

# **Work from Home**



## **A Complete Guide to Developing a Successful Internet Business from Home**

By Shelley Lowery

# Foreword

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# Table of Contents

<b>Soul Searching .....</b>	<b>10</b>
<i>Set Your Goals</i> .....	10
<i>Self-Disciplined</i> .....	11
<i>Self-Motivated</i> .....	11
<i>Positive Attitude</i> .....	11
<i>Organizational Skills</i> .....	11
<i>Attention to Detail</i> .....	11
<b>Tools of the Trade .....</b>	<b>12</b>
<i>Desk and Chair</i> .....	12
<i>Computer Equipment</i> .....	12
<i>Printer</i> .....	13
<i>Scanner</i> .....	13
<i>Fax Machine</i> .....	13
<i>Digital Camera</i> .....	13
<i>Telephone</i> .....	14
<i>Filing Cabinet</i> .....	14
<b>Essential Software .....</b>	<b>15</b>
<i>Email Program</i> .....	15
<i>Mailing List Software</i> .....	15
<i>HTML Editor</i> .....	16
<i>Graphics Editor</i> .....	17
<i>Zip/Unzip Program</i> .....	17
<i>FTP Program</i> .....	17
<i>Text Editor</i> .....	18
<i>Ad Tracking</i> .....	18
<i>Ebook Software</i> .....	18
<b>Developing a Strategic Plan.....</b>	<b>21</b>
<i>Summary</i> .....	21
<i>Objectives</i> .....	21
<i>Marketing Plan</i> .....	21
<b>Automating Portions of Your Business .....</b>	<b>23</b>
<i>Ezine</i> .....	24
<i>Articles</i> .....	25
<i>Ad Rates</i> .....	25
<i>Business Opportunities</i> .....	25
<i>Free Courses</i> .....	25
<b>Developing Your Credibility.....</b>	<b>27</b>
<i>Domain Name</i> .....	27
<i>Contact Information</i> .....	27
<i>Privacy Statement</i> .....	28
<i>Share Your Expertise</i> .....	29
<b>Developing Your Marketing Strategy.....</b>	<b>30</b>
<i>What should I sell?</i> .....	30
<i>What is an Affiliate Program?</i> .....	30
<i>One Tier Verses Two Tier</i> .....	30
<i>Residual Affiliate Programs</i> .....	31
<i>Developing Multi Streams of Income</i> .....	31
<i>Developing Your Web Site</i> .....	33

<b>Implementing Your Marketing Strategy .....</b>	<b>35</b>
<i>Your Promotional Strategy .....</i>	35
<i>Search Engines .....</i>	36
<i>Opt-in List .....</i>	36
<i>Building Your Subscriber Base .....</i>	37
<i>Your Web site .....</i>	38
<i>Incentive Subscriptions .....</i>	39
<i>Writing Articles .....</i>	39
<i>Free Ebooks .....</i>	39
<b>Writing Articles for Publicity .....</b>	<b>40</b>
<i>Writing Guidelines .....</i>	40
<i>Publishing Guidelines .....</i>	41
<b>Advertising .....</b>	<b>43</b>
<i>Ezine Advertising .....</i>	43
<i>Pay-Per Advertising .....</i>	46
<b>Setting up an Advertising Campaign through Google Adwords .....</b>	<b>47</b>
<b>Paying For Traffic .....</b>	<b>50</b>
<i>Overture .....</i>	50
<i>Viewing Search Terms .....</i>	50
<i>Your Ad Copy .....</i>	51
<i>Reviewing Your Reports .....</i>	51
<b>Offline Promotions .....</b>	<b>52</b>
<b>Organizing Your Strategies .....</b>	<b>54</b>
<b>Testing and Tracking Your Marketing Strategies .....</b>	<b>57</b>
<i>Ad Tracking CGI Scripts .....</i>	57
<i>Ad Tracking Services .....</i>	58
<i>URL .....</i>	59
<i>Email .....</i>	59
<b>Secret Formula for Writing Headlines that Sell .....</b>	<b>60</b>
<i>How to .....</i>	61
<i>Question .....</i>	61
<i>Command .....</i>	61
<i>News .....</i>	61
<i>Testimonials .....</i>	62
<b>Increase Sales by Building Credibility .....</b>	<b>64</b>
<i>Domain Name .....</i>	64
<i>Contact Information .....</i>	64
<i>Privacy Statement .....</i>	65
<i>Testimonials .....</i>	65
<i>Money Back Guarantee .....</i>	66
<i>Feedback .....</i>	66
<i>Secure Server .....</i>	66
<b>Protecting Yourself from Lawsuits .....</b>	<b>67</b>

<b>Mini-Sites – Highly Targeted Sales Generators.....</b>	<b>69</b>
<i>Designing Your Mini-Site.....</i>	<i>69</i>
<i>Hosting Your Mini-Site.....</i>	<i>70</i>
<i>Drive Targeted Traffic to Your Site.....</i>	<i>71</i>
<b>Autoresponder Courses.....</b>	<b>72</b>
<i>Creating a Course.....</i>	<i>72</i>
<i>Setting up Your Course.....</i>	<i>73</i>
<b>Creating an Ebook.....</b>	<b>74</b>
<i>Suggested Uses.....</i>	<i>74</i>
<i>Creating an Outline.....</i>	<i>75</i>
<i>Designing Your Interface.....</i>	<i>76</i>
<i>Delivering Your Information.....</i>	<i>77</i>
<i>Selecting an HTML Compiler.....</i>	<i>77</i>
<i>Using an Ebook as a Promotional Tool.....</i>	<i>78</i>
<b>Increase Your Sales with Cross Promotions.....</b>	<b>80</b>
<i>Link Exchanges.....</i>	<i>80</i>
<i>Ezine Ad Swaps.....</i>	<i>80</i>
<i>Subscription Exchanges.....</i>	<i>80</i>
<i>Ezine Column Swaps.....</i>	<i>81</i>
<i>Byline Exchanges.....</i>	<i>81</i>
<i>Signature Exchanges.....</i>	<i>81</i>
<i>Ebook Exchanges.....</i>	<i>81</i>
<i>Private Web Rings.....</i>	<i>81</i>
<i>Ride Alongs.....</i>	<i>81</i>
<i>Up-sells.....</i>	<i>82</i>
<i>Free Bonus.....</i>	<i>82</i>
<i>Forum and List Moderation.....</i>	<i>82</i>
<b>Customer Follow Up.....</b>	<b>83</b>
<i>Autoresponders.....</i>	<i>83</i>
<i>Customer Service.....</i>	<i>83</i>
<i>Mailing List.....</i>	<i>84</i>
<b>Recommended Resources.....</b>	<b>85</b>
<b>Recommended Business Opportunities.....</b>	<b>86</b>
Empowerism.....	86
<i>A Turnkey Marketing System.....</i>	<i>86</i>
<i>Excellence Magazine.....</i>	<i>86</i>
<i>Power Training Center.....</i>	<i>87</i>
<i>Power Training Lessons.....</i>	<i>87</i>
<i>Money Making System.....</i>	<i>87</i>
<i>Compensation Plan.....</i>	<i>87</i>
SFI.....	89
<i>Business Opportunity.....</i>	<i>89</i>
<i>What Makes SFI Such a Great Opportunity?.....</i>	<i>90</i>
<i>Product Line.....</i>	<i>90</i>
<i>Compensation Plan.....</i>	<i>90</i>
Madison Dynamics (MDI).....	91
<i>Product Line.....</i>	<i>91</i>
<i>Money Making Opportunity.....</i>	<i>92</i>
<i>Compensation Plan.....</i>	<i>92</i>
Plug-In Profit Site.....	94
<b>Conclusion.....</b>	<b>95</b>

# Introduction

The Internet has opened a whole New World of opportunity for even the smallest home-based business owner. There are countless numbers of new self-made millionaires that achieved their newfound success on the Internet. These new millionaires are no different from you and me. They started their Internet businesses from the ground up, found a niche and built their success one day at a time.

"Can I really make money on the Internet?" The fact of the matter is that you really can make money on the Internet -- a lot of money. You simply must take the necessary steps to make it happen. You must have a sincere desire to succeed and the attitude for success.

If you are sincerely passionate about your success, you will succeed -- it's that simple.

The true secret to creating a successful Internet business is pure determination. Most people fail just at the moment they are about to succeed. Why? -- Because they give up. They lack the true passion that it takes to succeed. As long as you keep trying, you'll never fail.

Below, is list of what I feel are the most important ingredients for Internet success:

## **Sincere Passion**

In order to be successful, **you must be completely passionate about your business and your success.** If you don't have a "sincere" passion, you won't have the necessary personal drive that it takes to succeed.

## **Your Own Domain ([www.yourdomain.com](http://www.yourdomain.com))**

**Businesses hosted on a free server are not taken seriously and are generally considered to be unprofessional.** If a company doesn't care enough about its business to get its own domain name, potential customers may not feel comfortable doing business with them. A company with its own domain name and a professional looking web site will have a much higher rate of success when compared with most business sites hosted on free servers.

## **Professional Web site**

Your web site is a direct reflection of you and your business. Creating a professional web site designed to sell will take a great deal of time and effort, as there is much more to take into consideration than design. You must look at a much broader picture and specifically design your web site to sell.

## **Quality Content**

In order to create a steady stream of traffic to your web site, you must give your visitors a reason to visit and continue to visit in the future. You must provide your visitors with fresh content on a continual basis.

## **Targeted Traffic**

No matter how great your web site is, unless you're receiving quality, targeted traffic, it will be useless. Your web site may receive hundreds of visitors each day. However, if they aren't interested in the products or services you're offering, your web traffic won't mean a thing. You must drive a continuous stream of targeted traffic to your web site.

## **Opt-in List**

Having your own list of targeted potential customers is an absolute essential part of your success. It will not only provide you with a direct line of communication with potential customers and enable you to promote products or services, but it will also build your credibility.

## **Quality In-Demand Products/Services**

Whether you're marketing your own products or someone else's, quality is an absolute must. Select products and/or services that will be of interest to your target market.

## **Multiple Income Streams**

The key to developing a successful Internet business is to create multiple streams of income. You must not rely solely upon one stream of income, as you will literally be placing all of your eggs in one basket. By developing income from multiple sources, when one source is having a slow period, the other sources will supplement.

## **Killer Sales Copy**

Your words are the entire foundation of your business. Your product, web site and marketing strategies all depend upon your words. You must learn how to write persuasive words specifically written for your targeted customer. You must feel your customers' needs and write your copy with passion, excitement and benefit.

## **Killer Marketing Strategy**

Developing a successful marketing strategy is an essential part of your online success. In order to succeed, you must develop and implement a strategic plan that includes all of the following:

- Great products/Services
- A web site specifically designed to sell
- A killer marketing strategy

Each step plays an important role in your overall strategy and must be developed to its fullest potential. If even one step fails, your chances of success will be minimal.

## **Instant Product Delivery (downloadable, instant access, etc.)**

Internet users are starving for information, as that is what the Internet is all about. They have a sincere desire to learn and want the information they desire right now.

The best products to sell on the Internet are those that can be instantly delivered over the Internet.

## **Credibility**

As an Internet entrepreneur, it is your personal responsibility to ensure that your visitors feel very comfortable with you and your web site. In order to gain your visitor's trust and confidence, you must build your credibility.

## Investing in Your Business

No matter what type of business you're developing, **you MUST be willing to invest in your business**, including your time, and monetarily. You must also be willing to work hard, including educating yourself, researching, and learning exactly how to market on the Internet. You must also be willing to purchase a domain name, pay a monthly web hosting fee, purchase advertising and whatever else is needed to run your business. Failure to do so will result in failure.

**Your attitude is the MOST important factor in determining your success.** You MUST think positively and be willing to tackle any obstacle that comes along. The fact is, you CAN do whatever you put your mind to. You simply have to believe you can and believe in yourself above all else.

If you are sincerely passionate about your success, you will succeed.

To your success!

*Shelley Lowery*

# Soul Searching



Developing a successful Internet business is the ultimate goal of the Internet entrepreneur. However, statistics show that most Internet businesses never make any real money.

Making money on the Internet isn't easy -- it takes a great deal of time and effort and requires a total commitment. You must be completely passionate about your business and have a sincere desire to succeed. Anything less will be a complete waste of your time and will most likely result in failure.

You must also realize that success isn't going to happen overnight. There will be many obstacles along the way and a great deal to be learned. However, anything worth having is worth working towards and won't come easy. There will be many long days and sleepless nights. However, if everything falls into place, and you plan each step very carefully, the end will justify the means.

The largest obstacle you will ever encounter is fear -- fear of the unknown -- fear of change -- fear of failing. Fear is the root of failure and prevents dreamers from living their true passion. They fail to try.

Above all else, you must take the first step to overcome your fears. With each step you take, you will become a little closer to achieving your dreams. As long as you keep trying, you'll never fail.

There are many common characteristics shared by successful Internet entrepreneurs. Below are some of the most important:

## **Set Your Goals**

Set your goals and write them down on a piece of paper. Set short-term reachable goals and long-term higher goals. However, don't set them too high, as this will cause you to become discouraged if you don't achieve them.

Work consistently toward accomplishing your goals each day, each week and each month until you reach your short-term goals. When you have attained your short-term goals, set them a little higher each time -- ultimately you will achieve your long-term goals.

## **Self-Disciplined**

Get up early each day just as if you were working outside your home. You have to take your business very seriously and be completely self-disciplined.

## **Self-Motivated**

Set up a daily schedule and stick to it. Your own personal drive will have a great impact on your success. You must have the ability to work independently and stay on task.

## **Positive Attitude**

Your attitude is one of the most important factors that will determine your success. Your attitude will either guarantee your success or guarantee your failure. If you have a positive attitude and believe in yourself above all else, you will succeed.

## **Organizational Skills**

Create a list of all the things you want to accomplish during the day. This will give you an organized approach to each day.

## **Attention to Detail**

Whatever you're doing, do it to the best of your ability. Pay close attention to detail. Nothing is ever going to be perfect, as you're only human. However, if something is worth doing, it's worth doing right.

Developing your own Internet business is one of the most difficult, yet rewarding experiences of a lifetime. It is a continuous learning experience and will be filled with many valuable lessons you will carry with you for the rest of your life -- some good, some bad, but lessons still the same.

Although there aren't any shortcuts to achieving your dreams, there is something you can do to speed up the process -- Don't try to reinvent the wheel. Follow in the footsteps of successful Internet entrepreneurs who are already successful. Not only will you save yourself a lot of time and money, but you'll also have a road map to success.

# Tools of the Trade

An important part of developing a successful Internet business is setting up your office space. Whether you operate your business from an office building or out of your home, having your own "space" is an essential part of your success.



Your office space should be used exclusively for your business and be set up to best suit your needs.

Below, are some suggestions to assist you in setting up your office:

## Desk and Chair

When selecting a desk for your office, make sure you get a desk that is specifically designed for a computer. Computer desks provide plenty of room for your monitor, a cabinet for your computer case, a shelf for your printer, and a slide out shelf for your keyboard.

When selecting a chair for your desk, keep in mind, you'll be sitting in this chair for many hours. Make sure it is very comfortable and that you try it out before you buy it.

Take your time and select a desk and chair that you'll be very comfortable with. If you don't, you may find that you're straining yourself in one form or another (back, neck, arms, etc.), which will result in poor work performance.

## Computer Equipment

If you haven't purchased a computer, make sure you purchase one that will grow with you. If you don't, you'll find that you'll either have to upgrade your system or purchase another one a few years down the road.

In addition, make sure you purchase your computer from a reputable company that will provide you with quality customer support.

## **Printer**

When selecting a printer, you will basically have two options -- laser or ink jet. You should select a printer depending on your needs. If you'll be doing a large amount of printing and speed and high quality are important, your best option will be a laser printer. Laser printers produce better quality black text than most ink jet printers, and are much faster. However, an ink jet will enable you to print in color, which is a big advantage.

Another important consideration is the printer's resolution. The resolution determines the print quality, and refers to the number of dots per inch on a page -- the higher, the better. Most printers today support a 600 x 600 dpi resolution that will produce a good quality for most print jobs. Keep in mind, although a printer may support as high as a 1200 x 1200 dpi (dots per inch), you most likely won't notice any quality difference, when compared with a 600 x 600 dpi, with most print jobs.

## **Scanner**

A scanner will enable you to scan photographs and documents into your computer. For example, if you'd like to place a photograph of yourself or your products on your web site, a scanner will make it possible.

## **Fax Machine**

With today's advanced technology, you can use your computer to send and receive faxes. All you'll need is a telephone line, fax modem and software.

## **Digital Camera**

A digital camera will enable you to take pictures of your products, or whatever you'd like, and transfer them into your computer. They provide a great way to create your own images for your web site or product development.

## Telephone

A business line will enable your customers to contact you. Even if you're using your telephone line to connect to the Internet, most phone services now offer voice mail. Voice mail will enable your callers to leave a message while you're connected to the Internet. There are also software programs and devices that will enable you to take calls while you're connected to the Internet.

## Filing Cabinet

A filing cabinet will enable you to organize your paperwork such as your receipts, tax information, and business records.

In addition to the basic office equipment, you'll also need to stock up on some supplies:

- Pens
- Pencils
- Pencil Holder
- Pencil Sharpener
- Address/Phone Book
- Business Cards
- Note Pads
- Envelopes
- Printer Paper
- Ink Cartridges
- Log Books Files
- Excedrin Migraine, Motrin IB, Advil, Tylenol or whatever your favorite headache medicine may be. You're going to need it:)

Take your time and set up your office according to your budget. Start out with the essentials, such as a computer and an Internet connection. You can add additional equipment and supplies as you go.

Setting up your office space is an essential part of your success. Not only will it designate a specific area as your business space, but it will also provide you with some added motivation to work towards accomplishing your dreams.

# Essential Software



An essential part of running a successful Internet business is quality software. Software will play a major roll in your success. You must be willing to invest in the software you'll need to assist you in running your business.

## Email Program

The first and most important software you'll need is a quality email program. Although most Internet Service Providers include email accounts for their customers, these accounts aren't adequate for an Internet business -- especially if you get a large amount of email. Not only do the email addresses contain your ISP's name, but they are also very limited on features and options.

There are many email programs available on the Internet. However, the best program I've found is [Eudora](#). Eudora is a standalone email program that works with any ISP. It will enable you to easily organize your email by filtering your messages into specific mailboxes. This feature alone can save you a great deal of time. What's more, your email address will be your own domain -- not someone else's.

## Mailing List Software

Collecting your visitors' email address is one of the **most important** steps in developing a successful Internet business. You must develop a database of potential customers if you truly want to succeed.

Publishing an ezine is a great way to accomplish this. In order to do so, you must have a good mailing list program that will enable you to send your potential customers personalized messages. The best mailing list software I've found is [Mailloop](#).

If you're an America Online customer, you won't be able to use a software program that runs on your computer. You'll need to use a program that runs with your web browser.

AutoResponse Plus (Mailing List / Autoresponder)

<http://www.autoresponseplus.com>

Complete list management including unlimited lists, HTML or plain text mailings, MySQL database, customizable auto-personalization of messages, automatic removal links, unlimited follow-up autoresponses and more.

1-2-All Broadcast

<http://www.12all.com>

A complete list management system including HTML or plain text newsletters, MySQL database, personalization features, automatic removal links and more.

## **HTML Editor**

Your web site is the storefront of your business and is one of the most important factors in determining your success. In order to design your web site, you'll need to get a good HTML editor.

Coffee Cup

<http://www.coffeecup.com/editor/>

DreamWeaver

<http://www.macromedia.com/software/dreamweaver/>

HotDog

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

Microsoft Frontpage

<http://www.microsoft.com/frontpage>

Before you begin the actual design process, I highly recommend that you download and install two web browsers -- [Internet Explorer](#) and [Netscape Navigator](#). These are the two most widely used browsers on the Internet. However, they are not created equally. Your page might look great when viewed through [Internet Explorer](#), but may not display well when viewed through [Netscape Navigator](#). It is very important that you view your web site through both browsers, and design your pages accordingly.

## **Graphics Editor**

Graphic design is an intimidating subject for many Internet entrepreneurs. However, most of us must learn some basic design techniques in order to avoid the high costs of hiring a professional designer.

In order to create and/or edit your graphics, you'll need to invest in a good graphics program. The most popular program used by Internet marketers is [Paint Shop Pro](#). This powerful program is the only program you'll need to design professional looking graphics.

## **Zip/Unzip Program**

Zip files are used to compress and transport file archives over the Internet. It is the preferred method used for electronic file distribution, as rather than downloading several different files, you can simply download one Zip file. In addition, the download time will be minimized, as the files within the Zip archive are compressed.

Once a Zip file is downloaded, it can be easily opened and extracted (unzipped) with a Zip/Unzip software program.

Although there are many Zip software programs available on the Internet, [WinZip](#) is the most popular. [WinZip](#) makes working with file archives simple.

## **FTP Program**

File Transfer Protocol, better known as FTP, is a procedure used to upload and download files to and from your web server.

In order to use FTP, you'll need to download and install a software program on your computer. The most widely used FTP program is [WS FTP Pro](#).

## **Text Editor**

Text editors have a variety of uses such as writing HTML, editing scripts, and writing ezine articles -- just to name a few. NotePad is an excellent text editor and is most likely already installed on your computer. However, it can't handle large files and is better suited for smaller files. You may find that you'd like an editor that is a little more powerful. I use a great program called [NoteTab Pro](#). This powerful editor will enable you to edit large files, format your text, convert your text to HTML, and even includes a spellchecker and thesaurus.

## **Ad Tracking**

Testing and tracking your marketing strategies is an essential part of your success. I recommend using a great script called [LnkinLite](#). It's simple to use and will assist you in tracking all of your strategies.

## **Ebook Software**

Ebooks or Electronic books are self-contained "executable" files of HTML. This HTML may be a web site you've created or HTML you've specifically prepared to be compiled into a downloadable EXE file for distribution. When downloaded, this file will self install on your clients desktop.

Ebooks are completely interactive with the Internet and can contain live links, graphics, forms, JavaScript, embedded video, can be protected via password/userid, have search capabilities and more. This self-contained executable file can be distributed in a number of ways, including Internet download, CD and floppy disk.

With today's advanced technology, it has never been easier for anyone to self-publish their own ebook. What's more, you can create and market your own ebook (electronic book) for an unbelievably low price.

Once you purchase an ebook compiler and create your ebook, you'll automatically have an entire stock of inventory on hand continuously. In addition, when you begin selling your ebook, you'll pocket nearly 100% of your profits for each sale.

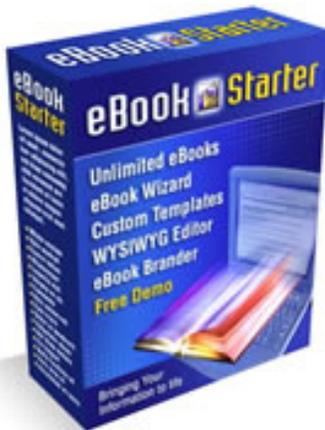
As you probably know, the Internet is all about information and automation. Internet users want information and they want it right now. That's why ebooks are considered to be the "perfect" online product. They provide Internet users with the information they desire and can be instantly downloaded.

## Marketing Tool

Ebooks provide Internet marketers with one of the best promotional tools online. With its vast variety of uses, just one quality ebook development and distribution can produce an on going promotional tool that can be downloaded and viewed 24 hours a day, seven days a week for years to come. Your ebook can literally be viewed by millions simply by giving it away and allowing it to be freely distributed.

Although there are many HTML compilers available on the Internet, these programs are just that – HTML compilers. What this means is that you must create your ebook within an HTML editor and then import your files into an HTML compiler to create your ebook -- not a very user friendly way to create an ebook.

That's why we developed eBook Starter.



[eBook Starter](#) is unlike any other ebook creation program on the market, as it is **an actual ebook editor**. What this means is that you will have the ability to create your ebooks within this one program, including using your own design or selecting a template.

If you select a template, you will have the ability to edit the template directly within the software program via a "What You See Is What You Get" ebook editor. It functions very similar to a word processing program.

And finally, you will be able to compile the ebook into the EXE ebook format all within the [eBook Starter](#) program.

## eBook Brander

What's more, with the purchase of eBook Starter, you will receive a viral marketing ebook brander, completely free.

eBook Brander will enable you to create customizable fields within your eBooks to enable your affiliates to brand your promotional eBooks with their company name, affiliate ID or whatever you'd like. This will not only create a viral marketing tool, but it will also encourage your affiliates and/or downline members to distribute your ebook.

Visit the [eBook Starter](#) site to download your free trial version of this powerful software.

Although this list of software is far from complete, it will provide you with a basic guideline to get you started.

If you're serious about your business and you really want to succeed, purchasing software is an absolute must. Do your homework and select software that best suits your needs. It will be well worth the investment.

# Developing a Strategic Plan

Developing a strategic plan is an essential part of your success. Not only will it assist you in visualizing your strategy, but it will also give you an organized approach to achieving your goals.



Your plan will be used as a step by step guide to assist you in accomplishing your goals. Without a solid plan of action, you won't have any direction. You'll travel in circles and ultimately never reach your goals.

Your strategic plan should include all of the following:

## Summary

Your summary will completely summarize your entire strategy from start to finish.

## Objectives

Your objectives will consist of a description of what you will be promoting, and exactly what you want to accomplish.

## Marketing Plan

Your marketing plan should consist of all of the following:

=> Identify your target market

If the product or service doesn't have a market, you definitely won't be successful. You must identify who your customers will be to determine whether or not there will be an interest in what you're offering.

=> How do you plan to advertise?

Although setting up a web site is an essential part of your advertising plan, it is only the first step. You must develop an advertising plan that will drive a continuous stream of targeted traffic to you web site.

Developing a strategic plan will provide you with a road map to achieving your dreams. Plan each step very carefully and fully research your options. Plan your work then work your plan and you'll be well on your way to achieving your goals.



If you're in need of some assistance in learning how to market on the Internet, look no further than Corey Rudl's #1 selling course, *The [Insider Secrets to Marketing Your Business on the Internet](#)*.

Corey Rudl specializes in utilizing unique and powerful Internet marketing techniques and gets over 6 million visitors to his website every year with sales of over 7.6 million dollars per year -- All from his one small office.

*The [Insider Secrets to Marketing Your Business on the Internet](#)* reveals the exact marketing techniques that Corey Rudl used to create his fortune.

The course package contains 2 beefy three-ring binders and 2 CD-ROMs containing over 1000+ pages packed with the exact tested and proven fast-growth strategies that Corey Rudl has personally used to catapult his own one-man business into a \$7.6 million enterprise -- all on a shoestring budget.

This all-new version contains all the information you'll need to start, run, and build a successful online business. The unique step-by-step layout of the course contains in-depth information on:

- 100's of hot-selling product ideas
- Secrets to designing web sites that sell \$2.4 million per year
- How to rank #1 in the search engines
- Turning leads into lifetime customers with e-mail marketing
- Writing killer ad copy that sells!
- Free and low-cost online classified ads that produce sales
- Building a HUGE responsive opt-in e-mail list -- FAST
- Dominate your market using affiliate programs
- Making sales instantly with online auctions like eBay
- How to accept credit cards online
- Expanding your business to reach international markets
- Getting links from 100's of high-traffic sites
- Getting traffic from discussion lists and newsgroup promotions
- Viral marketing
- How to get 1,000's of subscribers to your newsletter
- Sales strategies like price setting & bonuses
- Advanced promotions that increase sales 400% (or more) in 24 hours!
- NEW tips & tricks that make banner ads profitable (again!)
- How to spend less than 20 minutes per day running your business!
- Sources of FREE advertising and traffic

And this is just the tip of the iceberg!

*The [Insider Secrets to Marketing your Business on the Internet](#)* is a complete road map to success. This course can almost guarantee your success by providing you with a step by step guide containing the exact information you need to succeed. It doesn't get any easier than that. It provides all of the information you'll ever need to launch a complete marketing campaign on the Internet.

You don't have to reinvent the wheel when you can follow in the footsteps of a "real" marketing guru. Somebody who has already made all of the mistakes -- has been through the trials and errors and has revealed all of his secrets to creating his Internet fortune. **If you're serious about your business, this is the "one" course you won't want to miss. It is a "Must Read," and highly recommended.**

# Automating Portions of Your Business



Running a successful Internet business can be a very time consuming venture. Not only must you design and market your web site, but you must also either develop your own products or locate affiliate products, and answer customer support requests -- the list goes on and on.

Although there will always be daily tasks that you must handle personally, there are a number of your daily tasks that you can automate or at least partially automate.

For example, if you're receiving the same basic support requests or questions over and over again, there are a few different ways you can automate your answers:

- 1) Create a FAQ (Frequently Asked Questions) page for your web site and/or products. Your page should include a list of commonly asked questions and provide the answers for each.
- 2) Create a text template for each of your frequently asked questions that contain the answers. When you receive a commonly asked question, simply open your text file and copy and paste your pre written answer into your email message. You can then customize your message for each recipient.
- 3) Set up a knowledge base system that will enable your customer's to search through a database of information that may assist them. You can find scripts that will assist you at [www.hotscripts.com](http://www.hotscripts.com).

The above example will assist you in partially automating some of your daily tasks. However, there are some tasks that can be completely automated simply by placing your information within an autoresponder.

## AutoResponders

Autoresponders are one of the top promotional tools available online today. They are also known as mailbots, automatic email and email on demand. They were derived from the very popular fax on demand and designed to automatically respond to any email message sent to it with an automatic response.

Autoresponder programs vary from software set up to run with your desktop email program to a script that runs on your server. The script may run a web-based autoresponder system that utilizes a web page form, or it may run with your pop email account on your server. It is programmed to automatically send out a predetermined message when a message is received to a specified script address or email address.

In addition to the standard autoresponder systems, there are also autoresponders that can send an unlimited amount of follow-up messages. These follow up messages can be set up to automatically be sent out at predetermined intervals. In other words, you can set up your autoresponder to automatically send out a new message each day for as many days as you would like.

This powerful technology is currently being used by some of the top online marketers to reach thousands of potential customers.

As you may know, it may take up to seven contacts with a potential customer before closing a sale. By setting up an autoresponder and following up with your potential customers, you can completely automate a portion of your marketing efforts.

Autoresponders provide Internet marketers with the ability to set up an entire series of messages, such as ezines, courses and follow-ups to help you close more sales.

If you're not using them in your marketing strategies, you're truly missing the boat. If you're looking for a quality autoresponder service, I highly recommend the following companies:

- [GetResponse](#)
- [AWeber](#)

Below is a list of tasks that you can completely automate:

## **Ezine**

If you're publishing an ezine, you can deliver your publication via autoresponder. This will enable you to set up hundreds of issues in advance and have them automatically sent out whenever you'd like.

## **Articles**

If you're writing articles to promote your business, you can place them within an autoresponder. This will enable your visitors to quickly and easily retrieve your articles on demand.

## **Ad Rates**

If you're selling any type of advertising space, you can place your ad rates within an autoresponder to enable your visitors to request them at any time.

## **Business Opportunities**

If you're promoting a business opportunity, you can provide your potential customers with further information via autoresponder.

## **Free Courses**

In addition to the standard autoresponder systems, there are also autoresponders that can send an unlimited amount of follow-up messages. These follow-up messages can be set up to automatically be sent out at predetermined intervals. In other words, you can set up your autoresponder to automatically send out a new message each day for as many days as you would like.

Follow-up autoresponder systems will enable you to set up a free course used to increase your sales. As you may know, it may take up to seven contacts with a potential customer before closing a sale. By setting up an autoresponder and offering a free autoresponder course, you can completely automate a portion of your marketing efforts.

Automating portions of your Internet business is an essential part of your success. Not only will it lighten your workload, but it will also free up your valuable time.

If you're a member of the highly successful [Empowerism](#) program, you already know how powerful autoresponders can be. However, if you're not a member yet, I highly recommend that you sign up right now, as this awesome company is making a lot of people a lot of money.

What's more, each month you remain a member, they automatically deposit 50 new leads (subscribers) into the free autoresponder they provide you with. This autoresponder is pre-loaded with 14 promotional messages written to recruit new members into your downline and make you more money -- automatically without you doing a thing.

However, that's only one small portion of the benefits members of this wonderful community receive. Not only does Empowerism provide you with a wealth of quality tutorials on just about every Internet marketing subject you can imagine, they also provide you with the ability to make a nice monthly income without recruiting a single member into your downline.

In addition to the 50 leads Empowerism gives you each month, you can purchase as many additional leads as you'd like. But, that's not even the great part -- the great part is ... for every \$25.00 you spend on leads, you will receive \$2000.00 in return in just a matter of months. You won't get that kind of return on investment anywhere! I know ... it sounds unbelievable, but that's what we're doing right now through Empowerism -- it's simply amazing ... Visit the [Empowerism](#) site to sign up today.



# Developing Your Credibility

An important part of building a successful Internet business is developing your credibility.

Although the Internet has opened a whole New World of opportunity for all of us, it has also created a breeding ground for scam artists. Internet users are very reluctant to order online and share their personal information. For this reason, you must take every opportunity to build your credibility.



## Domain Name

The first step in establishing a credible Internet business is to invest in a domain name. This will instantly convey to your visitors that you take your business very seriously.

Web sites hosted on free servers are not taken seriously and will suffer a serious loss of business. Your visitors may feel that if you don't have your own domain, you may not be a credible company. They'll simply take their business elsewhere.

## Contact Information

It is very important that you provide your visitors with your complete contact information. This information should include your "real" postal address and not a Post Office box number. A business that hides behind a PO box loses credibility. It's perfectly acceptable to use a PO box as long as you also include your postal address.

A great way to display your information is to create an "About" page. Your "About" page should include all of the following:

- A personal or professional biography
- A photograph of yourself
- A complete description of you and/or your company
- Your web site and/or company objectives
- Your name, address, phone number and email address

An "About" page is a very important part of building your credibility -- especially if you're selling a product or service. You must do everything in your power to put your potential customers' mind at ease.

## Privacy Statement

A credible business should let their visitors know exactly what their policies are in regard to the personal information they collect.

A great way to disclose your policies is to create a "Privacy" page. Your "Privacy" page should include all of the following that apply:

- How do you plan on using your visitors' information?
- Is your visitors' information sold or shared with a third party?
- Why do you collect your visitors' email address and how will it be used?
- Why do you track your visitors' IP address?
- Let your visitors know that you're not responsible for the privacy issues of any outside web sites you may be linking to.
- Do you run contests and what do you do with the information?
- Do you have a discussion forum or message board? Let your visitors know that any information that is disclosed in these areas becomes public information and caution should be taken.
- Do you have security measures in place to protect the loss, misuse and alteration of the information under your control? If so, let your visitors know.
- Let your visitors know how they can opt out of your mailing lists.
- Provide your visitors with your contact information, should they have any questions in regard to your privacy policies.

## Feedback

Many times, your potential customers will have questions in regard to your products and services. To further build your credibility, provide your potential customers with an easy way to contact you. Create a page on your web site called "feedback." Place a form on this page to enable your visitors to contact you.

It is very important that you answer any questions you may receive as quickly as possible. Your personal response to your potential customers can literally determine whether or not you're going to make a sale.

A feedback form will also enable you to gather testimonials and receive suggestions to assist you in improving your web site, products or services.

## Share Your Expertise

Another great way to develop your credibility is to share your expertise. You can do this in a number of ways including:

- Writing Articles
- Providing Free Tutorials
- Offering Free Courses
- Writing Reports
- Distributing Free Ebooks
- Publishing an Ezine

Sharing your expertise will enable you to promote yourself as an expert in your field. Not only will it assist your potential customers, but it will also develop your credibility.

By taking the time to build your credibility with your potential customers, you will increase your Internet sales considerably.

# Developing Your Marketing Strategy



Developing a successful marketing strategy is an essential part of your online success. In order to succeed, you must develop and implement a strategic plan that includes all of the following:

- **A great product and or service**
- **A web site specifically designed to sell**
- **A killer marketing strategy**

Each step plays an important role in your overall strategy and must be developed to its fullest potential. If even one step fails, your chances of success will be minimal.

## **What should I sell?**

Your first step will be to either develop a great product of your own, or simply locate quality products and/or services you can market via affiliate programs.

If you're just starting out, it is highly recommended that you start out marketing quality products and/or services that are already developed. This will provide you with the ability to earn while you learn, as most quality affiliate programs provide you with marketing and advertising information to assist you.

## **What is an Affiliate Program?**

When a company provides you with the ability to sell their products and services and they pay you a specified commission on each sale, they have what is known as an affiliate program.

## **One Tier Verses Two Tier**

One tier affiliate programs pay commissions on one level. For each sale an affiliate makes, they will receive a commission. For example, if a company offers their affiliates a 30% commission and their product sells for \$39.99, for every sale you make, you would receive a onetime \$12 commission.

Two tier affiliate programs pay commissions on two levels. Affiliates will receive a commission for each sale they make and for each sale their recruits make, which means you would have to get others to join the affiliate program.

Two tier affiliate programs usually divide the commissions over the two levels. For example, if a company wants to give their affiliates a total of 30% commission for each sale, they would offer a 20% commission on their first level sales and an extra 10% commission on second level sales. If their affiliate makes a \$39.99 sale, they would receive an \$8 commission. If one of their recruits makes a sale, they would receive an additional \$4 commission.

Although this may look good on paper, my experience has been that the one tier affiliate program is much more profitable than the two, as most affiliates never make any money. Why? Because they fail to try...

### **Residual Affiliate Programs**

Although joining affiliate programs that pay a onetime commission on sales can produce some extra income, the key to developing a nice monthly income is to join residual affiliate programs.

A residual affiliate program will pay you a monthly commission on sales for as long as the customer remains with the company.

Joining a combination of both types of affiliate programs will be your best option.

### **Developing Multi Streams of Income**

The key to developing a successful Internet business is to create multiple streams of income. You must not solely rely upon one stream of income, as you will literally be placing all of your eggs in one basket.

By developing income from multiple sources, when one source is having a slow period, the other sources will help to supplement.

You must first decide upon your target market and offer products and/or services that will be of interest to your market. In addition, the products and/or service you're offering should be closely related. For example, if you're selling computers, you could also offer printers, Internet service, software, etc.

Once you've decided upon your target market and what type of products and/or services you'd like to sell, your next step will be to locate quality affiliate programs.

You can find hundreds of affiliate programs at [Affiliate Showcase](#), [Commission Junction](#) and [ClickBank](#).



**Plug-In Profit Site**  
Complete Money Making Site Setup FREE!  
3 Easy Steps!  
Get Your Own Money Making Website Setup FREE!  
Multiple Streams Of Automated Income!  
Free Installation Within 24 Hours... Guaranteed!  
Click Here Now!  
Copyright © Stone Evans, The Home Biz Guy

Although you can spend a lot of time looking for quality residual affiliate programs to join, I **highly recommend** that you visit the [Plug-in Profit](#) Site. Stone Evans, the Home Biz Guy, will not only provide you with the ability to sign up with several affiliate programs that pay residual income, but he will also set you up with a COMPLETE money making site that's 100% ready to take orders and pull in MASSIVE PROFITS for you right now...GUARANTEED!

Plus, you'll get your own pre-written ezine-in-a-box with 400 messages customized and setup for you absolutely free WITHIN 24 HOURS.

Stone is the top seller in just about every program he promotes and has developed a complete system to assist you in doing the same thing.

Simply follow Stone's lead and you will be well on your way to earning a nice monthly income. Visit the Plug-in Profit site and get started today. You won't find a better offer anywhere.

## Developing Your Web Site

Once you've developed a great product and/or selected your affiliate programs, your next step will be to develop a great web site. Your web site must be specifically designed to sell the products and/or services you're selling.

If you sign up for a free [Plug-in Profit](#) site, you can skip this section, as everything will be taken care of for you – from enabling you to sign up with quality residual affiliate programs to getting your web site set up – Stone takes care of everything.

Everything within your web site should have one specific purpose -- getting your visitor to take action. Words are the most powerful marketing tool you have. The right words will turn your visitors into customers. The wrong words will cause them to click away and never return.

Your words are the entire foundation of your business. Your product, your web site and your marketing strategies all depend upon your words. Fancy graphics don't make sales -- words do.

Every word, sentence and headline should have one specific purpose -- to lead your potential customer to your order page.

Write your web site copy as if you are talking to just one person. Identify a problem and validate that one visitor's need for a solution. Continue to write and explain why your product is the solution to their problem. Tell them exactly what your product will do for them -- why it will solve their problems and how. Pack your copy with benefits and more benefits. Write to persuade -- that's the bottom line.



## Web Design Mastery

### Professional Web Site Design Made Easy

- Learn at your own pace with 8 easy to follow step by step guides...
- 100's of copy & paste codes, screen shots and examples...
- Get your site up fast! – With over 100 professional web page templates...

**Eight volumes** and over **500 pages** of solid information, Web Design Mastery takes you step by step through...

 **Volume 1: Planning Your Web Site** – A complete guide to developing a successful web site.

 **Volume 2: HTML Tutorial** – A step by step guide to writing your own HTML code.

 **Volume 3: Marketing and Promotion** – A complete guide to promoting your web site.

 **Volume 4: Glossary of Terms** – A reference guide containing commonly used Internet terms.

 **Volume 5: Webmaster Resources** – A reference guide containing links to a variety of Internet resources to assist you.

 **Volume 6: Webmaster's Reference Charts** – Five reference charts to assist you in designing your web site:

**Section 1: HTML Chart** - Commonly used HTML codes, including names, tags and examples.

**Section 2: CSS Chart** - CSS properties including background, border, classification, font, margin, padding and text.

**Section 3: Color Chart** - 216 Safe color chart containing each color, the hexadecimal values and the RGB (Red, Green, Blue) Values.

**Section 4: Symbols Chart** - Special characters and symbols.

**Section 5: Troubleshooting Chart** - Common web development problems including graphics, text, tables, HTML, forms, JavaScript and CGI Scripts.

 **Volume 7: Advanced Web Design** – Step by step tutorials that will take you through the entire design process of a sample web page template:

**Section 1: Web Page Template Design** - A six part, step by step guide to designing a web page template.

**Section 2: Image Dicing / Manipulating** - A step by step tutorial that will assist you in dicing and manipulating images.

**Section 3: Image Rollovers** - A step by step tutorial to assist you in creating image rollover effects.

**Section 4: Advanced Tables / Codes** - Several example tables and codes that can be used to spice up your web page.

**Section 5: Email Forms / Opt-In Lists** - A tutorial to assist you in developing an opt-in list, publication and form.

 **Volume 8: 101 Design Tips and Tricks** - Tips include HTML, DHTML, JavaScript code snippets and CSS codes.

All of these ebooks contain example code ready to copy and paste into your pages.

[Click here to download your free chapters](#)

# Implementing Your Marketing Strategy



Developing and implementing a strategic marketing plan is an essential part of your Internet success.

Your plan must include both short-term and long-term strategies in order to succeed.

Short-term marketing strategies are those that bring you a temporary boost in traffic. Although these techniques are very important to your overall plan, they are only a temporary traffic source and must not be solely relied on.

Short-term marketing strategies include:

- Purchasing advertising
- Discussion groups
- Search Engines

Long-term marketing strategies are those that bring you a steady stream of targeted traffic over time. These strategies will continue to produce results even years down the road.

Long-term marketing strategies include:

- Opt-in Lists
- Freebies
- Content

By creating and implementing a balanced marketing strategy, using both short-term and long-term strategies, you will drive a steady stream of targeted traffic to your web site.

If you use this simple formula when creating your Internet marketing strategy and excel, you can literally guarantee your success.

## Your Promotional Strategy

Creating a successful Internet presence involves much more than designing a great web site or having the "perfect" product. Listing your web site with the Search Engines is your first step, however, you must not solely rely on the Search Engines to bring you traffic. You must develop a complete promotional strategy and work it every day.

## Search Engines

Your first step will be to submit your site to the Search Engines.

Although there are many Internet marketers who are constantly trying to maintain a top listing in the Search Engines, in my humble opinion, it's simply a waste of time.

Each Search Engine is different and has different guidelines in regard to how they rank a web page. In addition, their guidelines change very frequently and it is literally impossible to keep up with them. Your best option will be to optimize your web site to the best of your ability, submit your pages to the Search Engines and forget it. (Resubmit your main pages any time you make any significant changes.) Your time can be better spent using other marketing techniques other than fighting the Search Engine wars.

Your first step will be to optimize your web pages to the best of your ability. Visit <http://www.searchenginewatch.com> for a complete overview of the Search Engines and optimization.

## Opt-in List

As soon as your web site is up and running, you should **immediately** begin building an opt-in list. Above all else, you **MUST** remember...**the money is in the list**. An opt-in list is a list or database containing email addresses of individuals who have chosen to receive your email messages.

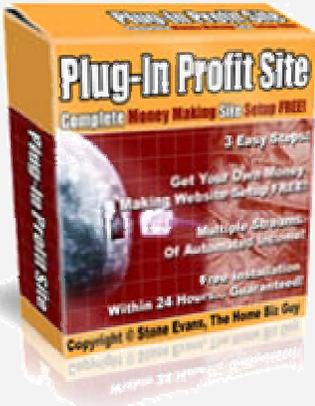
They provide you with a direct line of communication with potential customers and **enable you to promote your products or services**.

Developing your own list of targeted potential customers is the absolute most important marketing strategy you can use.

No matter what strategies you're currently using, if you're not collecting the email addresses of your potential customers, you're literally guaranteeing your failure.

Opt-in lists provide you with the ability to create a targeted list of potential customers in which you can advertise on a continual basis. You will have a direct line of communication, which will increase your sales considerably.

The key to creating an effective opt-in list is to provide your subscribers with quality information. The best way to do this is to provide them with a weekly, bi-weekly, or monthly ezine. An ezine is a newsletter or publication that is sent to subscribers who have chosen to receive your publication.



If you've decided to get a [Plug-in Profit](#) site, Stone Evans, the Home Biz Guy, will set up your own pre-written ezine-in-a-box with 400 promotional messages customized for you absolutely free. Your mailings will be put on autopilot!

In order to build a database of potential customers and start collecting email addresses, you'll first need to set up a mailing list. This mailing list must enable your visitor's to submit their information and subscribe them to your list.

There are many free list services that will enable you to set up a mailing list. However, they are not recommended. They will not allow you to personalize your messages with your subscriber's names, which is very important.

### **Building Your Subscriber Base**

There are many powerful ways to build your subscriber base. However, for this article, we will only focus on the "best" ways.

## Purchasing Leads

Although there are many ways you can build your subscriber base, purchasing leads will produce the quickest results. I highly recommend that you purchase your leads through Empowerism. For only 19.95 a month, Empowerism will provide you with 50 new leads, which are completely opt-in, 99.9% U.S., with full info (name, address, city, state, ZIP, email, phone, IP, and date/time stamp), with no AOL, Hotmail, or junk addresses. In other words, quality leads.

In addition, you can purchase as many additional leads as you'd like.

If you decide that purchasing leads is for you, please do so with caution. **Although there are many companies online that will sell you leads, not all use ethical means in which to collect the leads.** Make sure you only deal with reputable companies and that the leads are **100% opt-in** and want to receive your communications. Again, I highly recommend Empowerism.

If you would be interested in purchasing some quality leads, I have some great new for you ... How would you like to spend \$25.00 on leads and in a matter of months, receive \$2000.00 in return? Well, that's exactly what you can do through Empowerism. Don't take my word for it; visit the [Empowerism](#) site for full details. It's simply amazing...



## Your Web site

Place a subscription box on every page of your web site. Make sure you don't overlook this powerful means of gaining new subscribers. Your visitors will enter your web site from many other pages other than your main page. They may never even visit your main page, so make sure your subscription box is visible on every page of your web site.

## Incentive Subscriptions

This powerful means of obtaining subscribers entails offering your visitors a free gift in return for their subscription. This free gift may be a free ebook, software, or report. This method of obtaining new subscribers will increase your subscription rate immensely.

You can download free ebooks you can use as incentives at [Web-Source.net](http://Web-Source.net).

## Writing Articles

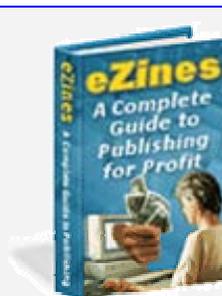
Write informative articles and allow them to be freely published. By writing articles, you can significantly increase your subscriptions. The key to using this method effectively is to include your subscription information within your bylines.

## Free Ebooks

Create a powerful free ebook and allow it to be freely distributed. Place your subscription box within your ebook to enable your readers to subscribe. Your ebook will have the potential to be viewed by millions of Internet users.

Creating and developing an opt-in list is an absolute must. You must take every opportunity to promote your publication and gain new subscribers. The more subscribers you have, the more sales you'll make. Make sure you don't overlook this powerful method of making sales.

If you're not collecting your visitors' email addresses, don't wait another day to start. Opt-in lists are one of the most powerful marketing tools on the Internet.



If you would like an in-depth, step by step guide to publishing a profitable ezine, [click here](#) for information on my eBook, eZines: A Complete Guide to Publishing for Profit. Not only will this ebook assist you in developing a profitable ezine, but it also has resell rights. What this means is that when you purchase this ebook, you may resell it (or use it as a free bonus) and keep 100% of the profits forever with no additional fees.

# Writing Articles for Publicity

If you've been on the Internet for a while, you've probably subscribed to a few ezines (newsletters). Most ezines will include a feature article written by the editor or a guest author. If you've ever read an article written by a guest author then you've probably noticed, at the end of the article, a few lines of text about the author, referred to as "bylines" or "resource box."



The writer gives the publisher permission to publish their article free of charge in exchange for the publisher including the author's bylines. The bylines are basically just an advertisement for the writer. They usually contain a couple of lines about the author and a web address.

By writing articles and allowing them to be published, free of charge, your articles will have the potential to be viewed by millions of Internet users. They may be published by several ezines with subscriber bases of a few hundred to several thousand. In addition, they may be displayed in ezine archives or on high traffic web sites.

## Writing Guidelines

Most ezine publishers prefer short articles between 500 and 750 words. Short "tip" articles of just a couple of paragraphs are also very popular. Articles should be formatted to 65 characters per line or less including spaces and written in short paragraph sections.

When you begin writing your article, avoid using your standard word processing programs, as they do not allow for proper formatting. Instead, use a text editor such as NotePad. It should already be installed on your desktop.

When you begin typing your article, use a hard carriage return (hit enter) when your text reaches 65 characters, including spaces, and leave a space between your paragraphs. This will enable the publisher to easily copy and paste your article into their publication and significantly increase your chances of being published.

## Publishing Guidelines

Most publishers receive many article submissions each week and only select a few to be published. Here are some basic guidelines to help you increase your chances of being published:

- Your article must be properly formatted. Publishers won't take the time to format your article, they'll simply use another article that is properly formatted
- Keep your bylines down to 6 lines or less
- Select a descriptive title to intrigue your readers
- Use proper grammar and spelling
- Avoid articles that are nothing more than a sales pitch, as your chances of being published will be minimal
- Avoid referring readers to an affiliate URL, as this will make your article appear to be biased and untrustworthy
- Write your articles with a sincere desire to teach and inform. Talk to your readers and share your expertise

Once you've written your article, you'll need to develop a list of publishers that may be interested in publishing it. Visit the [Directory of Ezines](#) to help you locate ezine publishers:

Search through the database for publications that may be interested in the type of article you've written. Contact the publisher and ask them if they accept article submissions.

Submit your articles to announcement lists:

Article Announce

Subscribe: [mailto:article\\_announce-subscribe@egroups.com](mailto:article_announce-subscribe@egroups.com)

PublishInYours

Subscribe: <mailto:PublishInYours-subscribe@egroups.com>

Articles Archive

Subscribe: [mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com)

Free Content

Subscribe: <mailto:Free-Content-subscribe@egroups.com>

Here are some additional promotional resources to help you get published:

IdeaMarketers

<http://www.ideamarketers.com>

EzineArticles

[http://ezinearticles.com/add\\_url.html](http://ezinearticles.com/add_url.html)

Article City

[http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)

Opportunity Update

<http://OpportunityUpdate.com/articles/>

Marketing Seek

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

Author Connection

<http://www.authorconnection.com>

Writing and distributing free articles on the Internet will be one of the best promotional decisions you'll ever make. Not only will it provide you with free publicity, but if your articles are good, you'll become a trusted professional in your area of expertise.

Make sure you review the submission guidelines prior to posting your article to an announcement group.



If you'd rather not submit your articles manually, I use a great program called [Ezine Announcer](#). This great piece of software makes ezine and article promotion easier than ever before. It automates your ezine and article submissions and provides you with over 900 resources. This software alone can literally save you hours upon hours of valuable time and is well worth the small price.

# Advertising



If you really want to build your business online, you **MUST** be willing to invest in your business. There are many advertising opportunities available on the Internet that will enable you to purchase targeted advertising very reasonably.

## Ezine Advertising

Ezine Advertising is one of the most effective forms of advertising on the Internet. Not only is it effective, but it can also be very inexpensive depending on the size of the publication.

The key to using ezine advertising effectively is to target your audience and track your response. You must test the effectiveness of both your ad and the publication in which you're advertising. This will enable you to determine which ads are pulling the most response and which publications are providing you with a high response rate.

When selecting an ezine in which to purchase advertising, there are a few factors that should be taken into consideration:

1. Select an ezine that targets your potential customer. In other words, if you're selling health products you wouldn't want to advertise in a "marketing" ezine. You would want to advertise in an ezine that focuses on health.
2. The size of the publication really isn't a factor in determining your ad's success. Smaller publications will many times have a higher response rate, as they may have a higher percentage of subscribers that actually read the publication.
3. Before buying advertising in a publication, make sure you subscribe to a few issues. You want to ensure that the publication contains quality content and see how their ads are displayed. If they're running 15 or 20 ads each issue, your ad's response rate will most likely be low. Try to select a publication that runs only a few ads each issue and places them in the center of the publication.

4. Contact the ezine publisher to make sure they never run two ads for similar or the same products. This will increase your response rate considerably.

The [Directory of Ezines](#) provides a complete online searchable database of ezines that accept advertising. This directory contains all of the information you'll need to know to effectively place your ads.

If you're looking for a low cost alternative for purchasing ezine advertising, [Ezine Ad Auction](#) will enable you to bid on ad space in targeted ezines.

A good way to organize your ezine advertising is to set up a web page, for your personal use, that will contain all the details for each advertising venture.

This page should be stored on your hard drive and not uploaded to your server, as you don't want it to be accessible on the Internet.

Your chart might look something like this:

<b>Ezine</b>	<b>Cost</b>	<b>Ad</b>	<b>Clicks</b>	<b>Sales</b>
<a href="#">Ezine 1</a>	Ad Cost	Your Ad	Number of visitors	Number of sales
<a href="#">Ezine 2</a>	Ad Cost	Your Ad	Number of visitors	Number of sales
<a href="#">Ezine 3</a>	Ad Cost	Your Ad	Number of visitors	Number of sales
<a href="#">Ezine 4</a>	Ad Cost	Your Ad	Number of visitors	Number of sales
<a href="#">Ezine 5</a>	Ad Cost	Your Ad	Number of visitors	Number of sales

By organizing your advertising campaigns, you can see exactly how each ad is doing within each publication.

To track your click through rates, you may want to use a simple little script called, [LnkinLite](#). This free script will enable you to easily keep track of the number of clicks a specific link receives.

We'll talk more about testing and tracking your campaigns later.

On the following page, you'll find a list of newsletters that will enable you to purchase sponsor and/or solo advertising space.

Publication	Top Sponsor	Middle Sponsor	Solo	Misc.
<a href="#">At Home Working</a>	\$40		\$45	
<a href="#">Boaze Publishing</a>		1 day \$15 2 day \$25 3 day \$35	\$47	Banner Ad: 1 day \$10 2 day \$15 3 day \$20
<a href="#">Cashfromhome</a>			\$99.95	
<a href="#">Get Massive Hits Newsletter</a>	\$59.95		\$97	
<a href="#">Net Income Site</a>	\$35		\$60	
<a href="#">2 Bucks An Ad</a>				\$10 per ad in 10 Ezines \$90 per ad in 90 Ezines
<a href="#">A1 Home Business</a>	\$95		\$125	
<a href="#">All About Web Profits</a>	\$35	\$25	\$45	
<a href="#">Axis Direct</a>	\$68		\$98	
<a href="#">Biz Site Biz</a>	\$25		\$35	
<a href="#">BizWeb E-Gazette</a>	\$675	\$495		Bottom Sponsor Ad: \$325
<a href="#">Building Wealth News</a>	\$40	\$30	\$70	Bottom Sponsor Ad: \$20
<a href="#">Cash From Home</a>			\$99.95	
<a href="#">ClickBank Login Page</a>				\$25 / day - \$700 / mo
<a href="#">Complete Results</a>	\$400	\$250	\$2400	Sponsor Ad: \$150
<a href="#">DEMC E-Magazine</a>				Classified ad: \$12 per line (\$36 minimum) Spotlight Ad: \$227
<a href="#">Dollarmines</a>	\$50		\$120	Bottom Sponsor Ad: \$40 Classified Ad: \$20
<a href="#">Get Massive Hits Newsletter</a>	\$59.95		\$127	Monster Package (1 Solo, 1 Top Sponsor, 2 classifieds) \$187
<a href="#">GetResponse</a>				Smart Ads: 20k: \$99.95, 50k: \$199.95, 100k: \$299.95
<a href="#">Marketers Resource Weekly</a>	\$397	\$297		Bottom Sponsor Ad: \$197
<a href="#">Net Domination Ezine</a>				\$0.001 per lead. Mailings done in 100,000, 200,000, 300,000, 400,000, & 500,000 blocks.
<a href="#">Net Income Site</a>	\$30		\$60	
<a href="#">Nobo\$\$</a>	\$250		\$1200	
<a href="#">Nova News</a>	\$77		\$197	3 Solo Ads \$497 5 Top Sponsor Ads \$317
<a href="#">Online Exchange</a>	\$20		\$50	
<a href="#">ProbizTips</a>	\$87	\$37	\$197	
<a href="#">Promote Links News</a>			\$40	
<a href="#">Promotion Tools</a>	\$15		\$22	
<a href="#">Rim Digest</a>	\$50		\$149	
<a href="#">Sendfree Advertising</a>				Top Autoresponder Ad \$47
<a href="#">Straight Talkers</a>	\$25		\$50	
<a href="#">Tele Quest Link</a>	\$120		\$199.95	
<a href="#">The Millenia Web Magazine</a>			\$120	
<a href="#">The Work At Home</a>	\$40		\$45	
<a href="#">Traffic Swarm</a>				Effective FREE advertising
<a href="#">UniMax Marketing</a>	\$189.95		\$329.95	
<a href="#">Web Marketing Today</a>				2-Lines in Doctor Ebiz \$150 2-Lines in Web Marketing \$250
<a href="#">Web Stars 2000</a>	\$65		\$99	
<a href="#">Work At Home News</a>	\$39.95		\$99.95	
<a href="#">Xtreme Marketing</a>	\$99		\$199	

## Pay-Per Advertising

**Pay-per programs** include, pay-per-click, pay-per-lead and pay-per-sale.

**Pay-per-click** programs will enable you to advertise to your target audience and only pay for results -- you pay a set amount for each visitor that is sent to your website. The most popular pay-per-click program is the pay-per-click Search Engines. You can learn more about pay-per-click Search Engines here:

<http://www.payperclicksearchengines.com>

**Pay-per-lead** programs will enable you to only pay for leads. These leads may be potential customers that fill out a registration form, enter a sweepstakes, or download a free product trial.

**Pay-per-sales** programs are simply affiliate programs. You pay your affiliates a set commission for each qualifying sale.

You can find a number of Pay-Per programs here:

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

Another form of a pay-per-click program is pay-per-click banner ads. There are several companies online that will place your banner within their network and charge you a set fee for each click through.

Here's a few to get you started:

Value Click

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

I-Clicks

<http://www.i-clicks.net>

AdDynamix Pennyweb

<http://home.pennyweb.com/>

# Setting up an Advertising Campaign through Google Adwords

<http://adwords.google.com>

If you're looking for a low-cost, yet highly effective means of advertising your products and services, Google AdWords may be your answer.



Google AdWords provides a simple way to purchase highly targeted advertising, regardless of your budget. Unlike other sites selling banner ad space and pay-per-ranking, AdWords provides advertisers with highly effective text ads that are displayed with the search results. Studies have shown that highly targeted keyword advertising produces an average of four times the industry standard clickthrough rate.

Google, one of the premier Search Engines, receives over 29 million searches each day. Their popularity most likely stems from the speed and accuracy of their search results. Needless to say, placing your text ad with Google Adwords will be a highly effective way to advertise your products and services.

It is a well-known fact that text ads perform much better than banner ads. What better way to target your audience than through a popular Search Engine? Your potential customer is there for a reason -- they're looking for something. When a Google visitor types in their keywords, they are almost instantly presented with their search results. On the right side of the results are colored text boxes containing targeted advertisements that match their search terms.

When you place your ad with AdWords, you will have the ability to select a list of tightly targeted keywords including all of the following:

**Keyword Matching** - Shows your ad when a search includes your selected words.

**Phrase Matching** - Shows your ad when a search includes your selected phrases.

**Exact Query Matching** - Shows your ad when a search contains your exact keywords and no others.

**Negative Keyword Matching** - Will not show your ad if a search contains certain words you select.

This unique targeting technique will enable you to create a highly targeted ad campaign and test your ads with a high rate of accuracy. What's more, you can even target your ads to a specific country or language.

The great thing about advertising with Google AdWords is that you will have complete control over your ad and how much you'd like to spend. You can open an account with a credit card with no minimum deposit required. Once you place your ad, it can begin running almost immediately.

Their advertising rates are very reasonable. The amount you spend on your advertising campaign will depend on two factors: (1) the number of times your ad is displayed and (2) the position, one through eight, in which your ad appears. The advertising rates are as follows:

Position 1 - \$15 per thousand ads shown  
Position 2 - \$12 per thousand ads shown  
Position 3 - \$10 per thousand ads shown  
Position 4-8 - \$8 per thousand ads shown

The position of an ad is determined by how well it is performing. Ads with a higher clickthrough rate will receive a higher position and in turn will cost more.

In order to increase your clickthrough rate and spend less money, try to select keywords and phrases that specifically target the product or service you're offering. Avoid using common words, as these will use up your ad displays very rapidly. Instead, select words that specifically target your product or service.

For example, instead of using a general keyword like 'software,' use a keyword that focuses on a specific software program such as 'FrontPage 2002' -- or, a little less focused, 'web design software.' In addition, make sure you use your keyword phrase (search term) as the title of your ad. This will increase your clickthrough rate considerably.

When you set up your account with Google, make sure you use a different ad for each search term. Not only will this increase your ad's relevance in the search results, but it will also increase your clickthrough rate.

Once you place your ad, you can easily track your ad's response rate and make adjustments instantly. This is a great, low-cost way to find out which ads are performing the best.

Google AdWords provides Internet marketers with a cost-effective alternative to banner advertising. If you want to increase your traffic and sales, give AdWord a try -- you'll be glad you did.

For further information, visit Google AdWords:  
<http://adwords.google.com>

# Paying For Traffic



If you've been struggling with your web site traffic and your sales aren't what you had hoped for, then maybe it's time to start paying for traffic.

Pay-per-click Search Engines provide an extremely effective means of obtaining highly targeted traffic to your web site.

The concept is simple -- you bid on targeted keywords and receive targeted traffic to your web site.

## Overture

The most popular and probably most effective pay-per-click Search Engine is Overture. Although the minimum bid at Overture is now 10 cents per click, if you have strategically designed your web site to sell, paying only a dime per visitor will be well worth the investment.

The key to using this technique effectively is to focus on one specific product and select highly targeted keywords. This will help you to weed out all of the window shoppers and attract your specific target audience.

## Viewing Search Terms

Most pay-per-click Search Engines will enable you to view exact "search terms" that have been used to perform searches. Use this to your advantage. You can find out exactly what "search terms" are being used for your target market and place your bids accordingly. Try to create a list of as many relevant keywords as possible. The more keywords you bid on, the more traffic you'll receive.

When bidding on keywords, keep in mind that in order to be successful, you don't have to be listed at the top. Although receiving a listing in the top three positions will produce major traffic through Overture, most of the time, you must have a large advertising budget to compete.

Before placing your bid, perform a search to find out how much your competitors are paying per click. Try to place your bid so that your listing will appear on the first page to increase your chance of success. By selecting highly targeted, less popular keywords, you'll not only attract a more targeted audience, but you'll also obtain a higher listing for less money.

## Your Ad Copy

Your headline and copy are the most important part of your entire strategy. Your headline must grab your potential customer's attention and force them to read on. Your copy should tell them exactly what you have to offer and convince them to visit your site. Try to avoid attracting freebie hunters by mentioning free stuff within your ads. By weeding out those potential visitors expecting to get something free, you will attract a more targeted audience of potential buyers. There is no need to pay for visitors that weren't interested in buying anything in the first place.

Your listing should lead your potential customer directly to your product with no other distractions. In other words, if your product isn't on your main page, then don't direct your potential customers to your main page and make them search for your product. Direct them to your product's page.

## Reviewing Your Reports

Once your campaign begins, make sure you take the time to review the reports provided by the pay-per-click services. These reports will provide you with information in regard to how well each of your keywords are performing and enable you to adjust your keywords or change your bids accordingly.

To increase your traffic even further, don't just stop with one pay-per-click Search Engine -- try several at time. The more streams of traffic flowing to your site, the better.

Here is a list of some of the top pay-per-click Search Engines:

<http://www.overture.com>

<http://www.7search.com>

<http://www.kanoodle.com>

<http://www.findwhat.com>

Visit <http://www.payperclicksearchengines.com> for a complete list of over sixty pay-per-click Search Engines and reviews.

If you're serious about your business and you're ready to drive a stampede of targeted traffic to your web site, then give the pay-per-click Search Engines a try. They're well worth the small investment.

# Offline Promotions

Promoting your web site offline is an often overlooked way to increase your traffic. Your web address should appear on all of the following:



- Business cards
- Letterhead
- Envelopes
- Receipts
- Invoices
- Sales letters
- Brochures
- Flyers
- Post cards
- Fax documents
- T-shirts
- Pens
- Pencils
- Mouse Pads
- Phone book listing
- Voice mail message
- Newspaper/magazine ads
- Vehicle

Below, are several resources to assist you:

[IDit Plates](#) - Put your web address on your vehicle.

[Magnetic Signs](#) - Full size magnetic signs for your vehicle.

Visit [iPrint](#) for all of your printing needs.

Place ads in newspapers, magazines, on the radio, or on TV. Visit the following web sites for a complete list of resources to assist you:

- [Gebbie Press](#)
- [NewsDirectory Newspapers](#)
- [Newspapers Online](#)

For even more promotional products, [PromoCity](#) can add your logo to any one of over 500,000 items.

## **Press Releases**

[CanadaOne](#) provides a free interactive press release builder.

[Gebbie Press](#) provides over 10,000 links to print and electronic media on the Internet.

Dr. Kevin Nunley will write your press release and send it to 5,000 media contacts.

<http://www.drnunley.com>

[Automated Press Releases](#) will enable you to send your press release to over 10,000 media. You write your press release or they'll write it for you.

Once you've created your promotional web page, open it within your browser and add it to your favorite places or bookmark it for easy daily access. Set up a specific day for your weekly and monthly promotions and perform your miscellaneous promotions as needed.

Although these promotional strategies are far from complete, they provide you with a basic overview to get you started.

Once you've implemented your promotional strategy and continuously work it each day, you'll be amazed with the results of your efforts. Consistency will be the key to driving massive traffic to your site.

# Organizing Your Strategies



Organizing your strategies is an important part of your success. You must develop a weekly schedule for your business that becomes routine. Not only will this assist you in keeping your promotions organized, but it will also help you stay on task.

Your first step will be to decide what tasks should be performed each day, such as link exchanges on Mondays, managing your pay-per-click programs on Tuesday, etc.

A good way to organize your promotions is to set up a web page, for your personal use, that will contain your complete strategy. This page should be stored on your hard drive and not uploaded to your server, as you don't want it to be accessible on the Internet.

Each section within your page should contain the appropriate information for each of your promotional resources, such as web site name, user ID, password (if applicable) and hyperlinked web addresses for each web site you plan to use for your promotions. This will enable you to open your web page each day and visit the sites you have listed.

In addition to developing a weekly schedule, you should also develop a separate page for each of your strategies. For example, if you're advertising in ezines, you should create a page that contains the name of each ezine you're advertising in, web address, cost, the number of subscribers, the ad you're running and the results (clickthroughs / sales) for each publication and each ad.

Your first step will be to create your weekly schedule. You can then develop your promotional pages accordingly.

## Example Promotion Schedule

<b>Monday – Link Exchanges:</b> Exchange links with web sites similar to yours, but not in competition.	
<b>Search Engine</b>	<b>Link</b>
Google	<a href="http://www.google.com">http://www.google.com</a>
MSN	<a href="http://www.msn.com">http://www.msn.com</a>
Yahoo Y!Q	<a href="http://yq.search.yahoo.com">http://yq.search.yahoo.com</a>

<b>Tuesday – Discussion Groups:</b> Visit some discussion groups and share your expertise and network. Locate groups at <a href="#">Google Groups</a> .	
<b>Discussion Group</b>	<b>Link</b>
Group 1	<a href="http://www.group1.com">http://www.group1.com</a>
Group 2	<a href="http://www.group2.com">http://www.group2.com</a>
Group 3	<a href="http://www.group3.com">http://www.group3.com</a>

<b>Wednesday – Ezine Advertising:</b> Write and place some ezine sponsor and/or solo ads. Locate ezines at <a href="http://directoryofezines.com">directoryofezines.com</a> .	
<b>Ezine</b>	<b>Link</b>
Ezine 1	<a href="http://www.ezine1.com">http://www.ezine1.com</a>
Ezine 2	<a href="http://www.ezine2.com">http://www.ezine2.com</a>
Ezine 3	<a href="http://www.ezine3.com">http://www.ezine3.com</a>

<b>Thursday – Pay-Per-Programs:</b> Develop and/or manage your Pay-Per-Programs. Locate Pay-Per-Click Engines <a href="#">here</a> .	
<b>Pay-Per-Click Search Engines</b>	<b>Link</b>
Overture	<a href="http://www.overture.com">http://www.overture.com</a>
FindWhat	<a href="http://www.Findwhat.com">http://www.Findwhat.com</a>
7search	<a href="http://www.7search.com">http://www.7search.com</a>

<b>Friday – Writing Articles:</b> Write articles and/or tips for publication.
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<b>Saturday – Article Submissions:</b> Submit your article to sites and announcement lists. Get article submission software <a href="#">here</a> .	
<b>Article Submission Sites</b>	<b>Link</b>
Submission site 1	<a href="http://www.submission1.com">http://www.submission1.com</a>
Submission site 2	<a href="http://www.submission2.com">http://www.submission2.com</a>
Submission site 3	<a href="http://www.submission3.com">http://www.submission3.com</a>

<b>Sunday – Day Off</b>
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The key to developing a successful promotional campaign is consistency and testing.

You must be consistent in your promotions. This is why developing a weekly schedule for your promotions is so important. By creating your schedule and organizing your strategies, you will not only have an organized approach to each day, but you'll get a lot more accomplished by having a laid out work plan.

Just as devising a schedule is an important part of your success, it is just as important to test absolutely everything. This will not only tell you exactly what's working and what's not, but it will also save you a great deal of money, as you won't pay for advertising ventures that aren't producing results.

For example, if you're running ezine ads, you should be testing your ads, including headlines, body text and every variation you can think of, such as capitalizations, wording, order, etc. You will be amazed at how one little tiny change in an ad can produce major results.

In addition, you should be testing the publications you're advertising in. Above all else, make sure the publication targets your market. For example, if you're selling health products, you certainly wouldn't want to advertise in a publication targeting Internet marketers. You'd want to advertise in a 'Health' related publication.

Take your time and plan your strategies very carefully. Remember ... Plan your work then work your plan.

# Testing and Tracking Your Marketing Strategies



Developing and implementing a strategic marketing plan is an essential part of your success. However, unless you're testing and tracking your strategies, you may be losing a great deal of time and money.

You can dramatically increase your sales simply by taking the time to test and track your results. Not only will it help you to determine what's working and what's not, but it will also enable you to focus your efforts on the strategies that produce results.

When testing your marketing strategies, keep in mind, a strategy that produces results for one person may not produce results for you. There is no 'set in stone' strategy that works for everyone. You must develop your own style and technique and test your results to determine what works for you. Below are some ad tracking resources to assist you in your testing and tracking endeavors.

## Ad Tracking CGI Scripts

### [LnkinLite](#)

If you're looking for a simple way to track clickthroughs, [LnkinLite](#) may be your answer. This free script will enable you to easily keep track of the number of clicks a specific link receives. Instead of using your standard link within your advertising, you can use a link created by this script. It will track the number of clickthroughs and instantly redirect your visitors to your URL.

Cost - Free

### [Willmaster's ProLinkz](#)

This powerful script is a link creator, tracker, disguiser and manager all in one. It will enable you to create uniquely coded links that redirect to any URL you specify and count all hits and referrers.

Cost - \$45.00

### [AdTrackZ](#)

This script will enable you to set up an entire ad tracking campaign including statistical reports for referring URLs, what browsers your visitors have installed, what operating systems your visitors are using and much more.

Cost - \$47.00

## **Ad Tracking Services**

### [LinkCounter](#)

A free service that tracks the clickthrough rates of your links. In addition to tracking your links, LinkCounter hides the URL of the link destination. This will prevent users from removing or changing your affiliate ID when visiting an affiliate site through your link.

### [HyperTracker](#)

The PRO version of HyperTracker contains a number of advanced features including: unlimited advertising campaigns, tracking of sales and actions, special scripts that let you promote your own website address in your campaigns and much more.

Cost - Starting at \$10.95 mo. They also offer a free version.

### [Adminder](#)

An online tracking system that will enable you to track an entire advertising campaign. It will enable you to see how many visitors were generated by each of your ads, keep track of sales that were generated by each ad and calculates the cost-per-click, cost-per-sale, and click-to-sale ratios for each ad.

Cost - \$19.95 mo. (for a limited time)

### [Statcruncher](#)

Statcruncher tracks and reports exactly which ads, banners and links are producing results. They provide you with access to their powerful web-tracking system that will enable you to track your ad campaigns 24 hours a day in real time.

Cost - \$49.00 yr.

If you'd rather not use any of the products and services listed above, you can use some alternative methods. Below are some example tracking methods you can use to track your response rates:

## URL

You can track your ads simply by adding some special coding to your URL. To code your URL, add a question mark followed by a special tracking code to the end of your web address. Your coded link will still open your web page. Your code should look something like this:

**`http://www.yourdomain.com/?ad1`**

The text after the question mark should identify a specific ad. You can code it however you'd like.

To view your results, you'll need to look at your log files. Your code will be displayed within your log files beside your URL.

## Email

You can track your email responses to specific ads by using the email subject. Select a specific word to be placed within the email subject for each ad. Although you can request that a certain word be placed within the email subject, many times it won't be supplied. To avoid this problem, you can create a special email link that will automatically fill in the subject when clicked on. Your link should look something like this:

**`mailto:you@yourdomain.com?subject=ad1`**

Testing and tracking your strategies is an essential part of doing business. By concentrating your efforts on strategies that produce results, you can not only increase your sales, but you'll also save yourself a great deal of time and money.

# Secret Formula for Writing Headlines that Sell

We all know the importance of a powerful headline. However, writing a great headline isn't as easy as it sounds.

An effective headline will literally force your potential customers to learn more. It will instantly ignite a certain emotion and intrigue them to read on.

In order to write an effective headline, you must learn how to use specific words to achieve a specific reaction.

Before writing your headline, you must first learn a little bit about the basic human motivators. According to psychologist Abraham Maslow, human behavior is always the result of one or more of five basic needs. He listed these needs in a sequence that he refers to as "the hierarchy of human needs."

He believes that until a less important need is met there won't be any desire to pursue a more important need. Below are the five human motivators, beginning with the basic needs and continuing to the most important needs.

**Physiological** - Basic human needs include hunger, thirst, shelter, clothing and sex.

**Safety** (Security) - Human need for physical, emotional and financial security.

**Social** (Affiliation) - Human need for love, affection, companionship and acceptance.

**Esteem** (Self Esteem) - Human need for achievement, recognition, attention and respect.

**Self-actualization** - Human need to reach their full potential.

When you are aware of the basic human needs, you can incorporate these needs into your writing. A great headline will appeal to your potential customers' emotions. You must feel their needs, wants and desires and write your headlines with passion and emotion.



When writing your headlines, keep in mind, you only have a few seconds to grab your potential customers' attention. If your headline doesn't immediately catch their attention, they'll simply move on and never return. Below, are several different formulas used by professional copywriters to write compelling headlines.

### **How to**

["How to Increase Your Sales Up to 500% by Using This One Simple Strategy"](#)

Headlines beginning with 'how to' are very successful, as the Internet is all about information. Internet users have a strong desire to learn. A headline beginning with 'how to' immediately grabs your potential customers' attention and forces them to read on.

### **Question**

["Are You Sick and Tired of Working for Someone Else?"](#)

Headlines written in the form of a question are very effective, as they appeal to your potential customers' emotions. When they read a headline written as a question, they'll answer the question in their mind. If the question identifies a specific need, want or desire, they'll read on.

### **Command**

["Double Your Income within the Next 12 months --Guaranteed!"](#)

A command headline focuses on the most important benefit your product or service has to offer. It instantly demands your potential customers' attention and intrigues them to read on.

### **News**

["Announcing a Brand New Breakthrough in E-Publishing"](#)

News headlines are very effective and used to announce new products and services. They are written in the form of an announcement or introduction and create curiosity.

## Testimonials

"Internet Marketing Exclusive is Pure Genius -- Our Sales Have Increased by 40%!"

Headlines written in the form of a testimonial are very effective, as they instantly begin building trust.

When writing your headlines, certain words, when combined together, will literally draw your readers' attention to your ad. Below, are of few of these "Power Words" that consistently work.

Breakthrough	Profits
Discover	Proven
Discovery	Results
Easy	Revealed
Free	Scientific
Guaranteed	Secret
Hidden	Shocked
Incredible	Shocking
Love	Ultimate
Master	Uncovered
Money	You
New	Your
Powerful	

According to a Yale University study, the following words are the most powerful words in the English language.

Money	Health
Discovery	Proven
Save	You
Easy	Results
New	Guaranteed
Love	Safety

Just as certain words ignite different emotions, certain subjects have a broader interest than others do. Some of the most popular subjects include wealth, love, health and safety.

Take your time and try the different formulas according to your needs. Use a combination of the power words and write a headline that sells. By learning the art of writing headlines that focus on the basic human needs and emotions, you can increase your sales considerably.



The absolute most important key to making sales is your sales letter. If you don't have a powerful sales letter, your chance of success will be minimal.

If you're not secure in your abilities to write a great sales letter, and don't want to spend \$2000 or more to hire a professional

*Sander's Push Button Sales Letters software.*

*Push Button Sales Letters* will enable you to create 100% customized, powerful, targeted sales letters just by filling-in-the-blanks and clicking a button.

You will be presented with a sales letter nicely formatted on a web page when you're finished. Simply smooth out the rough edges, link it to your order form and you'll be ready to start selling your products and/or services. Visit the [Push Button Sales Letter](#) site to get started.

# Increase Sales by Building Credibility

The Internet has opened a whole New World of information and opportunity for all of us. However, it has also created a breeding ground for scam artists. For this reason, many Internet users are very reluctant to share their personal information and order products online.



As an Internet entrepreneur, it is your personal responsibility to ensure that your visitors feel very comfortable with you and your web site. In order to gain your visitor's trust and confidence, you must build your credibility.

## Domain Name

In order to establish credibility, you must be willing to invest in your own domain name and professional web hosting. Web sites hosted on free servers are not taken seriously and will suffer a serious loss of business. Your visitors may feel that if you don't have your own domain, you may not be a credible company. They'll simply take their business elsewhere.

## Contact Information

Provide your visitors with your complete contact information. This information should include your "real" postal address and not a Post Office box number. A business that hides behind a PO box loses credibility. It's perfectly acceptable to use a PO box as long as you also include your postal address.

Create a page to add to your web site called "about" and include all of the following:

- A personal or professional biography
- A photograph of yourself
- A complete description of you and/or your company
- Your web site and/or company objectives
- Your name, address, phone number and email address

It is very important that you include an "about" page, especially if you're selling a product or service. You must do everything in your power to put your visitor's mind at ease.

## Privacy Statement

Internet users are becoming more and more concerned with their privacy. Create a page on your web site called "privacy" and let your visitors know exactly how you will be using the information you collect.

This page should include all of the following:

- How do you plan on using their information?
- Is their information sold or shared with a third party?
- Why do you collect their email address and how will it be used?
- Why do you track their IP address?
- Let your visitors know that you're not responsible for the privacy issues of any outside web sites you may be linking to.
- Why do you use order forms and what do you do with the information acquired?
- Do you run contests and what do you do with the information?
- Do you have a discussion forum or message board? Let your visitors know that any information that is disclosed in these areas becomes public information and they should exercise caution.
- Do you have security measures in place to protect the loss, misuse and alteration of the information under your control? If so, let your visitors know.
- Let your visitors know how they can opt out of your mailing lists.
- Provide your visitors with your contact information, should they have any questions in regard to your privacy statement.

You can create your privacy statement in a matter of minutes with the [AutoWebLaw](#) software. You simply fill in the blanks to customize the statement, click on a button, and copy your new privacy statement. This piece of software will save you a great deal of time and money.

## Testimonials

Another great way to build your credibility is to display your customer testimonials. Include your customer's name, email address and web address with each unsolicited testimonial to increase believability.

You can find a nice script that will rotate your testimonials each day at [Willmaster.com](#).

## **Money Back Guarantee**

To further increase your credibility, you must completely remove your potential customer's risk. Provide them with a solid, no risk, money back guarantee. This will put their mind at ease by building their confidence in you and your product. In addition, you must honor ALL refund requests in a timely manner with complete professionalism.

No matter what you're selling or how great your product is you will receive refund requests. It's just a part of doing business. Don't take it personally or try to argue the point with your customers, simply give them a refund. You may be surprised to learn that the customers who ask for a refund may purchase other products from you in the future.

## **Feedback**

Many times, potential customers will have questions in regard to your products and services. Create a page on your web site called "feedback" and place a form on this page to enable your visitors to contact you. It is very important that you answer these questions as quickly as possible. Your personal response to your potential customers can literally determine whether or not you're going to make a sale.

A feedback form will also enable you to gather testimonials and receive suggestions to assist you in improving your web site, products or services.

## **Secure Server**

If you're processing your customer's orders online, you must place your order form on a secure server. This will protect your customer's personal information, while at the same time, provides your customers with added confidence in placing an order with you. In addition, make sure you let your visitors know that their information will be processed on a secure server.

By taking the time to build your credibility with your visitors, you will increase your Internet sales considerably.

# Protecting Yourself from Lawsuits



If you're doing business on the Internet, above all else, you MUST take the necessary steps to protect yourself and your business.

If you're not displaying the required legal forms on your web site, such as copyright, disclaimers and terms of service forms, you could literally lose EVERYTHING!

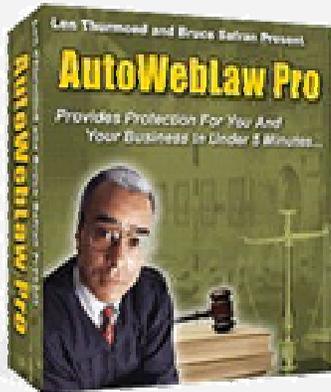
Please, don't take this point lightly. All it takes is one bogus lawsuit to lose everything you've worked for and everything you own.

There are thousands upon thousands of frivolous law suits filed against innocent, unsuspecting business owners each day. The truth is anyone, at anytime, can file a lawsuit against anyone.

First and foremost, you MUST take the necessary steps to protect yourself from these gold diggers.

There are a few different routes you can take:

1. Contact an attorney – preferably, one who specializes in the Internet – and have these special documents drawn up. However, this option can be very expensive, as accomplished Lawyers charge \$250 or more per hour – and, the more accomplished and/or Specialized Lawyers charge \$350 or more.
2. Spend hours doing your own research and write the documents yourself. However, this option is very risky, as even the smallest omission in your legal documents could cost you a fortune.
3. Invest in a software program called, [AutoWebLaw](#). This phenomenal software program was created by Bruce Safran, a Legal Specialist, and will dynamically generate your legal forms for you with all your information automatically placed in the proper fields -- ready to copy and paste into your websites and products.



Don't wait another minute, as your business could literally be on the line. If you want to avoid the high costs of hiring an attorney, I **HIGHLY recommend** that you visit the [AutoWebLaw](#) site right now and download this software. You can have the forms up in a matter of minutes.

# Mini-Sites – Highly Targeted Sales Generators



If you're looking for a highly effective method of increasing your Internet sales, then mini-sites may be your answer. Mini-sites are one of the most effective marketing tools online. Not only are they effective, but they're also very inexpensive and easy to create.

The concept is simple. Create a one or two page web site that completely focuses on one specific topic. Everything within that page should have one purpose -- getting the visitor to take action.

This page should be neatly designed in standard HTML with no Flash or fancy plug-ins and very few graphics. There should be no banners or outside links of any kind and nothing that will distract your visitor's attention.

The sole purpose of a mini-site is to attract highly targeted traffic. The more targeted the better. For example, if you have a web site that sells a number of products, a good mini-site would focus on one specific product instead of all of the products. You could create a mini-site for each product you offer.

## Designing Your Mini-Site

Each mini-site you create should be optimized for that one specific product. Concentrate on just a few keyword phrases, as this will help you to tighten your targeting. Remember ... the tighter the targeting the better.

- **Title** - Your "Title" should contain your most important keywords. You've probably heard that before, but I've found a slightly different method for optimizing the title. Since mini-sites focus on just one product, place the "most" important "keyword phrase" first. Not just your most important phrase, but the keyword phrase that you think people will use when they do a search. Instead of capitalizing the first letter, type it in lowercase, as most people type in all lowercase letters when searching. This will assist you in ranking higher in the Search Engine for your targeted audience.

- **Description** - Your description should focus on one specific product and not generalize. Make sure you include your most important keywords towards the beginning of your description. In addition, make sure your description describes your site in detail. You want your potential visitors to know exactly what you're offering. Your description should be less than 200 characters.
- **Keywords** - Concentrate on just a few keyword phrases.
- **Heading tags** - Search Engines pay close attention to the text displayed within the "Heading" tags. Place your most important keyword phrase within a "Heading" tag.
- **Graphic Alt tags** - Place a readable keyword phrase within your graphic "Alt" tags.
- **Text** - All of your text should focus on your product. There should be no filler text whatsoever. It should have one specific purpose -- getting your visitor to take action. Make sure you include your keyword phrases throughout your text.

If you'd like to set up your mini-site using tables, try to place your "Heading" text above your "Table" code. If this isn't possible, make sure you include your keyword phrases within your top left "Table cell" to assist you in ranking higher in the Search Engines.

Mini-sites are not limited to just your products. They can also be used with any affiliate programs you may be promoting. You can include extra incentives such as a free bonus for purchasing the product or even your personal recommendation. This is a great way to pre-sell the product.

### **Hosting Your Mini-Site**

When hosting a web site, you normally must purchase a web-hosting package for each domain. However, if you host your site with [Host4Profit](#), you can host additional domains within your account for only \$5 per domain – very reasonable.

What's more, I highly recommend Host4Profit, as not only do they provide you with 300mg of web space and everything you'll need to develop your site, but they also have an affiliate program. If you refer just three people to Host4Profit, your hosting will be free.

## Drive Targeted Traffic to Your Site

Once you have tested the effectiveness of your site and have a good conversion rate, (the number of visitors compared to the number of sales) you can buy targeted traffic. Goto.com is the number one pay-per-click Search Engine and will most likely produce the best results.

For additional options, visit [PayPerClickSearchEngines.com](http://PayPerClickSearchEngines.com). They provide information and reviews on a number of pay-per-click Search Engines.

The key to using this technique effectively is to bid on "very" targeted keywords. This will weed out the casual visitors and only attract your target audience. There's no sense in paying for visitors who really weren't interested to begin with.

In addition to bidding on keywords, you can also advertise in targeted ezines and even purchase some targeted banner advertising. Be creative and take the time to test all of your promotions prior to spending a lot of money.

If you really want to increase your sales, create some mini-sites. They are one of the cheapest and easiest to create profit generators online.



If you're looking for a quick way to get a professional web site up, look no further than Site Build It!...

Site Build It! makes it quick and easy for anyone (from savvy pro to complete newbie) to build a professional, popular, and profitable Web site... a site that attracts warm, willing-to-buy visitors.

Site Build It! takes care of all the technology and complexity of building and marketing your Web site... from brainstorming to domain name to hosting, from graphic design to Search Engine submission and optimization, from traffic analysis to ezine publishing.

All the tools, all in one place, all for one price, and all tied together into a straightforward, integrated, step-by-step process that works.

**[Visit Site Build It! to get started today](#)**

# Autoresponder Courses

Autoresponders, also known as mailbots, automatic email and email on demand were derived from the very popular fax on demand and designed to automatically respond to any email message it receives with an automatic response.



Autoresponder programs vary from software set up to run with your desktop email program and automatically answer your incoming email to a script that runs on your server. The script may run a Web-based autoresponder system that utilizes a web page form, or it may run with your pop email account on your server. It is programmed to automatically send out a predetermined message when a message is received to a specified script address or email address.

In addition to the standard autoresponder systems, there are also autoresponders that can send an unlimited amount of follow-up messages. These follow up messages can be set up to automatically be sent out at predetermined intervals. In other words, you can set up your autoresponder to automatically send out a new message each day for as many days as you would like.

This powerful technology is currently being used by some of the top online marketers to reach thousands of potential customers. As you may know, it may take up to seven contacts with a potential customer before closing a sale. By setting up an autoresponder and offering a free autoresponder course, you can completely automate a portion of your marketing efforts.

## Creating a Course

The first step in creating an autoresponder course is to decide upon a subject. Your course should focus on a subject in which you have a great deal of knowledge and target your potential customers.

Once you have selected your subject, you'll need to make a list of topics. Each topic will represent one lesson. If you have five topics, then you can offer your visitors a free 5-day course. If you have ten topics, then you can offer your visitors a free 10-day course and so on.

Separate each of your topics into course lessons. Your first lesson should welcome your subscriber to your course and explain a little bit about what they are going to learn, followed by the first lesson.

The key to creating a successful autoresponder course is to provide quality information that will be of interest to your target audience. Each daily topic must contain valuable information or your reader may decide to unsubscribe. In addition, make sure you include information in regard to your course such as the lesson number, lesson title, information about your products or services and highlights of the next lesson.

Your course should identify a problem, provide advice in regard to solving the problem and provide the solution with your products or services. Keep in mind, your course should not be written like a sales letter. It must provide quality information written to teach and inform.

### **Setting up Your Course**

After you've written your course, you'll need to transfer your text into an autoresponder. You can find free follow-up autoresponders at [GetResponse](#).

Sign up for a follow-up autoresponder and follow their instructions in regard to setting it up.

Once you've gotten your autoresponder set up, your final step will be to place your course information on your web site. This will include a description of your course and a mailto link to your autoresponder.

By offering your visitors a free autoresponder course, you are not only providing them with a great service, but you are also automating a portion of your marketing efforts. This form of free advertising can increase your sales considerably.

# Creating an Ebook

Ebooks or Electronic books are self-contained "executable" files of HTML. This HTML may be a web site you've created or HTML you've specifically prepared to be compiled into a downloadable .exe file for distribution. When downloaded, this file will self install on your clients desktop.



Ebooks are completely interactive with the Internet and can contain live links, graphics, forms, JavaScript, embedded video, can be protected via password/userid, search capabilities and more. This self-contained executable file can be distributed in a number of ways including; CD, floppy disk, download, etc.

With the rising popularity of the Internet, there is absolutely no better time than right now to develop your own informational product. Not only is there no better time, but it has never been any easier for anyone to develop and sell their own products.

Information is the number one best-selling product on the Internet. There are literally hundreds of Internet entrepreneurs quietly making a fortune simply by selling information.

Why are ebooks so popular? Internet users have a sincere desire to learn and want the information right now. They don't want to wait a week or two for the information to arrive. Ebooks provide your potential customers with instant gratification. As soon as they pay for their order, they can have immediate access to the information they desire.

## Suggested Uses

**Marketing** - Provide your sales network with your complete sales presentation to freely distribute with their ID to track sales.

**Promotion** - Provide valuable information on a specific subject to bring traffic to your site.

**Ezine Archives** - Ezine publishers can provide their publication archives to enable subscribers to read back issues on their desktop, visit your web site, subscribe, submit ads, etc.

**Catalogs** - Provide a desktop catalog for you customers to view on their desktop. You can even provide a form to accept orders right through your ebook.

**How To Manuals** - Provide your affiliates with a complete "how to" manual for marketing, advertising and promoting your products.

**Electronic Books** - Writers can offer their books in an electronic version.

**Web site** - Create an electronic version of your web site to place on disk and be viewed on your client's desktop.

**Instructional** - Provide an electronic training manual.

The first step in creating your ebook is to decide upon a subject. Select a subject in which you have a great deal of knowledge. The knowledge you have within your own mind is extremely valuable. Simply write about what you know and teach others how to do the same thing. It's that simple.

### **Creating an Outline**

The easiest way to begin writing is to create an outline. Begin your outline with an opening statement or Introduction followed by a Foreword. Your opening statement might tell your readers a little bit about what they are going to learn or may be a statement in regard to the subject matter. Your Foreword might include information in regard to who you are, your credentials, copyrights, and what you want your readers to learn.

Your next step will be to either create a *Table of Contents* or go directly into creating your Chapter Titles. If you're writing your information in the form of a how-to manual, you may want to use a Table of Contents. This will enable your readers to quickly locate important information. If you're writing your information in the form of a book, then you can leave out the Table of Contents and simply use Chapter Titles.

Whether you're using a *Table of Contents* or *Chapter Titles*, write your titles so that when they're read, they tell the story. In other words, when you scan your titles they will give you a step by step description of what your information is all about.

Finally, at the bottom of your outline, wrap everything up by including a closing statement.

Once you've completed your outline you can begin filling in the spaces. Write your text in small blocks and leave a space between your paragraphs. Select a font that is easy to read and use black text on a white background. In addition, write in an everyday language that everyone can understand.

## **Designing Your Interface**

Your ebook interface **MUST** look professional. No matter how good your information is, if your ebook doesn't look professional, it's perceived value will be low.

Design your ebook to be easily navigated and make sure you include navigational graphics within each page.

In addition, your ebook should include all of the following:

- Introduction
- Table of Contents
- Foreword
- Copyrights
- About page

Your first step in designing your ebook will be to turn your text into HTML. Simply divide your text into sections such as, Introduction, Table of Contents, Chapters, etc., and create a web page for each.

You can include graphics, live links, and almost everything that HTML 4.0 supports.

In addition to designing an interface for your ebook, you will also need to design a book cover. A book cover can increase your sales or downloads up to 300% and is an essential part of your ebook's success. Your book cover should compliment your ebook and be displayed on your sales page.

## Delivering Your Information

In order to deliver your information to your customers, you'll need to compress it into a downloadable file, better known as an ebook. There are different types of compilation methods however, for this example we will focus on HTML compiled ebooks.

## Selecting an HTML Compiler

Although there are many HTML compilers available on the Internet, these programs are just that – HTML compilers. What this means is that you must create your ebook within an HTML editor and then import your files into an HTML compiler to create your ebook -- not a very user friendly way to create an ebook. That's why we developed eBook Starter.



[eBook Starter](#) is unlike any other ebook creation program on the market, as it is an actual ebook editor. What this means is that you will have the ability to create your ebooks within this one program, including using your own design or selecting a template.

If you select a template, you will have the ability to edit the template directly within the software program via a "What You See Is What You Get" ebook editor. It functions very similar

to a word processing program.

And finally, you will be able to compile the ebook into the EXE ebook format all within the eBook Starter program.

### eBook Brander

What's more, with the purchase of eBook Starter, you will receive a viral marketing ebook brander, completely free.

eBook Brander will enable you to create customizable fields within your eBooks to enable your affiliates to brand your promotional eBooks with their affiliate ID or whatever you'd like.

Visit the [eBook Starter](#) site to download your **free trial version** of this powerful software.

## Tips for Creating Your Ebook

- Create a directory on your computer to include ALL the files for your ebook. These files will include HTML, graphics, backgrounds, etc.
- Ebooks should contain mainly text. To keep your file size down, avoid using large, slow loading graphics.
- Make sure your pages are viewable through any screen size.
- Include good navigational links throughout your pages.
- Use spell check to search for any possible spelling errors.

## Using an Ebook as a Promotional Tool

In addition to ebooks making a great product, they are also very powerful promotional tools. Ebooks can provide the Internet marketer one of the best promotional tools online. With its vast variety of uses, just one quality ebook development and distribution can produce an on going promotional tool that will work 24 hours a day, seven days a week for years to come. Millions can view your ebook, simply by giving it away.

The key to using this powerful promotional technique successfully is to create an ebook packed with valuable content and then give it away. I know what you're probably thinking. Why in the world would I want to spend time on creating a great ebook just to give it away? Well, not only should your ebook contain great information, but it should also contain information about your web site, products and services. Take every opportunity to mention any and everything you may be promoting and create links to each.

For massive exposure, select a subject with a broad appeal. If your site's focus is on web site traffic, consider creating an ebook on generating traffic. For example, *Web Traffic: A Complete to Guide to Generating Massive Traffic to Your Site*. Include several references to your site throughout your ebook, such as *For even more great traffic generating tips, visit "Traffic Tips" your complete source for generating massive traffic to your web site. <http://www.yoursite.com>. Or, Winning awards can dramatically increase traffic to your site. For a complete listing of award sites, visit "Traffic Tips Award Sites" <http://www.yoursite.com>.*

Here is an example of how powerful a good "free ebook" can be:

10 of your visitors download your ebook.

Your 10 visitors each give away 10 ebooks - 100

Those 100 each give away 10 ebooks - 1000

Those 1000 each give away 10 ebooks - 10,000

Those 10,000 each give away 10 ebooks - 100,000

Those 100,000 each give away 10 ebooks - 1,000,000

For massive distribution, make sure you include a short paragraph on your main page in regard to your copyrights and distribution. Let your visitors know that they may freely distribute your ebook. Your text might look something like this:

"This ebook may be freely distributed"

If you really want to create a viral marketing ebook, create your ebook so that it can be customized with your visitor's own information. In order to do this, you'll need to purchase an ebook program that also includes an additional branding software program -- not all ebook software programs do.

However, [eBook Starter](#) does. Not only can you create your entire ebook within this powerful program from start to finish, but with the purchase of this software, you will receive a special branding software completely free. This special branding software will enable you to create customizable fields within your ebooks to enable your visitors or affiliates to customize your ebooks with their company name, affiliate URL or whatever you'd like.

Distributing free ebooks is one of the most powerful promotional methods online. Use it to your advantage.

# Increase Your Sales with Cross Promotions



Cross promoting is a powerful technique used by many Internet marketers to increase the exposure of their products, services or publications. You simply decide what type of promotional exchange you would be interested in and contact fellow marketers to discuss an exchange.

The most effective technique used in cross promotions is recommendations. By providing each other with a personal recommendation you can increase your response rates tremendously.

Here are some popular cross promoting techniques you can use to boost your business.

## Link Exchanges

Exchange links with web sites similar to yours, but not in competition. Many Search Engines are now utilizing a new system that tracks and ranks sites according to the number of links pointing to a particular web site. By exchanging links with similar web sites, you will not only increase your Search Engine ranking, but you will also increase your web site traffic.

Visit [Alexa](#) to download a powerful free Internet Explorer toolbar that will provide you with traffic information about your potential link partners.

## Ezine Ad Swaps

Exchange subscription ads with other ezine publishers. Ezine advertising is one of the best forms of advertising on the Internet. By swapping ads with fellow ezine publishers, you can run your ad in other publications free of charge.

## Subscription Exchanges

Exchange subscription information with fellow ezine publishers. Provide recommendations within your ezine's welcome message, thank you page and even on your multiple subscription ezine form.

## **Ezine Column Swaps**

Partner with a similar publication and provide content for each other. This may be a weekly tips column, question and answer column or whatever you'd like.

## **Byline Exchanges**

Write articles and allow them to be freely published. Exchange byline information with fellow writers and provide recommendations.

With each article you write you are entitled to include your author bylines. Bylines are nothing more than an advertisement for you, your web site, products or services.

Instead of including your standard bylines, use half of the space for yourself and the other half to promote the writer you've partnered with.

## **Signature Exchanges**

A signature or SIG file is a few lines of information about your business at the bottom of any form of Internet communication. Exchange SIG file information with other marketers and provide recommendations.

## **Ebook Exchanges**

Partner with fellow Internet marketers and create free ebooks to freely distribute. The ebook should mutually benefit and promote both of you while providing valuable information for your visitors.

## **Private Web Rings**

Set up a private web ring and partner with web sites that are similar to yours, but not in competition. Provide recommendations for each site within your ring.

## **Ride Alongs**

A ride along is any extra information (advertisements) sent along with a direct mailing. You can use this same technique with any ezine solo mailings you may run by including an exchange recommendation within your mailing. You can also include recommendations within your thank you letters you send out when you deliver your products.

## Up-sells

An up-sell is used when your customer is in the process of ordering your product. Another product is introduced for a small additional cost just as you're closing the sale. This technique is used with many infomercials when the customer calls in their order. The operator will introduce an additional product for a minimal extra charge. You can use this same technique on your order page. Trade product recommendations with fellow marketers.

## Free Bonus

Free bonuses are used as an incentive to increase sales. Provide and exchange bonuses with other marketers. This technique will not only increase your sales, but will also promote your products and services.

## Forum and List Moderation

Trade forum or list moderation duties. Partner with similar web sites or lists and share in the moderation duties. Place short BIOS with links at the top of the forum or within each list post.

A quality recommendation will pull a much higher response rate than just a link or banner. Cross promote with individuals you truly respect and believe in, as your professional reputation is on the line.

Cross promotions provide Internet marketers with a powerful way to reach new potential customers. There is power in number, so get out there and start cross promoting!



### **Dramatically Increase Your Sales Through Joint Venture Marketing**

The only system of its kind, anywhere, jvAlert matches Joint Venture offers with members' lists to find a fit. When a member uses the powerful Search Engine to find offers, they can specify the type of venture they are seeking. Their profile is matched against the available offers to find the best

fit. New offers are automatically published to qualifying members.

[Raise Your Marketing Results to New Heights with the Ultimate Joint Venture System](#)

# Customer Follow Up

Following up with your customer, once you've made a sale, is an important part of providing good customer service. Not only is it an important part of developing a good relationship with your customer, but it will also enable you to introduce your new products.



Although sending out a personal message to each of your customers may not be possible, you can provide your customers with the illusion that your message was personally sent. By using autoresponders, you can eliminate the need to manually respond each time you make a sale.

## Autoresponders

Autoresponders are one of the best promotional tools on the Internet. They were designed to automatically respond to any email message sent to it with an automatic response. The more advanced autoresponders will enable you to set up a series of autoresponse messages to be sent out at a specified time.

You can use autoresponders to send all of the following:

- Thank you messages
- Welcome letters
- Order confirmations

Autoresponders can eliminate many of your routine follow-ups. However, they cannot eliminate your customer's support requests and your future mailings.

## Customer Service

In order to develop a good relationship with your customers, you must provide them with quality customer service. Let them know that, should they have any questions or problems, they are free to contact you. Provide them with all of your contact information to make the process simple. Even if you can't personally assist them, make sure that you have a good customer support group ready to help. Reply to their support requests as quickly as possible and assist them until the problem is resolved.

Your customer service is one of the most important factors in determining your customer's satisfaction. Even if you have a great product or service, if your customer support isn't good, your sales will suffer.

For every unhappy customer, you can expect to lose one hundred new customers. Why? When one customer has a bad experience with your company, you can be certain that they'll tell everyone they know about their bad experience. It will travel through the grapevine and ultimately cost you sales.

Follow-up with your customers and ask them how they like your product or if they have any questions. This is a great way to not only provide good customer service, but to also obtain feedback about your product. By listening to your customers, you will know exactly what they want, what they're having problems with and how you can develop a better product.

### **Mailing List**

The best way to follow-up with your customers is to set up a mailing list. No matter what mailing program you use, make sure that it will allow you to send personalized messages. Your customers need that personal touch. They don't want to feel as if the message they received was sent to an entire list. They want to feel as if it was personally sent to them.

By following up with your customers and providing great customer service, you are creating a life-long relationship. Satisfied customers are more apt to purchase your new products in the future. Treat them with the utmost respect and go above and beyond the expected.

# Recommended Resources

## Web Page Templates

- [Templatemonster.com](http://Templatemonster.com)

## Web Site Analysis

- [NetMechanics](http://NetMechanics)

## HTML Editor

- [Coffee Cup](http://Coffee Cup)

## HTML Web Design Course

- [Web Design Mastery](http://Web Design Mastery)

## Browser Compatibility

- [Anybrowser.com](http://Anybrowser.com)

## Graphics

- [Clipart.com](http://Clipart.com)

## FTP Program

- [WS FTP](http://WS FTP)

## CGI Scripts

- [The CGI Resource Index](http://The CGI Resource Index)

## PHP Scripts

- [HotScripts](http://HotScripts)

## JavaScripts

- [HotScripts](http://HotScripts)

## Graphic Editor

- [Paint Shop Pro](http://Paint Shop Pro)

## Fonts

- [Fonts.com](http://Fonts.com)

## Zip/Unzip Utility

- [WinZip](http://WinZip)

## Cover Graphics Software

- [eCover Studio](http://eCover Studio)

## Mailing List Software (Desktop)

- [Mailloop](http://Mailloop)

## Mailing List Manager (Browser)

- [AutoResponse Plus](http://AutoResponse Plus)

## Email Software

- [Eudora](http://Eudora)

## AutoResponder Service

- [GetResponse](http://GetResponse)

## Ebook Editor Software

- [eBook Starter](http://eBook Starter)

## Resell Products

- [Nicheology](http://Nicheology)

## Internet Marketing Course

- [Insider Secrets to Marketing](http://Insider Secrets to Marketing)

## Web Host

- [Host4Profit](http://Host4Profit)

## Leads

- [Empowerism](http://Empowerism)

## Legal Business Forms

- [AutoWebLaw Pro](http://AutoWebLaw Pro)

## Traffic Analysis Software

- [Alexa](http://Alexa)

## Ezine/Article Submissions

- [EzineAnnouncer](http://EzineAnnouncer)

## Joint Venture Partners

- [JVAlert](http://JVAlert)

## Hire Developers

- [RentaCoder](http://RentaCoder)

# Recommended Business Opportunities

## Empowerism

[Empowerism](#) has been empowering ordinary people since 1998 and has paid out more than 7.2 MILLION in commissions to their affiliates since May 8th of 2004.

Janet Wilson, CEO of Life, Education And Prosperity, Inc., a corporation formed in Atlanta, Georgia, U.S.A., developed the highly successful Empowerism system, which offers a low-cost subscription to an automated database marketing system and training in NetMarketing (the combination of Internet Marketing and Network Marketing).

Janet's business philosophy is this..."To offer ongoing, high-quality, 'affordable to the masses,' global success systems and mentoring to everyone intending to start an online business, bring an existing offline business to the Internet, or simply learn Internet marketing and personal success skills. The Empowerism training and business opportunity are designed to empower people worldwide through knowledge, inspiration, encouragement, motivation, and new perspectives."

[Empowerism](#) is literally a subscription to success. Empowerism takes ALL of the guesswork out of NetMarketing success by providing you with...

### A Turnkey Marketing System

Your [Empowerism](#) subscription comes with an auto-responder pre-loaded with a series of promotional letters that will be automatically sent to your leads. What's more, you're even supplied with 50 targeted opt-in leads each and every month -- the leads alone may be worth more than the subscription price.

What's more, you can buy as many additional leads as you'd like.

### Excellence Magazine

The ONLY 20+page training and success-building, ad-free magazine published by an Internet-based company. All of the articles are either written by the [Empowerism](#) company or hand-picked by Janet Wilson, who demands only the best of quality for her publication.

## **Power Training Center**

A cutting edge training center with quality Internet marketing tools, step-by-step tutorials, and much more to teach you exactly what you need to know to be successful.

## **Power Training Lessons**

A series of 'how to' and informational training lessons to assist you in marketing, goal-setting, business-building, home-based biz tips, and much more.

## **Money Making System**

Although recruiting new members will help you increase your profits, it's not a necessity. That's one of the great things about Empowerism. You don't have to recruit anyone to make money. Not everyone wants to recruit new members and Empowerism understands that.

For this reason, Empowerism offers two extremely powerful options -- RSVP and MVP. Both of these programs are absolutely incredible. To give you an example, for every \$25 you spend in leads, you'll get \$2000 in return! It sounds unbelievable ... I know, but after you review these programs and discover exactly how it works, you'll understand how incredible this really is ... Learn more about this powerful program at the [Empowerism](#) site.

The MVP is a powerful program that enables your money to double 5 times. For example, if you were to purchase four shares at \$200 each, after 5 cycles, the \$800 investment will turn into \$4,000 cash!

## **Compensation Plan**

As if the RSVP and MVP programs weren't enough of an incentive to join this powerful company, there's more...

[Empowerism](#) enables you to recruit new members in which you will receive residual (monthly) income. If you did not personally refer members in your downline, you will receive \$1 each month for every member in your matrix. The great thing about Empowerism is that you will receive spillover from members above you. Your downline has the potential to continue grow and earn you more and more money over time as more and more people are enrolled.

For every member you personally refer to Empowerism, you will receive a \$20 "Fast Start Bonus" + \$7 per month in residual income. The "Fast Start Bonus" is great because you get paid each and every week. It can really add up.

### **What Makes Empowerism Such a Success?**

[Empowerism](#) not only provides you with the exact information and tools you need to be successful, but it also provides you with a turn-key, profit generating system that really works.

Thousands of people who have never been able to make money online before are now making money with Empowerism. This company is truly amazing.

What's more, Empowerism is the system of choice recommended by dozens of top Internet marketers like Michael Glaspie of BannersGo MLM, Internet Millionaire Shawn Casey, Stone Evans of Plug-In Profits and Bob Wilson of CashPromotions.

If you've been on the Internet for a while, you know 'the money is in the list.' And, what better way to buy leads than through Empowerism? Where else can you invest \$25 to purchase leads and months later, get \$2,000 in return? You won't receive that kind of return from your bank. It's simply amazing.

What's more, you can purchase as many leads as you'd like and get the same return on each purchase. Although the RSVP program is great, that's not the only reason I'm so excited about Empowerism. They also provide you with a great program called MVP where you can purchase advertising packages and get double your money back!

Empowerism is literally paying you to allow them to build your list and advertise your products! It just doesn't get any better than that.

In addition, the Empowerism site is literally bursting at the seams with great tutorials for just about every aspect of Internet business, so it's great for newbie and professional marketers alike.

If you truly want to build a successful online business, one that enables you to earn an above-average income (or more, depending upon your personal persistence and determination), look no further than Empowerism. This impressive program stands head and shoulders above the rest.

## **SFI**

[SFI](#) is an exclusive marketing group launched in 1998. It is the exclusive marketing power for the IAHBE (International Association of Home Business Entrepreneurs) and Veriuni™, with products, including nutritional, cleaning, personal care, pet care, telecommunication products, and more.

SFI is a division of Carson Services, Inc., which resides in Lincoln, Nebraska USA. Carson Services, Inc. is a longtime member of the Better Business Bureau serving Southern Nebraska, as well as a member of the Lincoln Chamber of Commerce.

SFI's popularity most likely stems from its unique affiliate program, as it provides a combination of traditional direct marketing sales and network marketing sales with the advantages of Internet technology. The combination has produced a highly automated marketing system.

### **Business Opportunity**

SFI will assist you in:

- Learning how to build your own profitable Internet business from the comfort of your home.
- Learning how to use SFI's powerful marketing system to create a nice monthly income that can gradually replace your current career.
- Learning how to earn one-time cash commissions and ongoing residual income each month, 24 hours a day.

Simply by referring people to your free SFI affiliate website, you can develop a nice residual income stream of hundreds or even thousands of dollars each month, as you will receive a commission each time your referrals purchase any of hundreds of products and services.

## What Makes SFI Such a Great Opportunity?

- You can test drive the system free for as long as you'd like.
- You will receive your own personalized affiliate site, free.
- You will receive a personal mentor for free support & assistance.
- SFI will handle all orders, including payment, shipping and customer service.
- You can create substantial income simply by giving away free stuff
- You can make money everywhere, as you'll have a worldwide market.
- Qualify for upper level income with less than a dollar a day in sales.
- SFI is a member of the Better Business Bureau.
- SFI's parent company has been in business more than 15 years.
- Get started fast with extensive free training & resources.
- You can share in company-wide commissions each month.
- You can earn residual income from one-time sales.
- You have the potential to earn \$100,000+ annually
- SFI provides support 24-hours-a-day, 7-days-a-week.
- You can earn unlimited override commissions on unlimited levels
- SFI provides you with resource tools for easy contact with all your customers.
- SFI offers a wide variety of products to market.
- SFI has paid out millions of dollars in commissions.
- SFI pays out over 60% of their revenues back in commissions.
- SFI offers extensive marketing tools so you can market online or off.
- SFI offers their own private-labeled products.
- SFI has over one million affiliates/distributors.
- SFI provides you with a simple, easy-to-understand compensation plan.
- SFI offers free live conference calls to provide advanced training.
- SFI enables you to 'Will' your business and income to a family member.

### Product Line

SFI's product line includes nutritional, cleaning, personal care, pet care, telecommunication products, and more.

### Compensation Plan

As SFI offers hundreds of products and services and the commissions are different on each, please see the site for details.

If you're looking for a great way to get started on the Internet, this just may be your answer. You can test drive the [SFI](#) system completely free for as long as you'd like.

## Madison Dynamics (MDI)

[Madison Dynamics](#) (MDI) is positioned to become the Internet's leading provider of cutting-edge communication, marketing, advertising and ecommerce tools. Their breakthrough technology has the potential to revolutionize the way individuals and businesses use the Internet.

### Product Line



[Icon Communicator](#) enables users to talk, type, browse, and interact online. It is the revolutionary way to communicate over the Internet – providing unlimited global voice communication between two or thousands of people at a time. It provides unsurpassed crystal clear sound quality, text chat, co-browsing and application sharing. Proven to be the most effective way to conference, Icon Communicator has been voted the most reliable online communication device due to its unsurpassed quality. This is absolutely the best VoIP (Voice over Internet Protocol) chatterbox available in the current market, and has proven to be the most effective way to conference.

Icon Communicator has been found to increase conference participation up to 30%, when compared with teleconferences, as there are no long-distance charges.



[iPro Builder](#) is a user-friendly sitebuilder that enables the average person to build a professional looking web site within 24 hours or less, with no technical or design experience.

This powerful sitebuilding system includes an easy-to-use online sitebuilder, unlimited web hosting, unlimited e-mail accounts, pop-ups, opt-in mailings, and much more.



[iPro Talk](#) brings your web site and emails to life by enabling you to communicate your messages in your own voice.

If you're looking for a powerful way to increase your sales, audio just may be your answer. What better way to communicate your marketing message to your potential customers? By adding audio to your marketing campaigns, you instantly add promotional power to your autoresponders, e-mails, pop-ups, shopping carts, and any other online tools you may use.

What's more, audio postcards provide a great way to send a special message to your best customers with a personal greeting on holidays, birthdays, or other events, in your own voice.

In addition to [iPro Talk](#) providing you with a great marketing tool, it also provides you with the ability to develop audio courses, tips or whatever audio learning tool you can think of.

### **Money Making Opportunity**

By joining [MDI](#), you will have the opportunity to market MDI's cutting-edge communication, marketing, advertising and ecommerce tools and develop a substantial a residual income.

As MDI provides multiple income options, you can decide what best meets your needs in your creating your residual income – giving you complete control over your marketing endeavors.

As an MDI Associate, you'll benefit from phone contact, live and online training sessions, professionally led and organized events and functions, and a proven marketing system that is easy to follow and duplicate.

What's more, MDI has rock-solid financial stability, as it was established debt-free as a full daughter of Madison Touche Inc., MDI has a solid financial base.

### **Compensation Plan**

As most of MDI's products are monthly subscriptions, you will receive a monthly commission for each customer you refer for as long as the customer remains.

For each MDI product, there is a Purchase Volume (PV) or commissionable amount.

For example, their [Icon Communicator](#) has a 90% PV, which means that you get paid on 90% of the volume. If someone buys a \$19.97 monthly subscription directly from you, the commissionable amount is 90%, or \$17.97. You would earn 30%, which would be \$5.40 per month in personal referral commission.

In addition to earning commissions on your own sales, you will also earn commissions on your downline member sales up to 10 levels deep. (See their detailed compensation plan at their site for more information.)

MDI's breakthrough technology has the potential to revolutionize the way individuals and businesses use the Internet. There has never been a better time than right now to position yourself within a company that has the potential to become the Internet's leading provider of cutting-edge communication, marketing, advertising and ecommerce tools. Visit [MDI](#) to get started today.

## Plug-In Profit Site



Although [Plug-in Profit](#) isn't an actual business opportunity, this opportunity provides you with a profit generating system that produces results.

Stone Evans, top affiliate of Empowerism, SFI and MDI, has set up a complete system that will not only provide you with the ability to sign up with several high quality affiliate programs that pay residual (monthly) income, but he will also set you up with a COMPLETE money making site that's 100% ready to take orders and pull in MASSIVE PROFITS for you right now ... GUARANTEED!

Plus, you'll get your own pre-written ezine-in-a-box (**remember ... the money is in the list**) with 400 messages customized and setup for you absolutely free WITHIN 24 HOURS.

Although the Plug-in Profit system won't cost you a dime, you'll need to sign up for the recommended affiliate programs.

Stone is the top seller in just about every program he promotes and has developed this complete system to assist you in doing the same thing.

Although you can spend a lot of time looking for quality residual affiliate programs to join, I **highly recommend** that you visit the Plug-in Profit site and sign up for this system.

Once you get your new site set up, you can concentrate on driving traffic to your site, as it will promote all of your affiliate programs for you.

Simply follow Stone's lead and you will be well on your way to earning a nice monthly income. Visit the [Plug-in Profit](#) site and get started today. You won't find a better offer anywhere.

# Conclusion

Although this ebook has provided you with a wealth of information, there is much more to be learned. The absolute best way to learn is by doing. Although the first step is the hardest, once you take that step, each additional step will become a little easier and bring you that much closer to achieving your dreams.

If you sincerely want to succeed online, here are some of the most important factors that will determine your success:

- You must be completely passionate about your business and have a sincere desire to succeed.
- You must be self-motivated, self-disciplined, open minded and independent (willing to research and learn on your own).
- You must be willing to invest in your business. This will include your time, purchasing advertising, services, software, courses or whatever it takes to help your business profit.
- You must be willing to invest in your own domain name (www.yourdomain.com) and web hosting.
- You must drive targeted traffic to your web site and/or affiliate site.
- You must be willing to educate yourself.
- You must develop an opt-in list of targeted potential customers.
- You must market quality products and/or services that will be of interest to your target market.
- You must develop a strategic marketing plan.
- You must follow up with your potential customers.
- You must test and track every aspect of your marketing and advertising endeavors.

If you take the time to research and educate yourself, you will save yourself a great deal of time, effort and money. However, you don't have to reinvent the wheel. There are many great courses, ebooks and software programs available online to assist you. However, make sure you do a little research prior to making a purchase, as you want to ensure you're making the right choice for you.

If you have a sincere passion and a sincere desire to succeed, you will. It's really that simple. You can have whatever you want out of life if you're willing to do what it takes to get it. Above all else, you must have a strong personal drive, and the willingness to tackle any obstacle that may come along.

You must also have faith in yourself and surround yourself with positive, happy people, as these type of people will be the most supportive of you. Try to avoid negative, unhappy people, as they will only bring you down and cause you to have self-doubt. If you think about it, most negative people are those who are still working their 9-5 jobs everyday and probably always will. They have probably never ventured out on their own and will most likely never make any "REAL" money.

Although you may be suffering from information overload and feeling a bit overwhelmed right now, simply take it one step at time and work at your own pace. It will be worth your time and effort in the long run.

There are many successful home-based Internet businesses making a wealth of money online. I would love for yours to be the next success story.

To your success!

*Shelley Lowery*