so more than likely, if your resource box is compelling, they will click the link to your website.

## How to write your article quickly and make it a viral marketing machine

To write your article, you have to know where you want the article to go. For instance, are you planning on making this a series of articles that link together?

You must determine the outcome for your article before you can write it.

Now, writing your article isn't that hard at all.

You should try and make your article at least 500 words, and no more than 1000. To do this, outlining the topics you are going

to cover and writing 100 or 200 words on each topic, makes the article flow well, and easier to write.

For example. If I was writing an article on getting more traffic to your website on a budget, I would write an outline something like this.

1. Introduction to budget advertising
2. How to write articles that get publishing every time
3. Joint venturing for huge profits
4. Getting all the free links you can
5. Search engine ranking tactics that work
6. Using mp3's to distribute your message
7. Making the most of your budget traffic

Then I would write 100 - 200 words on each topic and there is your rough copy article, ready to go, it's that simple.

When writing your article, you must keep in mind that people don't like reading big words they probably don't understand. Imagine you are trying to write to an 8th grade level, as it has been proven that people like to read at this level.

Here is a great article on this subject:

**Here's a simple method for tapping into an outstanding source of FREE publicity for your business.**

**By Kevin Nunley**

*Everyone likes to buy from an expert. Shopping for a computer? A*

sales person who knows computers inside and out makes us feel confident about her recommendations.

Planning to buy stocks? You likely look for a broker who has Wall Street down pat.

Here is an effective way to make yourself one of the leading experts in your industry. Write your own how-to articles.

Prospects and clients will read your articles, appreciate the good information you have to share, and look to you as an expert who can help them.

You don't have to be the next great novelist. Simply write a page of instructions that tells someone else how to do something. It can be information you learned on the job or advice you picked up in books and conversations. Customers buy because they have a problem they need solved. When you appear as a helpful expert with lots of answers, you're half-way to a sale.

Newspapers, magazines, e-zines, and industry newsletters all need a steady stream of good informative articles. It is easier to get your articles into smaller publications that closely target your best customers. Often these smaller e-zines and newsletters draw better response than some of the big glossy national magazines.

#### **START WITH THIS FORMULA**

Articles are easy to write when you use this simple pattern. I have given this formula to classes of college freshmen. Everyone in the class is able to use it to write professional quality articles.

- 1. Start by pointing out a problem your reader has.** I could have started this article: "Spending lots of money on advertising and still not getting the results you want?"
- 2. Then make your reader's problem seem worse.** Point out the ways this problem can impact their business, life, and happiness. "Your ads bring in only temporary response. Without an effective and affordable way to get the word out on your business, you may be closing your doors before the year is over."
- 3. Next suggest one to five ways the reader can solve the problem or make the situation better.** "One simple way to get lots of new prospects and customers is to write articles for trade publications in your industry." I could go on to explain how to write an article (as I'm doing now).
- 4. End your article with a paragraph or two that reviews your most important points.** Wrap up with a positive spin that paints a

bright picture for your reader.

"Many entrepreneurs and professionals use their articles to launch successful national careers earning healthy six figure incomes. By following these easy steps, you can become a widely-respected expert in your field and give your business a big boost."

**5. Finally, include your contact info in a final paragraph at the end.** Now that readers are impressed by your good ideas, they will want to contact you to pay for more information, services, or products. Many publications will allow you to include four to six lines that provide your contact information and even a plug your latest product or service. Check the end of this article for my "resource box."

Most e-zines like articles a page or two long (200 to 400 words). Magazines increasingly want articles that fill just one of their pages (900 words).

Keep your sentences and paragraphs short. Avoid sentences that require lots of commas. The idea is to write in a style that is clear and easy-to-understand for a reader that is in a hurry. I think writing simply is also easier. How-to articles don't have to be fancy.

#### **"BUT I DON'T LIKE TO WRITE"**

A friend often reminds me that I like to write, but most people, including herself, hate to write. "Everything you type looks wrong and an hour later you haven't gotten anywhere," she says.

Many of us don't have time to write or don't feel it is one of our strengths. No problem. You can get a writer to do the work for you or hire an editor to polish the words you have written.

A fellow writer who ghostwrites books for other people confided many well-known business writers don't do their own writing. Bill Gates has several good books, but all were written for him by professional writers. He probably doesn't have time to sit down to write 200 pages.

Check with your local library for a list of writing clubs in your area. A quick look around my town turned up groups of non-fiction writers, technical writers, even a group of successful romance novelists. These are fertile sources of expert writers and editors, many who work for low prices.

Also approach English teachers, journalists, do a search for writers on the Internet, and ask people who write articles you like. Give the writer the general idea for your article and some

information to draw from. Then let them use their creativity and taste to write the article.

**SUBMIT YOUR ARTICLE TO EDITORS.**

E-zines are in constant need of fresh articles. Submission procedures are informal. Many welcome unsolicited articles. Simply e-mail the editor an article with a short personal note. You may find it best to first write the editor for permission to send your article.

Gary Christensen has compiled a big list of editors looking for articles at: <http://www.site-city.com/members/e-zine-master>  
Kate Schultz's [EzineArticles.com](http://EzineArticles.com) will distribute your article to a big list of editors.

Most magazines have specific submission rules they want you to follow. Some want you to pitch your article idea in advance via a query letter. Others invite writers to submit articles on certain topics that will be included in future issues. Check magazine web sites for submission guidelines.

Once an editor discovers you can supply them with good articles month after month, you can parlay your articles into a regular column.

Now here comes the enthusiastic wrap-up:

In a complicated world where every problem seems to require an expert, lots of new customers will respond to the useful information you provide. Write your own articles to make yourself an expert in your field. Don't miss your chance to tap into this powerful no-cost form of marketing.

**Kevin Nunley provides marketing advice and copy writing for businesses and organizations. Read all his money-saving marketing tips at <http://DrNunley.com>.**

There are, however, a few things Dr. Nunley didn't touch on enough in that article. Those were:

## **1) Creating a compelling resource box**

The resource box is your little reward for writing your article. This is where you get to tell your readers what exactly you are

offering.

In your resource box, you should put the following:

- \* Your full name
- \* A bit about yourself
- \* Your website url
- \* Your subscribe link to your autoresponder
- \* And a little bit about why they should take action by either visiting your site, or subscribing to your autoresponder

Remember, you usually only have 3, 4 or 5 lines to do all this, so make it brief.

## **2) Making your article viral**

This is really a simple step and all it involves is 2 things

- A) A little tweak in your resource box
- B) A little help from the people who publish your article

If you want people to give away your article to others, all you have to do is ask. If you want your readers to refer your article to others, tell them so in your resource box.

If you want publishers to do the same, why not ask them to give your article to their publishing friends.

You can do this by telling them that they will get your article first over anyone else, ensuring you get your article published all the time, and ensuring the publisher gets fresh never seen before content.

You could also give them access to your product (if you are selling one) for the rights to a list of their publisher friends.

## How to polish your article so it looks like you're a professional writer

The number 1 reason why most articles don't get published (besides not following posting guidelines, which I talk about in the next chapter) is the article is full of spelling errors .

Just because I said you don't have to worry so much about correct grammar in your article, it doesn't mean you can slack off and not proof read and spell check your work.

Even if you don't have a spell checker program on your computer, there are plenty of free web based ones.

[<http://www.spellcheck.net/>](http://www.spellcheck.net/)

[<http://www.jspell.com/jspell.html>](http://www.jspell.com/jspell.html)

If you are having trouble with one or two words, why not try

[<http://www.dictionary.com>](http://www.dictionary.com).

You will also want to make sure your article flows properly and makes perfect sense. I know sometimes I write one word but mean another. Like put instead of but, etc....

You might want to print it out and read it aloud a few times, or even get a few other people to do the same.

This is also a good time to see if you've covered everything you've wanted to cover and you are not leaving anything out the reader might need to know. There is nothing worse than an article that either doesn't make sense, or leaves so much information out due to the fear of giving too much away, that it's practically blank and full of fluff no one is interested in.

## How to Get Your Articles “Out There”

Before you send out any articles to anyone, you must read their guidelines carefully!

Failure to follow the set guidelines for posting/submitting your article usually ends with straight out rejection.

Most people will want the following.

1) Article 500 to 700 words in length -

Put the exact amount of words there are in the email to the ezine publisher/article announcement list.

2) No spelling errors

This is as simple as doing a spell check

3) Complete contact details of yourself and a short synopsis of your article

What this means is that when you send an email to say, an ezine editor, you include a brief introduction about yourself, your contact information if needed and a short run down of your article.

4) Word wrap

You will want to wrap your article to 65 characters for each line. What this means is that every line of your article has 65 characters or less in it. This is important for margins in email.

There is a free tool that will do this for you, that I love. It will also help you with

your article writing as well. You can get it from <http://www.ezineassistant.com>

5) Article in the body of your email

Never send your article as an attachment in an email. Most people don't open attachments for the fear of viruses, so send all articles only in the body of the email. This is a big stumbling block for newbie writers.

But the best advice I can give you is to follow any guidelines set to the "T". If you are unsure, ask someone.

### **:: Recommend Resource ::**

Brand Spanking New Article Submission Software Lets You Instantly Submit Your Articles To Over 660 High Quality Articles Directories!



<http://infoyogis.bryxen7.hop.clickbank.net/>

# So what should my email look like to any publisher?

Here are a few examples.

*"Please consider this article for your website or ezine.*

*Permission to reproduce if byline stays intact. Courtesy copy appreciated; not required.*

*TITLE: Kenna, David and Julie are Moving!*

*AUTHOR: Susan Dunn, The EQ Coach*

*WORD COUNT: 727*

*WRAP: 65*

*URL: <http://www.susandunn.cc>*

*Mailto:[sdunn@susandunn.cc](mailto:sdunn@susandunn.cc) "*

*"Article Title: Make Your Web Site User-Friendly*

*Author Name: Dejan Bizinger*

*Contact Email Address: [debizi@yahoo.com](mailto:debizi@yahoo.com)*

*Word Count: 1216*

*Category: Web Site Design*

*Copyright Date: 2002*

*Special Requirements For Reprint: You have permission to publish this article electronically or in print, free of charge, as long as the complete resource box is included. A courtesy copy of your publication would be appreciated. Please send it to:*

# Send Your Articles Out To Thousands

---

Here are the best resources anywhere on the Internet to post your articles. If it's not here, don't bother with it!

Here are a list of ezine directories. You will find hundreds even thousands of ezines that are looking publish articles on all topics.

<http://www.published.com>

<http://www.ezine-dir.com>

<http://www.writerswrite.com/epublishing/mldirectory.htm>

<http://www.zinos.com>

<http://www.topezineads.com>

<http://www.directoryofezines.com> - The best, but it's not free

<http://www.ezinesplus.com>

<http://paml.net>

<http://www.ezinesearch.com>

<http://www.marketing-seek.com>

<http://www.ezinelinks.com>

<http://ezine-universe.com>

<http://www.ezinesseek.com>

<http://www.freezineweb.com>

<http://www.newsletter-directory.com>

<http://www.ezinedirectory.com>

<http://www.list-city.com>

Now, not everyone of the mailing lists you find will accept articles, and not every

ezine directory will tell you who does and who doesn't accept articles, so it will be a bit of a process in finding out which ones do and don't.

Make sure you write down all the details of who you submit your articles to and make a directory, so you know where to send them next time.

**Here is a list of article announcement sites**



**Get Started**

**Are You Serious About Getting TRAFFIC Yet? Get Started!**

Don't Know How To Attract TRAFFIC To Your Website?

Here's How To Boost Traffic, Increase Sales and Skyrocket Your Profits

[Click Here Now - GENUINE Traffic Source](#)

**<http://www.Traffic-Sales-Profits.com> - The best of the best. This is not exactly an announcement site. It is much, much more. Check it out.**

<http://www.websource.net/articlesub.htm>  
<http://www.marketing-seek.com>  
<http://www.ideamarketers.com>  
<http://www.authorconnection.com>  
<http://www.ezinearticles.com>  
<http://www.makingprofit.com>  
<http://www.clickz.com>  
<http://www.bpub.com>

### **:: Recommend Resource ::**

Instant Article Submitter. Amazing Breakthrough Software Stuffs Any Website You Want Full Of Free Targeted Traffic.



<http://infoyogis.articlesub.hop.clickbank.net/>

# Getting Thousands Of Sites To Link To Your Website

Quality information is the beehive of any good website. If you have quality information, it really is simple to get quality traffic.

To do this we are going to target websites that are on the same topic as your website and search engine ranking. The two really go hand in hand.

What we want to do is, to get as many people linking to our site as possible, as this will increase your search engine ranking ten fold.

To do this, we need to find hundreds of possible link partners for you to ask a link from. This is called reciprocal linking.

## **So how can you start getting hundreds of sites linking to you?**

On your website, we are going to create a section with all the articles you've created and every time you create a new article, you will put it up there as well.

If you're not sure what I mean, have a look at an example.

<http://www.bizpromo.com/free>

This site is run by one of the best-known marketers on the Internet, Terry Dean.

He has nearly 100 articles on his site, that he allows people to steal and put on their website, or even link to his site.

He also has over 500 people linking to his website! That's not counting the amount of people who use his article on their websites and in their ezines.

You can see exactly where his traffic is coming from, by visiting his Alexa rating page at

<http://www.alex.com/data/details?url=www.bizpromo.com>

(If you want to check any other site, just put in a new url at the end of that address)

With this site, I can see roughly how much traffic he is getting, how many people are linking to him, who is linking to him, and other sites his visitors were interested in.

Do you think this is helpful?

You better believe it.

If you happen to have a site on Internet Marketing, you can now use this information to find possible link partners.

Of course you can do this for any topic. Just find a website in your field that's very popular and you can see exactly where some of their traffic is coming from.

All you have to do is, contact these people, telling them you have a new website and you would like to swap links with them.

You can also tell them that the free articles on the site can be used by them as long as they keep your resource box at the end of the article, and if you happen to have an affiliate program, let them put their affiliate link for your product in the by-line for extra incentive.

To find the most link partners, do the above for hundreds of sites, and write down all possible sites that you might like a link from.

**Sounds like hard work? Is there a shortcut?**

Of course...

Here's Raam Anand's SERVICE website where you can get everything done by his team:-

<http://www.Traffic-Sales-Profits.com>

Not just link directory submissions, you get everything you need to a highly successful campaign.

# Turn Your Articles into a Viral Marketing E-book

---

This is one the best things you can do for your business. It requires no work on your part, or little work and it will bring in results for years to come. What you are going to do is create a viral marketing ebook with articles you've already written and you are going to sell it for \$19 with reprint rights. That means everyone who buys your book can sell it him or herself or give it away.

First though, you are going to need an ebook compiler that allows your customers to brand the book with their information. While this sounds crazy, the purpose of this is for them to give away your book, therefore creating more customers for you, without doing any of the work. You will allow these people to put their affiliate links in the book and even their contact details, so it actually makes it look like these people are recommending you and your products for sale.

Every time someone reads your book, they will either buy what ever you are selling through your affiliate program, which allows people to promote your product for a percentage of the sale, or join up for your free course sent via auto responder.

This free course also promotes your products and the sign up for it is placed throughout the book.

Doing this not only allows you to make sales and get your name out there, but also builds a huge mailing list in the process. The type of ebook software you will need you can find at <http://www.ebookpaper.com>. This software allows you to create books in exe format and allows your readers to brand parts of it with their information.

### **:: Recommend Resource ::**

HyperVRE -- Viral AdSense Software. A Fellow Member Just Made Over \$12,000 In One Month With AdSense! Get Others To Promote Your Affiliate Links On Over 2,046,000 Webpages Across The Internet!



<http://infoyogis.mcallen2.hop.clickbank.net/>

Another good software that I use is called ViralPDF and it is available at <http://www.viralpdf.com>

Examples of these types of books would be <http://www.autorespondermagic.com> and <http://www.milliondollaremails.com> both written by Yanik Silver.

He created 2 viral marketing ebooks that were passed around the Internet like wildfire. He gave the readers/buyers a chance to also sell the book for \$19 to their own customer base. He also gave them promotional material like a sales letter, ad copy and articles to use.

Promoting this type of book is very easy. Since you are not really concerned with making money from the sales of this book, you can go and contact all the website and ezine owners you can find and tell them that you will give them resale rights to this book, if they promote it to their customers and mailing lists.

Don't make them buy the book from you, since the sheer amount of people promoting your book after this will be more than enough reward.

**TIP:** In order to get maximum number of people on your list using this strategy, I suggest adding a few lines in your ebook that goes something like... "Click Here to

get the latest edition". And, redirect that link to your autoresponder signup page. Now, every time someone sells or gives away your ebook, most buyers will visit your website to register and get the update. Essentially, you've now got a list of "buyers".

# Setting Up an Affiliate Program

---

In this chapter I'm going to talk about setting up your own affiliate program to promote your product or service.

Most of you are already familiar with affiliate programs, but for those who are not, here's a brief description from the affiliates point of view.

In essence, affiliate programs or associate programs are revenue sharing arrangements where companies (merchants, which would be you) pay webmasters, commission for sending them customers.

You are paid a commission if the person buys a product or service, (Pay Per Sale - Most Popular Option), clicks on an affiliate link (Pay Per Click - Less popular due to fraud) or simply fills out a form (Pay Per Lead - Also Very Popular).

Basically affiliate programs are programs that enable you to sell other people's products for a percentage of the sale. They are also a very hot topic at the moment. To see a comprehensive list of affiliate programs you can join, visit <http://www.AssociatePrograms.com>. You can virtually sell anything online now, thanks

to affiliate programs.

So let's say you sell a book on how to improve your golfing game on the Internet and you've exhausted your pool of advertising sources and you need fresh leads. The best way to go about this would be to start your own affiliate program and pay people a percentage of the sale.

For example, if your book is selling for \$47, don't be afraid to give people 50% to 60% of the profits of each sale. Why? Because it's costing you nothing in advertising and you get to keep the customer for life. So, imagine if you then had another product for sale for \$97, you could then advertise this product to your existing customer base and it would cost you nothing.

Some smart marketers even pay 100% of the front-end product to build a list of "buyers". At any time, a list of 'customers' is much more valuable than a list of people who downloaded your freebie.

Affiliate programs are great for the merchant (product owner) because it's risk free. You only pay your affiliates when they get their leads to perform an action (buy something from you) so it costs you nothing.

So by using the example of the golfing book, you can do this. Instead of having a "real book" so to speak, you could turn it into an

ebook and your customers can download it online and it costs you nothing to ship or create! Pure profits all round.

So how do you go about setting up your own affiliate program? Well that all depends on the type of products you sell and the commission structure you want to work with.

Let me explain.

A lot of affiliate programs now a days let the affiliates earn commissions in 2 ways, sometimes more (multi level marketing).

It's called a tier structure. 1-tier and 2-tier affiliate programs.

1-tier affiliate programs pay commission once, that's when a product is sold. 2-tier pay affiliates when they sign up other affiliates under them, and they inturn, make a sale.

Let's see if I can explain that in a simpler manner. Here is a good example.

Let's say you setup your affiliate program to be a 2-tier affiliate program. When one of your affiliates makes a sale, let's say you give him 40% of the sale. But here's the trick with 2-tier affiliate programs.

Let's say that your first affiliate recruits another affiliate under him, and that

affiliate makes a sale, and also gets 40% of the sale. The only difference here is that the first affiliate (the one who referred the second affiliate) gets a portion of the sale, let's say 10%.

So in actuality, you are paying out 50% of the total sale price to 2 affiliates. You are rewarding your first affiliate for recruiting a second affiliate when they make a sale.

The majority of the sale should always go to the affiliate who made the sale.

So what kind of affiliate software should you use?

This is a part that seems to trick a lot of people or confuse them, so I will make it as simple as possible.

The 2 options available to you are,

- A) Do it yourself affiliate software
- B) Third party software

Both have their advantages, and it will depend on what you are selling. Let's start with selling an ebook or digital product that can be downloaded online.

My favorite is <http://www.clickbank.com>. They are used by thousands of businesses online, and if you are just starting out,

this is what you should be using.

Not only will <http://www.clickbank.com> allow you to setup up an affiliate program, they also send the checks out to your affiliates and are also used as your credit card company.

That's right, <http://www.clickbank.com> will take your orders, give you an affiliate program to sell your products thru, and will take care of the checks so you don't have to do anything.

So what do they want in return? They take a fairly hefty fee per sale. \$1 and 7% per sale and they have a one time setup fee of \$49 which is nothing really. You won't find a better company to setup your affiliate program with, if you are selling digital products online. [Clickbank.com](http://www.clickbank.com) <http://www.clickbank.com> cannot be used to sell physical products, ie., tangible goods.

So this brings me to my next section. What affiliate program software should you use for shipping physical products?

You could do it yourself and use a DIY affiliate program script. Here are a few options,

**Ultimate Affiliate:** Available at <http://www.groundbreak.com> for \$200.

**Little Salesmen:** 3 CGI Programs for \$197 at

<http://www.cgitoolbox.com>

These have to be setup on your own web-hosting account and you are responsible for sending out affiliate checks and making sure everything is running smoothly. If you are not that good at programming, it might be a good idea to get someone to help you with setting this up, and mind you, it isn't cheap.

You will of course need your own merchant account to accept credit cards on top of this as well.

If you don't want the hassle of having to handle the setup of your affiliate program and still want to ship physical products, here are your best options.

<http://www.netofficetoolbox.com> - A very good option

<http://www.CJ.com> - Expensive, but also a good option

Now, last but not least, if you have a membership site (one that is billed weekly, monthly, bi monthly, yearly, etc) and you want to start an affiliate program (and you should) here are a few tips that will get that started for you.

There really is only one option currently for recurring billing and an affiliate program that's handled by a third party, and

that is <http://www.ibill.com>. They charge 15% of every sale and they do have a small setup cost, which I believe is getting more expensive soon.

So Ibill will accept your credit card orders and online checks, they will also give you the option of setting up an affiliate program, and they will again send out checks to your affiliates so you don't have to worry about it.

<http://www.clickbank.com>  
<http://www.Clickbank.com> has also started a service for rebilling recently, which I would prefer hands down over Ibill.

### **Building Your Affiliate Resource Section**

This is an important part to your affiliate success. In the next chapter I talk about finding super affiliates that will skyrocket your sales through the roof, but you need to help these affiliates first by setting up resources they can use to promote your affiliate program

Even though your affiliates would be better off creating their own marketing materials in the long run, you still need to create your own, so they can at least use it as a model.

One idea for keeping your marketing material

fresh, so that thousands of affiliates are not using the same material over and over is to keep your material fresh and updated constantly.

Ok, so what should you be creating for your affiliates to use?

1. Articles
2. Endorsements
3. Solo Ads
4. Free Course
5. Classified ads
6. Banners
7. Graphics

## **Articles**

Articles are a great way to get your affiliates promoting your products. All you have to do is let them change the by-line of your article (the little advertisement at the end of your article) where your web site link is, to their own affiliate link for your product.

This way, they get a few good articles to promote to their ezine list and they get paid for any sale, and so do you. So this really is free advertising, because nothing is coming out of your pocket.

You should aim on creating four or five articles straight off that they can use, or even turn into a free course if you don't

feel like writing one.

## **Endorsements**

Endorsements are probably the best affiliate resources you can give them. Nothing sells better than an endorsement coming straight from the affiliate themselves, so it should be written in the affiliate's perspective.

These endorsements will most likely be used in ezines and email broadcasts, so keep that in mind when you are writing them. Four to five paragraphs should be all it needs to be.

Of course, web site endorsements can be longer. These ironically enough will be pasted on web sites. They work really well for search engine ranking. A good idea is to design graphics for these web site endorsements, like book covers and maybe even a spiffy html template. You can check examples of this by visiting a really good affiliate resource section run by Marlon sanders at <http://www.promotemarlon.com>

## **Solo Ads**

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much better.

There are usually word and length limits to these ads so when you are creating them for your affiliates, it might be good to check around at what the normal length of a solo ad is in your industry. You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

If you need some information on copywriting, try <http://www.Bizpromo.com/free>

### **Free Course**

Not enough affiliate programs do this. Imagine as an affiliate, being able to give away a free 5 day autoresponder course via email to all your web site visitors promoting your favorite affiliate program.

Do you think that would boost sales? It sure

would.

Creating your own free course for your affiliates isn't that hard. You can use the method of just sitting down and writing Five articles (you may already have 5 articles written) and putting them together in the form of a free course via autoresponder.

You can see an example of this at

<http://www.masterinternetmarketing.com/earnmoney.html>

The owner of this product allows the affiliate to download a 6 part free autoresponder course and use it in your marketing efforts. It's all written for you, all you have to do is put in your affiliate url.

There's a saying that very few visitors buy on the first visit to a web site, so by capturing their email address with this free course, you can contact them over and over again for free.

### **Classified ads**

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

You should also think about telling your affiliates to put their autoresponder link in the classified ad rather than trying to make a sale from such a small ad. They would be better served (and so will you) if they captured the email address of their prospects and sent them the free course.

### **Banners**

While I don't recommend that you place too much time on banners, some affiliates with highly trafficked web sites like them and will produce for you, but in reality, banners very rarely make any good money for merchant or affiliate.

To get your banners created, there are plenty of tools online that you can use to create them on your own. Just put the term "banner maker" into <http://www.google.com>.

What I do recommend is that you hire someone to do this for you, and I suggest you talk to Brian Terry at <http://www.ebookwow.com>.

### **Graphics**

You will also have to create a few different sized ebook covers for your affiliates to use on their web sites. I suggest you talk again to Max Rylski at [www.maxcovers.com](http://www.maxcovers.com) about this.

**So where should your affiliate resource section be and what support should you give your existing affiliates?**

Your affiliate resource section should be somewhere on your website. You could possibly set up a separate website just for your affiliates. A good example of that would be Marlon Sanders <http://www.promotemarlon.com>. Marlon Sanders is a bit of a marketing genius and he has many products selling through one affiliate program.

I strongly urged you to have a look at what he offers his affiliates and how he does it, because he has one of the best affiliate programs on the Internet.

Another example I want to show you is Ken Evoy's affiliate help. He offers his affiliates just about any sort of help you can imagine and this builds a lot of loyalty. Just imagine this for a moment. If you see two affiliate programs offering pretty much the same product and the same commission rate, but one offers unlimited support and help to its affiliates and the other just has a standard resource section, which one would you join?

Not a hard question, is it?

What Ken Evoy does at <http://articles.sitesell.com/preselling/> is give his affiliates not only an affiliate ezine that is published every month or so with useful tips for promoting his affiliate program, but he also gives them an extremely detailed sales training document. It's hundreds of pages long and it's a really good beginner's guide to affiliate programs.

His affiliate resource section is amazing too. You get free courses which you can brand with your own affiliate links, and it's not even run from your own autoresponder, Ken takes care of that for you.

Ken is also easily available to his customers, so that also helps his affiliates make more sales.

Another array of affiliate resources you can find is by joining Raam Anand's (that's me!) "List-and-Profits" membership site.

You get the Gold level access for free. Just go to <http://List-and-Profits.com> and sign up for your free Gold account and then click on the "Earn Money" link at the top of the page.

You will find tons of affiliate resources like "Tell-A-Friend", classifieds, graphics, endorsements, Blog posts and even Google

Adwords ads.

## Joint Venturing For Profits

---

This is one of the biggest secrets on the Internet, that people literally pay thousands to learn, and most of the time they are learning from people who are using out dated methods.

In this chapter, I'm going to show you exactly how to get hundreds of large web sites and ezines to sell your products for nothing, using your affiliate program.

Yes, I'm talking about joint venture marketing, but with a twist.

What you don't need in my method is a lot of money, and any supposed "joint venture finder" software that never really works. You do need to know however, how to write an email and do some Internet research.

So let's begin.

### **Finding Possible Joint Venture Partners For Your Products**

What we are looking for is highly trafficked web sites in your target area. These people already have the customers you want, and if

contacted correctly, they will give you access to them for free.

You of course are going to have to pay them a percentage per sale. The usual percentage offered to these people if you are selling a product that can be downloaded online and needs no shipping and production costs is 50% or 60% at least.

If you are selling physical products, which need production costs, shipping and even drop shipping fees, the range is anywhere from 25% to 50%.

Hopefully, you already have a hot product to offer these people, otherwise you might as well quit now. If you are not behind your own product, how can you expect to sell it to other people?

So how can you find people who are willing to sell your products to their loyal customer base?

Good question and this is the fun part, research.

There is only one way now that I use to search for joint venture partners, and it never fails. Sure there are other methods, but why mess with what's working?

Ok let's start.

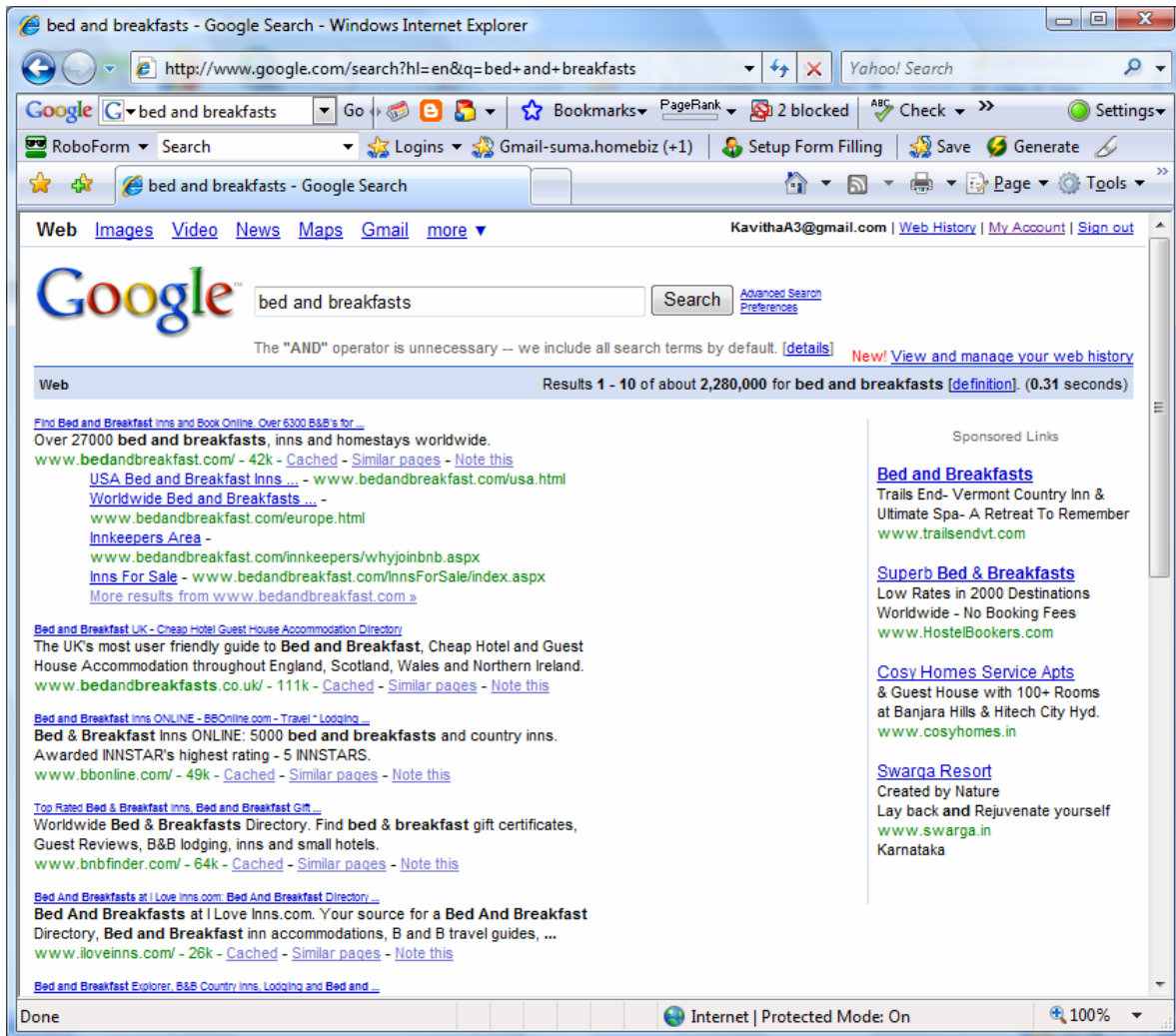
We are going to pretend that you have a site on bed and breakfasts, and you have a product (an ebook) about the best places in America to take your little lady (or little man:) for a romantic weekend.

(Just a side note: Just because I'm using this as an example, doesn't mean you can't use the methods I'm going to show you on any topic or market. You could sell a product on "how to get rid of bird poo on your wind shield" and still use these methods!)

So where do you start to find web site and ezine owners on bed and breakfasts? Easy!

First we go to google.com. You probably all know google.com as the major (and dominant) search engine nowadays.

We are going to put in the search term "bed and breakfasts" into google.com without the quotes. You can see the screen grab on the next page.



Now let's visit some of these sites and see what they are like and if they could possibly be joint venture partners. (Mind you, you won't be able to tell until we do one more thing in a minute.)

Here are the sites I visited.

<http://www.BedandBreakfast.com>

<http://www.Bbonline.com>

<http://www.Lanierbb.com>

<http://www.Ibbp.com>

Ok, these sites look good, and they have a high ranking in google.com so they probably get a lot of traffic, but we need to know for sure before we make them an offer.

Before I go any further... always remember to have a good look around your joint venture partner's site before you contact them so it doesn't sound like spam. You want to be fairly familiar with the site so you can comment on some of the aspects and what you liked about it. This will be explained in the next section about writing your joint venture letter.

Let's now go to <http://www.alexa.com>. [Alexa.com http://www.Alexa.com](http://www.Alexa.com) ranks all the sites on the Internet with a number, from one to millions. One, obviously, would be the highest trafficked site on the Internet.

We are looking for partners whose rank is below 200,000.

Alexa.com is great. Not only do they show you how much traffic is coming to someone's site, they also show you web sites that their visitors went to after theirs and which sites link to their web sites.

Do you think this is invaluable information? Too right it is. With this, you can now see who has linked to your joint venture partner's site and other sites of interest (don't forget he's also your competitor, but

play nice) and you can then contact those people, so your research is practically done for you.

Ok, back to <http://www.alexa.com> and we are going to see all the information about [BedandBreakfast.com](http://www.BedandBreakfast.com) possible.

Here are the results, which you can also see at

<http://www.alexa.com/data/details?url=bedandbreakfast.com>

These people look like great joint venture partners! You can do the same for the rest of the sites I mentioned above and see if you can find a joint venture partner, but these people look professional, they have a mailing list and they have lots of quality information, and most importantly, they have traffic, and loads of it!

### **How do you contact these people?**

Do you know the best way to contact people these days? Especially for important issues like this?

### **PICK UP THE TELEPHONE AND HAVE A CONVERSATION.**

That's right... the telephone is the quickest and easiest way to contact joint

venture partners. Imagine getting a phone call from someone saying they just visited your site, or they've been fans for years and they just released a new product no one has seen, and they want to give you first dibs at promoting it?

Do you think you would be interested? Of course. Not only that, they offer to send you a review copy (no charge) to have a look at the product and see if you like it enough to promote to your loyal readers.

If you can't get the courage to do this, email can work OK.

Here is a sample email, and something you should strive to copy in your own way. This came from <http://www.bizweb2000.com>

>Hi Jim

>I have found your Bizweb gazette a great help over the last ... well, I don't know how long it is actually!

>So I thought I'd add you into the banner ad rotation on our Web site. I publish a newsletter in the UK, and please feel free to take a look - if we can promote each other then all the better for both of us. >

> The address is <http://www.freepint.co.uk/> >

>By the way, if you have a look at the Advertisers page, you'll see a link to the administration page for the banner ads. Your password is "xxxxxx" and so you can even review how many times your ad has been displayed and how many times its been clicked on - neat eh? >

>Please remember, you've only just gone into the

>rotation so your viewings and click-thrus won't be very  
>high for a while.

>All the best with your venture, and if you would like to  
>do some cross-promotion then please get in touch (for  
>instance, we sell advertising space in our email  
>newsletter also). If you want to subscribe free to our  
>newsletter then that would be great. >

>Kind regards,  
>WXX###@ H%\$()  
>Editor, Free Pint  
>[email address]

You will of course, during your joint venture process, always get more no's than yes's to your joint venture deals, but you can beat the odds by using a mix of the following.

Firstly, send an email, with your joint venture request and see what interest you get.

Secondly, send a real letter by mail, to your possible joint venture partner. If that doesn't work, try....

Ringing them!

# Reciprocal Linking

---

Reciprocal linking is one of the best ways to get traffic to any web site. While it tends to take a lot of work, for what at first seems little result, (a link back to your site) you will soon realise that, that little link not only brings in massive traffic from the site linking to you, but also shoots you up the search engine ranking path.

So you can see how one little (but strategic) link can make a big difference. Now imagine if you had 100 little links or 1000 little links on highly trafficked web sites all over the Internet? Imagine the traffic you would get from that, and the best part is, it's free!

Ok, so what's the process of reciprocal linking?

Basically, you want other people to link to your site, and in return, you have to link to them. Pretty simple. People have been using this method for years before Internet Marketers got a hold of it. It used to be only amateur web sites that use to ask each other for links, i.e., Britney Spears fan sites.

But, Internet Marketers saw the potential this has, and the way it affects search engine ranking and they took it by the scruff of the neck and made it into a professional marketing tool. Some might say they complicated the whole process, and they would probably be right.

That might sound confusing to some people, so let me explain the whole process from the top. Here is the best explanation of reciprocal linking I can give you.

Imagine you have a web site on stock trading, and you were selling books on stock trading from your web site, but all your web site is, is a sales letter. No real information about stock trading, just information on your product or products.

You, however, being the smart person you are, don't want to pay for traffic, or setup an affiliate program (which you should do in the long run). You want people to link to your web site for free.

So what you do is the following.

A) You setup your web site with useful information about stock trading. Information that will help people. So it has to be quality, and it has to be free.

B) You contact other people in your industry and try and get them to link to you because

you have the best free content on the subject, and you being the kind soul you are, will allow them to link to you and your quality information from their web site, and in exchange, you will also link back to them.

Once this is done, you will have hundreds of highly trafficked web sites linking to yours, AND as an added bonus, search engines like Google will start to see that lots of other sites link to yours, so it must have good information, and it will come and check out your site, and give it a higher ranking in the search engines.

So, basically, you are swapping links with other web sites, but it's more advanced than that. YOU, being the greedy traffic hoarder, want good links on prominent sections of their web sites, not somewhere at the back of the site that no one will see.

So how do you go about doing this?

Read on!

### **How to setup your web site for reciprocal linking**

I think the best way to explain to you how to setup your web site is to show you an example.

<http://www.bizpromo.com/free>

Look at how Terry Dean (the owner of the website) has placed all his free articles into an easy to use directory.

Do you think he has sites linking to him? You betcha.

If you want to see how many other websites link to any given website, it is easy. Once again, we owe all this to alexa.com!

Here's the link to check how many website are linking to itunes.com

<http://www.alex.com/data/details?url=www.itunes.com>

2136 links back to the site (at the time of writing this ebook).

That's the direct link straight to the iTunes.com site, or you can go to alexa.com and use the search function they have there.

Terry Dean has a stack of articles there that people can use themselves (yes that's right, he lets them put his articles on their sites, just as long as he gets his byline in promoting his products) or link straight to his web site.

So, how do you go about getting your site ready for links?

Firstly, you need to create some content.

What kind of content? Here's a run down.

You could create

Articles....

Free Courses Via Autoresponder.... (Highly Recommended)

Videos....

Free Ebooks....

Newsletter Archives.... (Example Site:  
<http://www.associateprograms.com/search/newletter.shtml>)

All these things will get people to link to your site. Offering quality information is the best way to succeed online. You will have to try 100 times harder to even give away useless information than to sell or give away good information.

There are two more things you have to make sure you do before you go and contact potential link partners.

1) Make sure you have your content page linked off your main homepage

And....

2) Create A How To Link/Link Directory Page

The "How To Link" page will show people how

to link to your web site, and more than not, you won't need to link back to these people's web sites.

Just one more thing. I know there is a lot of software claiming to be brilliant in the art of getting you more links, but the material is shoddy and the links you get from it are practically useless.

Why? Because the links you end up getting are usually in places no one even looks on the web site.

### **:: Recommend Resource ::**

Affiliate Elite: New Affiliate Marketing Software! Get A Giant List Of All CB Affiliates For Any Product. Instantly See All Adwords Keywords For Any Domain. Spy On Adwords And Yahoo Search Marketing Ads And Much More!



<http://infoyogis.bryxen9.hop.clickbank.net/>

## How to find reciprocal linking partners and contact them

### **Secrets of Reciprocal Linking Strategies**

Whether you're new to the Internet or a seasoned online marketer, developing a plan to increase the number of reciprocal links back to your web site can help you bring more highly targeted traffic to your web site as well as improve your ranking in the search engines.

Link popularity is becoming an increasingly important criteria for better search engine ranking. So, the better your popularity, the better your ranking. You may be thinking that you'll lose traffic to your web site if you link to other web sites. Sure, that can and will happen, but you should gain as many or more NEW visitors to your site.

Keep in mind that in addition to more visitors via linking, another big benefit here is a potential increase in your website's Search Engine positioning. As an online business owner you realize that there are a variety of advertising and web promotion techniques that are available to you. Linking to other web sites is a well known but little used tool that can produce significant traffic for your web site as long as it is done properly.

Understanding how to link to other sites is

as important as any advertising you do. The time and energy you put into developing links to your business can pay off for weeks, months, even years to come!

### **\*\*First Rule of Linking\*\***

"Know Thy Self" or at least know what you want to accomplish on line, whether it's selling products or services of your own or as an affiliate, distributing or disseminating information on the Internet or even just having your own personal WebPages.

Unfortunately what I see all of the time are people who end up jumping around from one program, or provider or affiliate program after the other without any focus on what exactly they want to accomplish, other than make money online, etc.

Now, not later, is the time to look into exactly what you want your web site focus to be. Decide what primary category(s) your web site will fit into and what secondary or peripheral sites will compliment it. Once you've decided your focus you'll be well on your way to using reciprocal linking strategies successfully.

### **\*\*Second Rule of Linking\*\***

"Know What Kind of Web sites Will Compliment Yours". There's been a lot written about how to choose web sites to link to. But I think

the one thing that can often be overlooked is the fact that people all around the world have diverse interests and although they may be looking for specific information, etc on one day doesn't eliminate them from clicking on a link to a website that is totally different from what they wanted to look at yesterday. They may not be targeted to your web site but their interest brought them to you.

You would be surprised to find the information you may be searching for on a web site that compliments yours but does not directly compete with you. It happens all of the time. This is where your list of primary and secondary categories for your web site will help you decide who you want to contact, to setup a reciprocal link with.

### **\*\*Third Rule of Linking\*\***

"Know who is Linking to Your Web site". You can do this very easily by going online to [www.linkpopularity.com](http://www.linkpopularity.com)  
<<http://www.linkpopularity.com>> It's FREE. There are no strings attached and it's quick and easy.

Usually it doesn't take more than 2-3 minutes to check your web site links. You may find that you have several links back to you that you didn't know about, some you like and maybe one or two you don't. The

next thing you might want to do to help you narrow your focus is to view a comparison of your site's link popularity to your competitors and other popular web sites at <http://64.232.113.195/publinkpop/>

### **\*\*Enough With The Rules Already\*\***

Before you go contacting webmasters, now would be a good time to set up your Main Links page on your web site. On this page you are going to describe how a webmaster can add their link to your Links Pages. You can call this Favorite Links, Personal Links or something similar.

Basically anything that lets visitors know you have a Quality links page available. Your Main Links Page should have several categories for visitors to choose from. Each category should link to a separate page on your site where the category links can be viewed. Remember to set each link so that it opens in a new window when a visitor clicks on it because you don't want them leaving your site altogether and forget where they started out from.

On this page you'll invite your visitors to apply for the privilege of linking to you.

Why should they have to apply? Because you want to screen their web site to be sure it doesn't directly compete with yours and that it also compliments yours in some way. You

can see an example links page at  
[http://www.cashway.com/main\\_links.htm](http://www.cashway.com/main_links.htm) .

You also want to indicate to your visitors that a reciprocal link back from their web site is a requirement for obtaining a link on this page. Those who are serious about reciprocal linking will understand and place a link on their page.

Why not just use a FFA web site and link to 1,000's or millions of webpages? FFA pages play a small role in your advertising but they shouldn't be included in a reciprocal linking strategy because people rarely see the FFA sites or their messages and the Search Engines don't recognize them in their criteria for determining link popularity. It's best to stay away from them as a way to develop reciprocal links for your web site.

### **\*\*Contacting Webmasters \*\***

Again the best webmasters to contact are the ones whose web sites compliment yours in some way. How do you find the sites and contact the webmasters?

The simplest way is to go to one of the major search engines, enter in the terms that describe websites you want to link to and let the search engine bring up the list for you. You can get several hundred email address just by visiting these sites and contacting the webmaster.

It is always best to send a short email to the webmaster introducing yourself and stating the reason you're contacting them. You may want to give the information for them to add your link to their Link Page or simply start a dialog to see if there is a mutual interest in linking.

For best results I like to find web sites that compliment mine, then add them to an appropriate link page and then send the web site owner a personal email telling them I liked their site, have added it to my Quality Links page and ask if they would link back to my web site. I also like to explain to them of some of the benefits of Reciprocal Linking and even go as far as helping them set up their own page if they don't have a good quality links page. Some will link back to you and some won't. If they don't, simply delete the link and move on to the next site.

Implementing a reciprocal linking strategy does take time and effort. Combined with an overall web promotion strategy it can be a powerful way for you to develop relevant, targeted traffic to your web pages as well as help to increase your web sites overall position in the search engines.

*For more information on promoting your web site and increasing your traffic visit this web site <http://www.Traffic-Sales-Profits.com> for Resources, links and web promotion techniques.*

# Building Your Opt-in List

---

There are so many ways to build your opt-in list, I've employed the help of an expert to explain some of the fundamentals. Read this article first, then I will explain a few more things in detail.

## **"How To Build your own Highly Targeted Opt-in List"**

*Follow-up and building good relationship with your targeted prospects is a key to success for every online business. Focusing on providing useful information that could really help your subscribers who are looking for answers to their problems, useful information which could help them in their business or even a "Step By Step Guide" and the "How To" solution on their targeted field. You can write a weekly or monthly ezine based on your targeted area that will provide useful and interesting weekly articles to share with your list of subscribers who are eagerly looking forward to hear from you every week.*

### **Follow-up Autoresponder**

*What tools do I need that could help me to build a good follow-up system?*

*Good Question! Well, I personally use Autoresponse plus software to run my "ListBuilderSuccess" newsletter. The features include unlimited autoresponder messages, unlimited follow-up messages. You can track your links for using their link-tracking feature, which allow you to manage your link impression and click-through. Add any number and types of attachment to your follow-up messages. Personalize each message to your subscribers, which will include their first, last or full name and many more..*

*Click on the link below to find out more about this great follow-up and mailing list software:*

[<http://www.autoresponseplus.com>](http://www.autoresponseplus.com)

*If you find this software too costly for you, not to worry,*

you can get some free follow-up autoresponder available free on the net, which work very well too:

<http://www.limitlessfollowup.com>

Now, first of all, you will need to know how to write good articles. I have some useful tips to help you write good articles. It is actually very easy to write a good article simply by reading other publisher's articles and learn from them.

You can review the great articles written by some great authors simply by subscribing to our newsletter at:

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

### **Ezine Advertising**

When you read most of the articles, most of them are telling you how they use ezine advertising to promote their business.

What's so good about ezine advertising?

Well, you get great exposure of your article for free! When you submit your ezine articles to other ezine owners and when they review your article and find it good and relevant to their ezine or newsletter, they will just use it to publish on their next weekly issue.

### **Write Good Content Articles**

When you prepare to write a good article, ask yourself, how do you want your article to help you promote your business? Simple, write a good content articles which you can use it on your web site to improve on your keyword density for search engine placement. Include your author's signature below for every of your written articles which include a short introduction of your web site and your subscribing information or the URL link to subscribe to your ezine or newsletter.

You can also offer free ebooks or softwares as a token of appreciation for subscribing to your list.

### **Exchange ads with other Newsletters**

Another great and effective way of increasing your subscriber's base is to exchange ads with other newsletter when you have at least several hundreds of subscribers in your list. Both of you will benefit from getting good number of new subscribers.

### **Submit to Ezine Directories**

There are thousands of free and paid Ezine Directories available on the net. Simply go to: [<http://www.google.com>](http://www.google.com)

Do a search for "Ezine Directories" and you will get a list of ezine directories where you can submit your article.

You can review the top 20 Ezine Directories at:

[<http://ezines.nettop20.com>](http://ezines.nettop20.com)

Those are the few ways of helping you to get started to build up your fresh new opt-in list from scratch. With the highly targeted opt-in list you have built up, follow-up with your list, build a good relationship with your subscribers and that will create a unlimited income from your list for life.

**Best of Success,  
Jun Han**

**"Discover the Highly Effective & Proven Strategies" on building your own 100% highly targeted, responsive Opt-in List. To Discover the TOP Listmasters Highly Effective & Proven Strategies!**

Simply subscribe to our Newsletter at:

[<http://www.listbuildersuccess.com>](http://www.listbuildersuccess.com)

**There are a few aspects Jun didn't touch on.**

What happens if you want subscribers in a hurry, and I'm talking days not months and you are willing to pay for them?

If this is the situation you are in, read on.

Co registration is nothing new, but the amount of publicity it is still getting is immense. It seems most big time marketers are now setting up dozens of lists solely with bought subscribers.

So how does Co registration work exactly?

"Co-registration" is a new method of generating targeted leads for your ezine and involves placing a short ad for your ezine on other sites that reach the same target market you wish to reach. This short ad involves a checkbox that allows prospective readers to automatically subscribe to your newsletter.

Co-registration leads normally work in two ways: you can barter for subscribers, or you can buy them. We are going to talk about buying subscribers.

The 2 main sources for co registration are, <http://www.worldwidelists.com> and <http://www.profitinfo.com/leadfactory/>

Both run extremely good services, but I prefer <http://www.worldwidelists.com> overall. With these services, you can go from 0 subscribers to 30,000 in a matter of a few months, and the cost to you? Around \$5000! That's pretty good in my books.

The secret to making a success with this type of advertising is to have an intensive email marketing system setup. You want to give these people the best information you possibly can, and then sell to them once you've gained their trust.

As good and as cheap as this advertising is, it's not the most targeted out there and you really need to build a trust with your subscribers.

-----

The following chapter is written by special guest author **Jeff Smith**:

# Backend Marketing

---

If you already have your own product, and it's selling well, and you have thousands of leads and hundreds of customers, it's time to throw in some backend marketing.

This is where the real money is made online.

Why?

Because it's free advertising. You've already got the names and email addresses of your customers in your autoresponder, so all you have to do is send out an email.

Your customers should be treated like gold, because they've shown you that they trust you and are willing to buy from you.

You should also work your leads list. These are the people who may have signed up for some free information you were offering but didn't buy anything from you.

While some of these people will probably never buy anything from you, you should not discount your leads list.

So how can you optimize your opt-in lists? Offer your lists everything they need to succeed online!

For example, if your product is about affiliate programs, your customers and leads are going to need webhosting, domain names, more information, seminars, video's, and the list goes on.

The way it should go is you start them off with a lower priced product and you work them all the way up to the big products.

For example, you already have 500 customers who brought a \$49 product from you (that already is \$24,500 in profits), so you then offer them a \$97 product and 300 previous customers buy that particular product. (That's another \$29,100 profit)

You then offer them a product for \$497 (it could be a video set, seminar ticket) and 100 of your previous customers buy that from you. (Add another \$49,700)

You then hit them hard again, (by the way, you are contacting these people by email) and you offer them a product for \$4997 and only 10 of your previous customers buy, but that doesn't matter, because 10 customers at \$4997 is \$50,000! (Add another \$49,700)

All up, your total sales would be \$153,000. All that money from just 500 customers! That means every customer you have is worth just over \$300 to you! So you can see why your customer list should be treated like gold,

because frankly, it can be worth a lot more.

So how can you do this?

### **Do It With Affiliate Programs**

Imagine if you had to create all those products above! It would take you months if you didn't know what you were doing.

But, thankfully, other people probably have the products your customers want, and they are willing to share the profits with you, if you offer their product to your lists.

While making your own products all the way through is probably the best option in the long run, there is no reason why you can't join affiliate programs to start with.

Just make sure when you are promoting these products that they are of a high standard. Make sure you only recommend products you use and trust.

### **Do It With Reprint Rights**

This is a very popular option, buying reprint rights to other people's hot products. The advantages to this are huge, but it also has some disadvantages.

For example, reprint rights can get expensive, and if you don't know that your customers want the product, you could waste

a lot of money. This has happened to many people.

What you should do before you buy any type of reprint rights to a product is do an online survey to your mailing lists.

It's very simple to do an online survey or poll if you will. You can get the software from <http://www.Oneminutepoll.com>. To see an example poll, have a look at Phil Wileys web site at <http://www.ezinetools.com>.

This way, you can ask exactly what your customers and leads want before you give it to them. There is no way you can lose with this scenario!

The advantages of reprint rights are numerous. I mean, if you already have your own customer and lead list, you are basically sure to win with this method, if you buy the right product.

So where can you find reprint rights to products for your market?

One way would be to contact people with existing products that you have purchased and enjoyed. You can work out a deal with the owner of the product to get reprint rights to their product to sell to your list for a very small price. I wouldn't spend over \$500 on any reprint rights if I could get away with it.

[Ebay <http://www.ebay.com>](http://www.ebay.com) is another good way to find products. If you go to the businesses for sale: web site section, people are selling all sorts of businesses. You can get reprint rights to books, videos, membership sites, physical products, software, just about anything you can think of.

### **Do It With Your Own Products**

Of course this is the best method, but it's also the most time consuming.

I won't get into product development here, for the simple fact, it could fill one hundred books, and there are products out there already which do a very good job at it.

Before I get into this section, if you are interested in creating your own products, here are four must have products to get you started.

1) Terry Deans

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

2) Bill Myers <<http://www.Bmyers.com>>

3) Marlon Sanders

<http://www.yourownproducts.com>  
<<http://www.Yourownproducts.com>>

4) Marlon Sanders

<http://www.gimmesecrets.com>

I just joined the Bill Myers membership site, and it's amazing. For \$24.95 for three months, he shows me everything about product creating, and sample product ideas.

I'm now learning how to create dvd's for profit and I'm just about to release my first dvd product on selling on ebay.

What I'm going to do is license the video to people who want to sell it themselves. I'm selling 20 license copies at \$500 a pop, and that's it so I don't saturate the market. That's \$10,000 for a few days work and that's good business in my books.

Ebooks take a very very long time to write, so I recommend you start with audio products or videos. All you have to do is interview someone in your field on a topic your customers and leads will be interested in, create the audio cassettes and send them out.

This type of product will easily sell for \$97 or more!

Physical products have a much higher perceived value than ebooks and the like.

Finding products to sell online that you enjoy working at and that attract an ongoing stream of "hungry" buyers is THE most important success factor to doing business -

period!

For those of you who want to create your own infoproducts, it's even more important since you will be investing time, energy and your emotions into your products.

Thousands of subscribers to the "Online Marketing Success Secrets Revealed" (<http://www.infoproductcreator.com/ezine1.html>) Newsletter, experts and aspiring infoproduct creators struggle with the same 6 questions...

Do these questions keep you awake at night?

1. What do I like doing enough that I would spend a few weeks developing a product, and years marketing and supporting them?
2. How do I know if ENOUGH people will purchase my product to achieve my goals?
3. Will people pay for my knowledge - even if I'm not an expert?
4. How do I test for demand BEFORE I spend weeks or months developing my products?
5. Do I have to write a 150-page book to make money?
6. What topics sell - it seems like only "Making Money" type products are selling.

Listen - you are NOT the first to wonder about these questions.

In fact, your success depends on getting PAST these doubts - so let's take each one and work through them - OK?

### **1. DO I HAVE TO REALLY LOVE MY TOPIC?**

Two answers to this question - you CAN develop a winning product about a subject that you are not completely passionate about.

Professional writers do it all the time.

Here's the catch.

A great deal of your success marketing infoproducts online will depend on MORE than just selling 1 product. It will depend on...

a) Your ability to market additional products - yours and others.

b) Your ability to create great publicity campaigns, partnerships, follow up sales campaigns, loyalty with your readers

c) Your ability to support and ADD-VALUE to your prospective and existing customers

d) Your ability to gain MOMENTUM in your business by tapping into your customer base

and continuing to provide them high-value, back-end products Are you seeing it?

Yes, you can develop an article, book, booklet, eBook or whatever infoproduct you favor about a topic you are less than thrilled about - BUT...

You MUST be willing to live with that market for years to come!

For that reason alone, it's worth finding a market and subject that both interests you AND has great potential.

Here's a real-world example.

Just over 1.5 years ago I developed my own eBook aimed at empowering product developers with proven ways to tap into a flood of market demand, test their ideas and quickly generate products that sell like wildfire.

The original ebook - "The Ultimate Information Entrepreneur's Success Package" at:

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

took me 4 weeks to develop- start to finish.

Not bad.

It's because I knew my topic so well that I was able to produce a 110 page eBook and

accompanying interviews within weeks.

Since that time I have written well over 60 articles, published a regular ezine, updated my product 3 times, written several special reports, created hard-hitting websites, press releases, ads and added hundreds of pages of content to my websites.

All of that is not including more than 40 interviews, reviews, publicity events and other projects I've been involved in -

ALL ON THE SAME TOPIC.

Add to that hundreds of hours of email and phone conversations with joint venture and affiliate partners who sell my product for me each and every week.

Now - all of this activity has put tens of thousands into my hands, from this one single book, not to mention other products I sell.

POINT IS: Marketing The Product YOU Create Will Mean Living With Your Product Each and Every Day As You BUILD Your Business. You Can Make A Fortune, But It Takes Some Effort Each and Every Day.

You MUST Be Passionate Enough About Your Topic To Stay Motivated and Focused - That's the Secret To Building Your Own Infoproduct

Empire Online.

## **2. HOW DO YOU ESTIMATE DEMAND FOR YOUR INFOPRODUCT IDEA**

Now, we're into the details that will skyrocket you into the top 5% of infoproduct developers online - that will set you aside from 95% of others who do NOT consider demand for their topic.

Just for sake of argument - I'm going to use an example of a hobby that some of you may have, model airplanes. You know, those little scale airplanes that get so many hobbyists out of bed at ungodly times of the morning - addicting to the smell of Naphtha gas.

Here's a few ways you can estimate demand for your proposed market...

a) Use online tools to seek out demand. The three best tools (and they are completely free) to use are:

- Overture keyword search tool:

[<http://inventory.overture.com/d/searchinventory/suggestion/>](http://inventory.overture.com/d/searchinventory/suggestion/)

A search for model airplanes brings up some interesting information -

- Over 55,000 searches on this topic in less than 1-month

(Not Bad!)

- Second most searched topic RELATED to model airplanes is Model Airplane News - OK, so people want information.

- Several search categories include searches done on various products, evidence that this market is willing to spend money.

b) Now if you had a tool such as Adword Analyzer --

<http://www.infoproductcreator.com/part/adwanalyze>

Then you would see that the supply of websites that come up when searching for model airplanes is quite small - relative to other keyword searches.

In addition, with this incredible tool, you would see that there are very few current Google Adwords or Overture.com campaigns being purchased. What's that mean?

It means that you can use one or both of these tools to generate almost INSTANT high-quality traffic to your site for a fraction of what most other high-demand keywords would cost.

All good signs that point to a strong market demand for your hobby and area of product interest.

c) A third method you can use is to seek out what is already selling. A great way to do that is to look at <http://www.amazon.com> and <http://www.zdnet.com> top movers/top sellers in various market niches.

This will tell you ALLOT about what people are spending money on right now!

### **3. WHAT WILL PEOPLE PAY ME FOR?**

Now that you have picked a niche market and an area of focus, you need to find out what people want BADLY within that niche.

Here are a few ways to find out...

a) Search Google for "model airplane discussion forums". You are looking for active and reasonably good quality forums to TAP INTO ongoing discussions - this will offer you a goldmine of information on what people are looking for.

In a 5-minute search, here's what I found --  
<http://www.indiarc.com/cgi-bin/yabb/YaBB.cgi>

<http://www.rcorlando.com/modules.php?name=forums>  
<http://www.flightlines.com/cgi-bin/Ultimate.cgi?action=intro&BypassCookie=true>

You will find TONS of active discussions that will lead to product ideas, allowing you to tap into what this market wants.

b) Get involved in Chat's - many of the sites above also run live chat sessions periodically, another great way to find out pockets of demand

c) Check offline - read RC Modeller magazines and books, find out consistent topics, gaps in information or ideas that you could expand into a different medium.

For example, a common topic is flying techniques or flight patterns.

Why not travel to your local model flying club and video tape both flight paths and techniques used by flyers, converting them into digital files and selling them on CD-ROM? You get the idea?

d) Listen to your fellow model airplane buffs - find out what their frustrations are, what their spending patterns are and what else they are looking for, but can't find.

#### **4. TESTING FOR DEMAND**

Here are 3 quick methods of testing for demand - BEFORE you spend days, weeks or months on creating your infoproduct.

a) Surveys - using a free trial from <http://www.surveymonkey.com> you can find out whether your target market seems as passionate about your idea as you are. NOTE: Be sure to ask them IF and HOW MUCH they would be willing to cough up to get answers to their questions.

b) Special Report - Use this often overlooked technique to put together a few pages (from 5-20 pages) that you can either give away or sell for a low price to test the popularity of your idea.

You WILL need to market this report, so it will take some time BUT, it's a great way to setup your marketing channels ahead of time, preparing them for your full product which comes later.

The best resource I've come across on writing Income-Generating Special Reports is "The Special Report Bible" - you will be amazed at what you can put together in a matter of hours or days.

ANOTHER IDEA is to run an interview or teleseminar on your topic with a topic expert. Judge the popularity of the call can mean you will roll out new products later.

An example of this strategy is Yanik Silver's Public Domain Riches teleseminar (<http://www.infoproductcreator.com/part/pdo-main>) which turned out to be such a hit

that he quickly put together a \$1,000+ personal coaching course on the same topic.

c) Articles - Write articles on your topic directly addressing the same desire you hope to fill with your full product. Submit your article to the various article directories on Yahoo and many others out there.

Request a courtesy notification from publishers who publish your article so that you get a feel for how popular the article proves to be. Of course, you should also have a link to either a website or autoresponder email address at the end of your article.

Clicks on your link following the article will also give you a sense of how popular the topic is.

What should you expect?

You don't need to have HUGE numbers, a few publications and approx a 1% clickthrough on any published articles tells you there is enough response to continue - or at least do additional testing.

## **5. eBOOKS AND WHAT ELSE?**

If you haven't asked the question - WHAT ELSE and you are considering writing a typical book or eBook then you may be missing out on product opportunities that

will both make you more money AND take far less time to create.

Here are just a few formats that many successful infoproduct developers use today...

- Audio files (telseminars, interviews, commentary)
- Special Reports (5-20 page treatments)
- Videos (It's easier than you think)
  
- Software (Software applications or scripts can be developed by starving professionals on Elance.com or Scriptlance.com for far less than you might imagine.
  
- Physical booklets or courses/binders
- Bundled products

### **:: Recommend Resource ::**

How To Write Your Own EBook(R) In 7 Days!  
Write And Publish Your Own Outrageously Profitable EBook(R) In As Little 7 Days - Even If You Can't Write Or Type!



<http://infoyogis.7dayebook.hop.clickbank.net/>

## **6. THE INTERNET MARKETING MARKET FALLACY**

It has to be the biggest un-truth floating around the internet.

Contrary to what most people say, developing products targeted only at the internet marketing crowd is NOT the only OR the most lucrative market out there.

It IS the most competitive - so that's why you tend to see products everywhere, leading most people to believe those are the only products selling.

In fact, there are products selling in many niches including...

- health and wellness
- hobbies (models, crafts, collectors, music, sports, etc...)
- relationships
- parenting
- career and business
- business opportunities (ie. Home business)
- technology
- pets
- and many, many others

Each week I continue to be AMAZED at the incredible opportunities out there in niche markets - our society is more information hungry than ever.

Don't make the common mistake of ignoring a market you are interested in because you don't THINK products will sell. Instead, test and find out what products will sell to a given market.

With those obstacles out of your way - NOTHING stands in the way of you creating that lifestyle you've always wanted by creating and marketing information products.

**About the Author:**

**Jeff Smith is the author of the top-selling "Ultimate Information Entrepreneur's Success Package" helping thousands package their knowledge into profitable eBooks, special reports, ezines and audios. Visit his site here: <http://www.highertrustmarketing.com>**

**Note: This chapter was written by Jeff Smith.**

# Must Have Features On Your Web Site

---

Before we start discussing about what you are going to do with all the visitors you are going to get, let's explore some very important features that should be in place.

**Just don't focus on the home page, keywords and titles.**

The first step to sales when customers visit your site to see the products they were looking for. Of course, search engine optimization and better rankings can't keep your customer on your site or make them buy.

The customers having visited your site, now ensure that they get interested in your products or services and stays around. Motivate them to buy the product by providing clear and unambiguous information.

Thus, if you happen to sell more than one product or service, provide all necessary information about this, may be by keeping the information on a different page. By providing suitable and easily visible links, the customer can navigate to these pages and get the details.

## **Understanding Your Target Customer**

If you design a website you think will attract clients, but you don't really know who your customers are and what they want to buy, it is unlikely you make much money.

Website business is an extension or replacement for a standard storefront. You can send email to your existing clients and ask them to complete a survey or even while they are browsing on your website, ask them about their choices.

Why do they like your products?

Do you discount prices or offer coupons?

Are your prices consistently lower than others?

Is your shipping price cheaper?

Do you respond faster to client questions?

Are your product descriptions better?

Your return policies and guarantees better than your competitors'?

To know your customer, you can check credit card records or ask your customer to complete a simple contact form with name, address, age, gender, etc. when they purchase a product.

## **Does your website give enough contact information?**

When you sell from a website, your customer can buy your products 24 hrs a day and also your customers may be from other states or continents that are thousands of miles away.

Always provide contact information, preferably on every page of your website, complete with mailing address, telephone number and an email address that reaches you.

People may need to contact you about sales, general information or technical problems on your site. Also have your email forwarded to another email address if you do not check your website mailbox often. When a customer wants to buy online provide enough options like credit card, PayPal or other online payment service.

Preferably, setup a "Support Ticketing System" on your website. The one free script (at the time of writing this) that I recommend is available at <http://www.maianscriptworld.co.uk>

# Using Your Free Traffic to Its Full Potential!

---

So you have thousands of people coming to your site, but you have no idea what to do with them? That's going to change now.

With these techniques, we will squeeze every cent out of your website it possibly can.

## **Backend marketing**

Backend marketing is crucial to your success, whether or not you are selling a product of your own, or you're an affiliate for someone else.

There is no use going into business and selling a product for \$20 and thinking you are going to get rich with out a back end product. That \$20 will probably be what it costs to turn a prospect into a customer, so if you break even from the start, and you have a backend marketing system, where you can offer your existing customers higher priced products, you are on the winning track my friend.

So how can you do this?

Simple. If you are selling a product, create

another, or if you're lazy, affiliate with someone else.

You will obviously have your customer's email addresses, so why not contact them from time to time offering them other products or services they might need. This works well because you already have their trust.

The idea of backend marketing is to work them from the \$20 product up to the \$5000 product. While a lot more people will buy the lower priced products (this will give you your customer base), you only need 2 or 3, \$5000 sales to make very good money.

### **Popup window**

Collecting leads from your free traffic is a must. Some free traffic isn't as good as paid traffic, so you are going to need to get a lead system in place.

The pop up window is there to give you another chance at a sale and collect their email address so you can contact them at another time via email.

To do this you will need an autoresponder (check the resources chapter) and a pop up window script.

### **Upsell on order page**

The biggest money-maker most people forget is to add an upsell on their order page.

What do I mean by this? **Let me explain.**

When a customer is ready to order online, he clicks on a link to take him to the order page, but with this method, instead of going straight to the order page, he/she is taken to a page where they are offered an upgrade on their current purchase.

Here is an example of what I mean.

Go to <http://www.instantsalesletters.com> and click on the order link. Don't worry, you won't get charged anything.

Once you do that, you will see what I mean by the order upgrade. I guarantee you, this works like a treat. If done properly, you can get 50% of your customers to be upgraded customers with virtually no effort, which means more profits for you.

The secret here is to make sure the upsell isn't too big. Nothing over \$20 extra is the norm.

### **Upsell on download page**

This is like the last upsell, but it gives you yet another chance to sell them something else. The phase they are at now is that they just purchased your first product

and they still have their credit card out, so why not ask them to buy from you again?

I can't show you an example of this, but I'll do my best to explain it.

The customer has already put in his or her credit card details, and now they are at the "Thank You For Purchasing" page that comes after their credit card is billed.

Here is the perfect time to ask them to buy another complimentary product. For instance, if they just brought golf balls from your store, why not sell them a new putter? It works... give it a try.

### **Traffic tracking**

If you are not tracking the amount of people coming to your website, then you are making a big mistake. How else can you convert leads to sales unless you know exactly how many people are visiting your site each day.

Let's say for example, for every 100 people to your site, you get 3 sales. That's not bad. A 3% conversion rate is very acceptable, especially if you are selling higher priced products and your cost per customer is low.

For example, if you are selling a product for \$47 and you make 3 sales, that's over \$130 for every 100 people to your site.

Of course you have to take out advertising costs and other costs like shipping if you have a tangible product.

But this means little if every visitor to your site costs \$2 to get. You would be losing \$70 per 100 people to your site and that's not good maths.

So the secret is to track your website and you can do that by using a free tracking tool from

<http://www.xav.com/scripts/axs/index.html> >

If you break even on the first sale, most experts will say you've done well, especially if you have a really effective backend marketing system in place.

### **Endorsements**

I don't care what you are selling, a well-written endorsement from a customer, or if you can, a recognized celebrity in your field will dramatically increase your sales rate.

Your sales letter might only be getting a 2% sales conversion, but with a host of endorsements or testimonials if you will, that will sky rocket up to 4% to 5%.

A good example of that would be <http://www.masterinternetmarketing.com>.

This site has amazing endorsements, and I know for a fact its conversion rate went up 2% with the endorsements.

So how do you go about getting testimonials for your site?

Network! You really need to get out there and get people to know what you're selling. If you can, give people in your industry a review of your product without them asking or paying for it. If they like it, they will write you a nice testimonial, but if they don't like it, don't hassle them for one.

### **Following up your prospects**

This is the key to success and it goes hand in hand with backend marketing. A lot of people who come to your site won't buy anything on their first visit, so it's vitally important you get their email address so you can contact them again at a later time.

These prospects will not all be potential customers. Some will be freebie seekers looking for a free lunch, but others will be interested in your offer, but they need a little nudge in the right direction.

What you should do is create a free 5-day course outlining what the benefits of owning your product are. Give them really great free information and they will flock to your

order page.

Once they buy, move them into your customer list and start them into the backend marketing cycle and try and get them to buy more from you.

This will enable you to turn your customers into true assets that buy from you over and over again.

# Tips to Get Repeat Web Traffic

---

1. Update the pages on your website frequently. Stagnant sites are dropped by some search engines.
2. Offer additional value on your website. *For affiliates and partners* you can place links to their sites and products and ask them to do the same for you. You can also advertise their books or videos, if these products relate to your industry and are not in competition with your own product.
3. You can allow customers to 'opt in' to get discounts and special offers. Place a link or a simple 'form' on your site to invite customers to 'opt in' to get a monthly newsletter or valuable coupons.
4. Add a link to your primary page with a script 'Book Mark or Add this site to your Favorites'.
5. Add a link 'Recommend this site to a Friend' so that the visitor can email your website link, with a prewritten title like, "Thought you might be interested in this", just by clicking on it.
6. Brand your website so that visitors always know they are on your site. Use

consistent colors, logos and slogans and always provide a 'Contact Us' link on each page.

7. Create a 'Policies' page that clearly defines your philosophy and principles in dealing with your customers. Also post your privacy policy as well so that clients know they are secure when they visit your site.

8. Create a FAQ page which addresses most of the doubts and clarifications about your product or your company that are likely to be asked. This helps to resolve most of the customers doubts in their first visit to your site.

9. Ensure that each page on your website has appropriate titles and keywords so that your customer can find their way back to your site if they lose the book mark.

10. Never spam a client, who has opted for newsletters, with unsolicited emails. Later if they decide they want to 'opt out' of the mailings, be sure you honor their request and take them off the mailing list. They may still come back if they like your products. But they will certainly not come back if you continue to flood their email box with mails they no longer wish to receive.

## LAST WORDS

I hope you understand the true importance of FREE advertising, marketing and everything that is talked about in this guide.

I understand that writing articles or setting up a free course is not as easy as simply buying a bunch of traffic to send to your website, but it can be a lot more effective and profitable!

And besides, once you start to try and explore all the ways to get free advertising and traffic outlined in this guide...you will quickly get the hang of these great and proven methods for driving Free traffic to your websites.

Now, the last thing I want to say is this:

It will take some work to start pumping your website full of as much traffic as it could possibly handle...but it will all be worth it in the end! And even though it will take some work, it will still be relatively easy!

The methods and techniques outlined in this guide are the same methods used by some of the biggest names in marketing to generate overwhelming floods of traffic to their websites and generate hundreds of thousands of dollars in sales...so rest assured, these methods really work!

So get started! There are millions of people out there that are willing to pay for your products and services; all you have to do is let them know you exist!

To Your Success,

Raam Anand

<http://Traffic-Sales-Profits.com>