

# **Introduction To "Get Paid Forever With Residual Income Affiliate Programs"**

## **How To Use This Guide**

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and if you can, get someone else to read it as well, and both of you make notes.

There are plenty of website links in this book so it probably is best to read this book while you are online so you can see exactly what I'm talking about through out the book.

## **Chapter 1 - Introduction To Affiliate Programs And Residual Income Affiliate Programs**

So what are affiliate programs and how can you earn a constant monthly income with them? Well, we're do I get started.

Affiliate programs are a great way to get

started marketing online. In essence affiliate programs or associate programs are revenue sharing arrangements where companies (merchants) pay webmasters commission for sending them customers.

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

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

But the most popular type of affiliate programs now are the ones that pay you monthly! These are called residual income affiliate programs, and to be honest with you, I won't promote anything else.

Residual income affiliate programs pay you a certain amount each month for every customer you send to them, that's stays on with their service, whether that be webhosting, online dating or membership sites.

Let me explain the power of these types of programs. With regular affiliate programs, you get paid a once off sum for the sale you produce, and afterwhile you tend to run out of buying customers, so you have to quickly move on to another affiliate program to keep trying to make a monthly wage.

However, with residual income affiliate programs, if you get a customer to sign up, and they use the merchants service for say 6 months, you get paid a percentage of the sale for 6 months. Let's say you sold a webhosting account and for every sale you get \$10. Not alot, but considering the customer is staying for 6 months, you just made \$60 from that customer, not just the initial \$10 sale, and the best thing is, services like these are normally necessities. IE, every website must have web hosting correct?

So by selling services people need, it makes your job a heck of alot easier that's for sure.

When I first started, I started with affiliate programs that paid me one lump sum, and while the money was good, I was working way to hard. Now instead of promoting 40 or 50 one off sale affiliate programs, I promote 10 to 12 monthly programs instead, and in this guide, I'm going to show you the same exact method.

So why do some many affiliates fail to make any real money?

Here are the main reasons.

### **1. They simply give up.**

Affiliate programs are hard. Don't take it any other way. Making money with affiliate programs can be a pain in the butt, but it can also be the most rewarding thing in the world. I remember when I made my first sale back in 98, I was estatic. The best thing was, I made another 10 sales on that same day and from there I never looked back!

You can't give up, nay, YOU MUST NOT GIVE UP. Keep plugging away until you find something that works, because it will oneday and if you follow my advice, that day will be soon.

If you do nothing, you get nothing, so everyday, get out there and promote promote promote. (No spamming please) Here's a phrase that I read everyday, and I believe it has helped me more then anything. Get ready....

"What would you do tomorrow if you knew you could not fail?"

Powerful stuff hey?

Since most affiliate programs are free to join, you will notice you will have a lot of competition. Don't let that scare you off, as 99% of them won't make 1 sale and probably .5% of them will make good money from that one affiliate program, and most of the time, it's not the merchant's fault they are not making money, only their own.

I've literally learnt I can sell ice to Eskimos if I follow my plan. I came up with this little sales method believe it or not when I was doing high level telemarketing, selling \$10,000 to \$100,000 products like webdesign services and small businesses.

## **2. The information they are reading is incorrect.**

You get a lot of information on the net, most of it free, but no one checks the quality of that information now do they? That's right, without buying manuals and reading and more importantly, experimenting, you will get nowhere. If you have a belief that this business will cost you nothing to get started, then you are sadly mistaken my friend.

Like any business, advertising, costs money, setup, costs money. Affiliate programs are a business and I know a lot of people making \$5,000 to \$25,000 a month with them.

Here's a tip. Treat your affiliate program

business like any other business you would start. It requires time and money. You can't expect to make good money with affiliate programs with out being set up to succeed.

I really suggest you broaden your marketing horizon and read as much as you can. Of course this can cost a fortune, but if you really want to learn just about all you will need to succeed online, then you need to join Terry Dean's Netbreakthroughs.com. For \$19.95 a month, it's a well rounded marketing education, and one place I learnt a lot from.

Here are a few tips.

FFA (Free For All) links don't work, nor do free classified ads, so don't waste your time. They use to work, until everyone started using them.

## **Chapter 2 - Outline Of Affiliate Program Success**

There are hundreds, even thousands of ways to make money with affiliate programs, so don't think this method is the only way, but I believe it's the best, by far!

As you know, we will be mainly focusing on residual income affiliate programs, IE, affiliate programs that pay you monthly.

But let me tell you about one of the most

successful ways to make money with affiliate programs.

Email marketing and lead generation. It sounds complicated I know, but it's not.

The whole aim of affiliate marketing should be collecting email addresses. Unless you know how to drive millions of people to a web site, you will need to collect email addresses. You will need your own permission based opt in mailing list.

### **Let me explain.**

An opt in mailing list is where people sign up for your newsletter or information your offering and in exchange they give you their email address so you can contact when you have more information or any offers you want to tell them about.

The difference between this and spam is, these people request your information, you just don't go and get email addresses from all over the place.

I'm sure you are all on some sort of newsletter or ezine as it's most commonly called.

What I will be showing you in this book is how to create a free 5 day email course that promotes an affiliate program that you've joined. Then you will continually follow up

these prospects until they buy, then you sell them higher priced products.

You will be giving them free information in exchange for their email address and if they like the information you've given them, they will buy the product you are promoting via your free 5 day course.

Here are the steps you have to follow to make this work.

1. Find a topic your interested in.
2. Find a few residual income affiliate programs that fit into that category and join them
3. Set up your web site, with an email subscribe form and free articles
4. Create your free 5 day course to send via your autoresponder
5. Writing your own ezine ad copy for your free course
6. Advertise your web site via search engines and reciprocal linking
7. Advertise your free course via ezine advertising, and other marketing methods
8. Backend your prospects and customers until they reach their money peak.



9. Create another free course and start all over again

The tools you are going to need are:

- \* An unlimited accounts autoresponder
- \* Domain name
- \* Web hosting
- \* Html editor
- \* FTP program
- \* Excel or some other sort of database program
- \* Email program like eudora.com

It sounds like a lot of work, but it's not and within a year you really could be working from home full time.

If your going to be working from home, I suggest you create a little office area for yourself. There is nothing worse then being interupted constantly when your trying to work and believe me you will be if you don't designate an area for yourself.

The biggest problem I have is the fact people assume that since I'm working from home, I'm really not doing anything at all and people constantly ring me, walk in when I'm busy working and other things like that.

What I had to do was not only designate a time where no one could disturb me, but I claimed rights to a spare bedroom :) No one

else is allowed in there.

Another few words of wisdom is to get an extremely comfortable chair, as your going to be sitting for a few hours a day. You will also have to make sure you have adequate lighting and your space feels comfortable and not too cramped up.

This really is important. Treat it like a real business and you will get real results.

The aim of this whole process is to become a SUPER AFFILIATE. My definition of a super affiliate is some one who earns over \$4000 a month solely with affiliate programs. However, more important then the money (Ok, maybe not more important) is how they make the money. If they have to work 80 hours a week to earn that kind of money, what's the point?

The whole point of working from home is to spend time with loved ones and relax!

That's why promoting affiliate programs that pay you monthly, whether you do anything at all, is in my opinion the only way to make money on the Internet!

**So you see the whole process is as follows.**

1. Advertise your free 5 day course via an autoresponder.

2. With those leads generated, advertise a residual income affiliate program in your 5 day course.

3. Back end your prospects with even more affiliate programs. Just because the 5 day course is finished, it doesn't mean you can't contact them with other offers. You will eventually work your way up to where some customers will continually buy from you. Let's say your advertising a membership site about affiliate programs in your free 5 day course.

These affiliates will also need down the track, web hosting, autoresponders, domain names, other marketing courses and so on. Your aim is to give one market everything they need to succeed.

4. Start over again and create another free course on a totally different subject.

## **Chapter 3 - Selecting The Right Affiliate Programs For You**

First we have to find the right topic for you and see if that topic has any good residual affiliate programs to join.

For instance, I have a passion for marketing and I know for a fact that there are plenty

of affiliate programs to join, but I'm looking for something that hasn't been promoted much and is something I know a lot about.

I'm also looking for something that pays me over \$10 per month. So where do I begin to look? This is also crucial to what topic you choose to start your affiliate empire on.

Currently there are not a lot of affiliate programs that pay you monthly, so you are somewhat limited by that, but there is a great directory run by Allan Gardyne at <http://www.lifetimecommissions.com> that lists affiliate programs that pay you for life. It's a great site.

Like I said before, I'm going to choose at this point one Internet Marketing related product or service to promote. The reason I say I will pick one at this point is for the fact that later on down the track, I'm going to have to choose another two or three more to keep promoting to my ever growing opt in mailing list.

In no way do you have to choose Internet Marketing related programs. You could choose online dating, health and beauty, education or even web hosting. Web hosting is great because everyone with a web site needs web hosting for their site to function, therefore, why would they not want to use

the web hosting service you are promoting?

Of course, you will need to know something about the product or service you are selling considering your going to have to do a little bit of writing on the subject.

So how do you choose a good affiliate program from a bad one. If your at all familiar with affiliate programs, you've probably heard about some of the scams affiliate program owners have pulled like not paying commissions or stealing traffic, but don't despair, there are some really great affiliate programs out there.

Here are a few things to look out for.

1. They pay you more then \$10 monthly

This is pretty critical. If your start promoting affiliate programs that pay you any less, your going to have a hard time breaking even on advertising costs, unless your advertising is free.

Let me explain. The purpose of advertising your first affiliate program and free course is to break even on the first month. For instance, let's say you spend \$100 on advertising, but for that \$100 you get 10 new sign ups for your affiliate program at \$10 each e so that's \$100 a month there, and on top of that you get 100 new subscribers to your mailing list that you can contact

anytime with more offers.

If you can break even on the advertising for the first month, you are doing very well.

Our aim in this book is to get 10,000 people in your mailing list for your free course, plus 500 paying monthly customers by the end of 12 months.

With those figures, we will be very conservative and say that each of those 500 people only sign up for a \$10 affiliate program you are promoting, but what's 500 by 10?

\$5000 a month!

That is on total autopilot.

2. They answer their emails quickly

If you email them and ask them questions about their affiliate program and you don't hear back from them in weeks or even not at all, this is a sure sign they don't take their affiliate program seriously and the support you will get will probably be just as bad.

People forget to realise that affiliates are the life blood of any residual income affiliate program. If they answer their emails quickly and to the point, and they meet every criteria set here, then join with

confidence.

3. Their product meets up to your standards

I never promote a product or service unless I've used it myself and found it helpful. How can you honestly promote something unless you've used it yourself.

If you can't recommend the product, then it will be extremely hard to write positive things about them and considering your going to have to write a little bit about them you will need to be pumped up and excited by the prospect of telling people about this company.

4. They don't have any negative feelings in the community

Amazon.com is a big example here. They have been stuffing affiliates around for as long as I can remember and they do it often. Not only that, Amazon.com hasn't had the best reputation for customer service either.

You will be fighting an up hill battle promoting products or services that have gotten a bad wrap.

But how do you know if they've gotten a bad wrap lately? Use message boards!

Ask as many questions as you can and one good forum for that is at

<http://www.associateprograms.com>

Also places like <http://www.epinions.com> is great. Another place would be <http://www.bizrate.com>.

If you can't find anything bad here, you might be on a winner. Combine this method with the other three and you should be fine!

## **Chapter 4 - Setting Up Your Mini Affiliate Subscribe Site**

This is probably the most simple step involved in the whole process. Let me lay out the plan for you.

1. Register a domain name
2. Find a suitable web hosting company
3. Design the layout of your site
4. Write the ad copy for your web site
5. Put in the subscribe form
6. Create three or four free articles people can steal
7. Put in a pop up window
8. Create a thank you for subscribing page



Now let's begin. But before we do, here is an example site that we are trying to mimick. The website is at <http://www.profitjump.com>



# freecourse.jpg

As you can see it's a simple site with some text ad copy, nice graphic, and an email subscribe form, which your autoreponder service provides you with.

This is all you have to create. I'll get into why this is such a great site soon.

## **1. Register a domain name**

Domain name registration prices have plummeted over the last 2 years from over \$35 a year to \$8.95 a year in some places. I register all my domain names now at <http://www.orderyourdomains.com>

I mean for \$8.95 a year, how far wrong can you go?

You want to register a short but descriptive domain name. For instance, if your promoting an adult dating site, you could register something like (believe it or not, this domain name is available) [onlineadultdating.com](http://onlineadultdating.com).

Make sure you register a dot com domain name, nothing else. I don't care what anyone else tells you, this is a dot com world, always has been, always will be. When people think of the Internet, they think of dot com, not dot net, dot org, dot biz or any other variation.

DOT COM!

You will thank me for that piece of advice.

## **2. Find a suitable web hosting company**

Web hosting can range from being free, to thousands a dollars a month and each one has it's advantages, but for the kind of site your running, you really don't need anything

special.

So what should you be looking for and at what price?

To be honest, I wouldn't pay more than \$10 a month to host one site that is basically just a subscribe site. I know for a fact that <http://www.successfulhosting.com> has packages ranging from \$7.95 a month that would be perfect for you.

I do however ask you to never ever use free web hosting or domain name registration, it's very unreliable and this is a business and web hosting is one of your most important tools, so spending a little extra makes a lot of sense.

A few places that I recommend you also have a look at are

<http://www.freeservers.com> - not bad, not great, but cheap

<http://www.thirdspherehosting.com> - Very good, but not cheap

<http://www.nosetup.com> - The same as freeservers.com but not as popular

<http://www.newwebsite.com> - When you need to host a lot of domain names (and you will) this is for you. Great!

### **3. Design the layout of your site**

Your going to need a html editor for this. As you've seen in the picture above, your site doesn't have to be anything special.

If your new to html, then you might want to take a quick tutorial. Go to:

<http://werbach.com/barebones/download.html>

The best HTML editor I know of is Arachnophilia and it's free! You can get it from:

<http://www.arachnoid.com/arachnophilia/>

I suggest you fool around with that for a while and get the hang of the coding and the way it works. They have a very easy to use tutorial included, so it should be fine!

However, if your not too thrilled with having to design a nice looking layout, don't worry, just cheat! There are hundreds of sites that give away free site templates that you can use for your site. All you then have to do is fill in the text and maybe put a few graphics in.

The best free web site template site is <http://www.freesitetemplates.com>. They literally have hundreds for you to choose from.

I suggest that you pick a template from the Speed Demons section as they load quicker and are more what we are looking for.

#### **4. Write the ad copy for your web site**

Using the example of the above picture, you can see that you only need to write a few sentences, but they have to grab the readers attention quickly.

Here is an article written by Terry Dean of [Netbreakthroughs.com](http://www.Netbreakthroughs.com) <http://www.Netbreakthroughs.com> that really put's ad writing into a whole new perspective.

How to Write Killer Advertising that Practically Forces People to Respond

By Terry Dean

Stop a moment some day and look at the kind of advertising you see in your mailbox, on your computer, on the radio, etc. Look at it and think, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why. What is it that makes this ad attractive or what is it that this person's offer unattractive. Do this regularly and you will start surprising yourself with what you will notice about advertising.

Most advertising you see today is written

extremely poorly. It confuses the prospect, doesn't paint a desired picture in their mind, doesn't give a reason to order now, and focuses on features, not the benefits. Most failed businesses can be tracked back to poor advertising, although there are many other reasons for failure.

If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! This is what we will be working on in this manual, so be prepared to change your advertising and to fill your mailbox with orders!

There is a creative money making genius on the inside of you. You just need to learn how to let it out. What we will cover in this short report is the purpose of advertising and the 12 Advertising Secrets you will need to know to become an effective advertiser.

No matter what business you do whether it be a small retail store, a consulting service, a house cleaning service, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived.

First of all, let us look at the two major (And different) reasons for advertising. Number one is for exposure. Most television commercials and many newspaper ads and

magazine ads are made for this purpose.

The Advertiser wants their name exposed to the public and for the viewer to think of them next time they are ready to make a purchase. Major corporations are the ones who will do this kind of advertising. They have the budget to constantly expose their name to the public and wait for their orders to come as people become more used to them and their advertising.

The type of advertising you and I are interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our readers to order now, to call our 800 number and order, mail us a coupon and order, or fax in an order.

We advertise a product and service and seek for people to make purchases now. As a small or home business, a quick way to go bankrupt is to place full page ads without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.

Classifieds are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales). Even asking for

one dollar in a classified ad reduces your response greatly. You will have them call your 800 number voicemail or your fax-on-demand in which they will receive an offer and a chance to order NOW! In all advertising, you must ask for the order NOW or get out of business!

Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders." You may be the same way. Let me tell you a simple truth, It does not matter how awesome your product line is if your advertising doesn't cause people to see themselves using it and how it will benefit them. Your advertising, not your product in many cases, will determine the success or failure of your business. Yes, Your product needs to be awesome (Or you will experience a large number of refund requests and a short-lived business), but your advertising will make or break your business.

Before we spend too much time detailing why you should create awesome ads, let us just simplify the whole deal. You want your business to make money? Then, write money-grabbing ads!

Now, Let us reveal 12 of the major advertising secrets you will need to know and begin using in every ad you create:

- 1) Testing, Testing, Testing



In all advertising and mail order, the biggest key of long-term success is Testing everything. Test your ads. Test your sales letters. Test your products. Test the publications. Test everything. You will never be done. Learn to key all of your order forms and phone numbers to make sure you know which ad and publication is doing what. Don't ever leave anything to chance. Test everything. Great Advertisers and Mail Order Millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

## 2) Strong Headlines

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is a BIG DEAL what your headline says. A note that needs to be added. In mail order, it has been our experience that Negative headlines often Out pull positive headlines. For example, one of the most popular and effective headlines in network marketing has been "Dead Downlines Don't Lie!"

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and prospect focused.

What are their needs? What are their Desires? What are their Fears? Pay attention. The upcoming secrets must be used when writing your headline also, not just your body. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

### 3) Short Words, Short Sentences, Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing ads, you must make your ads simple: Simple to Understand & Simple to Order. Keep the level of writing 8th grade or lower. Use Short Words, short sentences, and short paragraphs. I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your prospect, their attention and the sale disappears!

### 4) Be Specific, Not General

Be specific in all of your advertising. Don't Say "Fill Your Mailbox with Cash." Say "Receive Up to \$355 a day in your Mailbox Daily." Don't Say "Secrets to Making Money." Say "63 Year Old Man Tells You His Dirty Secrets to Making \$578 a day!"

Being specific makes your advertising more believable. Being general makes your prospects say "He is just making this up."

Being specific makes them say, "He must have counted it. I want to make that much."

Don't say "Fill your Downline with Distributors." Say "Add Up to 15 New Distributors a month to your downline." You get the idea now, don't you. Don't ignore the fact that Being Specific will beat being general every time. Go over your advertising copy and edit it to become specific.

5) Use Your Background & Be Unique, Not A Me-Too Ad

So many ads out there today are for just me-too products and me-too advertising. When I say "Me-Too Advertising," I mean that these ads or products have been so overused that they just don't pull anymore. People are tired of them. For example, People are tired of hearing how much more your network marketing company pays than the one on the other page. They are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become Unique in your approach. Are you elderly? Are you Young? Are you Deaf? Are you bald? Did you flunk out of school? Do you only have an 8th grade education? Put something of yourself into the ad. A bald man could write an ad saying, "57 Year Old Bald Man Grows Dollar Bills Faster than Men Half His Age Grow Hair!" Be unique. Find something about yourself that

is unique and put it into your advertising. Let people know who you are, then they will begin to trust you, and Trust spells orders.

#### 6) Use Pronouns (I, You, He, She)

Again, we are going to make the literature teachers angry at us, but Using "I" "You" "He" "She" throughout your advertising copy will produce more cash orders. People will begin to identify with you. They will begin to say, "Yes, I can do that." They will be drawn into the picture you are painting of them enjoying or succeeding with your product or service. Creating a picture of them and their needs being met by your company spells creating an order.

#### 7) Focus on Benefits, Not Features

This is a lesson mail order & direct mail professionals have been trying to get over to us for years. You must focus on the benefits of your product, not its features. Although it may sound like these two things are one in the same, they most definitely are not. Which way you lead your presentation which will make a big difference between the success and failure of your advertising campaign.

Your product's features are things such as pay plan, product ingredients, what it is made of, etc. Benefits are what your product will do for them. Features are product

centered. Benefits are prospect centered. Benefits are things such as "How much will your prospect make? How much weight can they lose? How much hair will they grow?" You have to make your advertising copy prospect centered instead of product centered.

#### 8) Use Lots of Adjectives & Adverbs

You will notice in mail order, there is not the "information packed manual." There is a "huge 62 page information packed manual with step-by-step instructions." When writing your ads, take your descriptions to the limit. Then, you can cut it down some as you go over it.

Describe the product. Paint a picture in your prospect's mind of them using your products or services. If you are selling Home Business information, paint a picture of the prospect succeeding in business, making money daily, having more free time, etc.

As a general rule, people do not buy because of logic. Too much failed advertising is logic oriented. Too many people say, "It is only logical for them to buy my product." If that is your idea, it won't sell. People buy because of emotion. Create practical logical products. Then, write advertising that uses emotion to make sales. Paint the picture of your prospect both with and without your product. Make them need your product. Make

your product have an emotional appeal to them. Then, you will make sales.

#### 9) Testimonials

Testimonials are a powerful selling tool and should be used at every opportunity. Include testimonials in all of your ads if possible. Many Great Selling Ads are made up of 1/3 to 1/2 testimonials of the company's products or services. Getting testimonials is easier than many of us think also. Make up a testimonial form (With signature required) and hand it out to all of your clients. Let them know you care what they think about your products and services. Make it easy for your clients to give you testimonials. Then, use them in all of your advertising if possible.

#### 10) Free Bonuses For a Limited Time

Something Free is always a drawing factor in advertising. "Free" is probably the most powerful advertising word in existence. Anything that you sell that has a price of more than \$20 should always have Free Bonuses attached, and most products under \$20 should have Free Bonuses also if possible. Then, You should always make your Free Bonuses for a Limited Time Only to Bring in Orders Now. This has the Effect of "Sale" on a prospect's mind and moves them to order now. All advertising must be geared for the prospect to Order Now! And Free

Bonuses don't have to cost you very much either. Include something that you can reproduce cheaply, but has a high value to your prospects.

#### 11) Strong Guarantee

The best way to gain trust in your prospect's mind for you is to include a solid guarantee on your products. The postal service requires a 30 Day Money Back Guarantee on All Products sold by mail order unless your guarantee is mentioned. You should always include this guarantee if not more. "30 Day No Questions Asked Money Back Guarantee! I refuse to Let Anyone Be Unhappy With Our Product!" Add guarantees to everything that you sell. This is a strong motivator to people and can overcome most fears and objections they have in their minds toward ordering from you.

#### 12) Easy To Order

Make it easy for people to order from you. This almost goes without saying, but there are a lot of ads out there which have broken this rule. Tell people clearly how to order. For example, "Pick Up Your telephone and Call 1-800-000-0000 Now And Have your Credit Card Ready!" Or "Fill Out this Order Form and Make Your checks payable to Business Systems 2000 and then fax your order to 1-000-000-0000 or mail them to Business Systems 2000, Box 128, Richmond, IN 47375!"

Make it clear to your customers what you want them to do to order now.

Another thing that should be mentioned is that you will increase your orders 50% - 100% just by accepting credit cards. They produce more trust and more orders for any small or home business. Order a copy of our "How to Increase Business By At Least 50% Just By Accepting Credit Cards" for information about merchant accounts and how 99% of home businesses (Even brand new startups) are able to obtain a merchant account for a very low cost.

#### BASICS OF ADVERTISING

Those are the twelve basics to advertising. Remember them. Go over them. Use them. It will make a difference in your business. Remember this report as your Twelve Step Program to Advertising Success:

TESTING, TESTING TESTING

STRONG HEADLINES

SHORT WORDS, SHORT SENTENCES, SHORT PARAGRAPHS

BE SPECIFIC, NOT GENERAL

USE YOUR BACKGROUND AND BE UNIQUE

USE PRONOUNS



FOCUS ON BENEFITS, NOT FEATURES

USE LOTS OF ADJECTIVES & ADVERBS

TESTIMONIALS

FREE BONUSES FOR A LIMITED TIME ONLY

STRONG GUARANTEE

EASY TO ORDER

Create your advertising materials and then go over them again and again to refine them, but always remember they are NEVER finished. Testing is the name of the game in advertising and then winner in the end will always be the one who has tested their advertising the most.

That was one of the better articles I've read on writing ad copy. While it's main focus was on selling a product, it stills works well for generating leads.

You will also notice on the example site we've been using, that it has this little timer tick down. This is done using java script and is just another little feature that makes the site work and generate leads just that little bit better then the rest.

You can get scripts like this that are easy and free to use from

<http://javascript.internet.com/>

## **5. Put in the subscribe form**

This is a simple step, it's just putting the subscribe form into your html. All you have to do is copy and paste the html form code into your html and voila, your ready to start generating leads.

Don't worry, you don't have to create this form, it's given to you when you sign up for an autoresponder.

Incase you don't know what an autoresponder is, it's a piece of software that sends messages to your emails leads automatically and on time. Let's say you have a 5 day course but you want it spread over 15 days.

So you can send the email for day 1 instantly, the email for day 2, 5 days after they signed up, the email for day 3, 8 days after they signed up, the email for day 4, 12 days after they signed up and day 5, 15 days after they signed up.

You can then also program in messages for dates set in the future, so you can really put your whole marketing campaign on autopilot when you get it set up.

Now how do you select the right autoresponder for you. Here are a few autoresponders I recommend.

<http://www.bamboobizonline.com/>  
<http://www.getresponse.com>  
<http://www.hotresponders.com>

I highly recommend bambobizonline.com as they give you up to 50 autoresponder accounts, so you can use this for your entire affiliate marketing career.

## **6. Create three or four free articles people can steal**

These articles are going to be a great source of traffic for you. What your going to do, is create 3 or 4 articles on the subject your writing about and give people the rights to use them in their own documents and ezines.

This is just another good method for free advertising and they also help for search engine ranking.

You will however have to link to these articles from your main page. All you have to do is put a "Free Article" link down the bottom of your page. Each article should be on a seperate page and named something like this:

For instance, if your article is affiliate program link cloaking, your page name, the url, should look something like this:

<http://www.yourdomainnamehere.com/affiliate-program-link-cloaking.html>

The articles don't have to be long, only around 500 words or so and they should not blatantly plug any affiliate programs in the article. Actually, you should not even use an affiliate program link anywhere in your article.

Your payment comes from the little by line at the end of the article. This is where you advertise your web site, or in your case, your autoresponder link. You can advertise your web site if you like, but it's more effective to advertise your autoresponder link.

Why? Well the main reason people are going to your web site is to sign up for your free report, so why not just use the link to that instead? Saves them time, and you will sign up a heck of alot more people.

Here is an article about article writing, that gives you a good example of how to write your article and bylines! Phew!

10 Ways To Generate Highly Read Article Ideas

© 2002 by Larry Dotson - Feel free to republish this article with the resource box at the end of it.

1. Participate in chat rooms related to your targeted audience. Watch what questions people are asking and ask others what information they're interested in.

2. Examine what information is being broadcast on tv, news and talk shows. That information is usually hot topics.

3. Hang out in similar message boards. People leave questions for information they're seeking. That is a strong indicator of subjects to write about.

4. Survey your web site visitors or current customers. Ask them what type of articles they would like to see published on your web site or in your e-zine.

5. Regularly check your site's guest books. People sometimes leave questions or comments that would help you generate high readership articles.

6. Check online bookstore's best sellers list. They're very good resources for finding winning topics and ideas to write about.

7. Use the time of year to come up with good topics. You could relate your content to the holiday, season, things that happen years ago during that time, etc.

8. Join some related e-mail discussion

lists. Explore the question being asked and the subjects people are discussing.

9. Relate your article to a current fad that's going on in your specific industry. The topic is usually interesting to your target audience.

10. Make a file of visitor or customer questions you receive via e-mail or phone. Usually, others have the same questions, but never ask.

---- \*FREE\* eBook! "Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates!" Just add your product info and...BAM! You've just written a hypnotic sales letter in a few minutes! Visit my site to download it:  
<http://www.ldpublishing.com>

You see how Larry puts his little by line down the bottom here? However, instead of a web site address you will put your autoresponder link.

Also, another thing to point out is Larry also puts this at the top of his article, "© 2002 by Larry Dotson - Feel free to republish this article with the resource box at the end of it."

That's extremely important if you want other people to use your article, which you do.

## **7. Put in a pop up window**

We all know what pop up windows are, and I'm sure most of you hate them with a passion, but they are a very effective marketing tool. I don't mean having hundreds of pop up windows all over the place, but if they leave your site, you will then want to give them one last message.

The idea is that if they don't sign up for your free report, you want to offer them another chance to make you money. That's right, we want them to be thankful for you making money off them. It sounds harsh, but it's not.

Let me explain.

The visitor comes to your site, and for some reason, he doesn't want to subscribe to your free report, so why not offer him, via the pop up window, another chance to buy a product he might be interested in. So this pop up window is like a second chance to make money. In this pop up window, you will want to promote another 1 or 2 affiliate programs.

## **8. Create a thank you for subscribing page**

After they sign up for your free course, you get the chance to give them another message. Here you should give them a free gift for signing up, or something that adds more value to your offer.

What works well is discounts to other products you are promoting, or a free ebook. While free ebooks are a dime a dozen, it's still a useful tool to make them feel like you care about giving them valuable information, not just hounding them to buy from you.

## **Chapter 5 - Creating Your Own Free Course**

This step doesn't have to be difficult. This free course is the vehicle to promote your first affiliate program that you have chosen. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

First off though, we need a title for your report. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.



Here are a few examples of very poor titles.

Make Money Online  
Migraine Relief Report  
Create Your Own Products Easily  
Play Cricket Like A Pro

I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination.

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual  
Income Affiliate Programs  
Stop Migraines In 5 Easy Steps  
Create Sizzling Digital Products Instantly,  
That Sell Like Crazy  
Bat Like Border And Bowl Like Lee, Play  
Cricket Like A Pro!

So what is the easiest way to create your own free 5 day course?

The easiest way, but not the best way is to use articles your affiliate program gives you to use. You could just put 4 or 5 articles together and use them as your free course, but the whole point of creating this free course is to make you different from the other 1000 affiliates promoting the same affiliate program.

If you use this method, you won't get as many sign ups for your free course or for the affiliate program you are promoting.

The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it.

If you break it down into sections, it's a lot easier. For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable

Article 2: How to create your own fishing lures from your table

Article 3: How to automate the whole lure making process

Article 4: How to market your lures offline

Article 5: How to market your lures on a budget online

And in each of these articles, I would weave an affiliate link into somewhere. The information has to be of high quality and not just a blatant affiliate program plug-a-

thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

The last email in the free course sequence (not the last email you ever send them, just in this section) should be a blatant plug for the affiliate program you're promoting. If they haven't purchased from the first 5 emails which include articles, you should then send a testimonial for the product or service you're promoting and the testimonial should be written by you.

Tell them how great it is, and if you can, see if you can get a special discount price for your subscribers, you will find a lot of affiliate program managers will do this for you.

Another thing to note is, once someone buys from you, you want to make a reference to them, as these people have proven to you that they are ready to buy and not just

freebie seekers.

Since you're an affiliate, you won't get the customer details, so in your emails, make a note to your subscribers that if they buy anything from your affiliate links, they will get an extra bonus if they email you their receipt of purchase.

This way, you will get the email address of the people who buy from you, and I guarantee you, this list is like gold and will continue to constantly make you money.

These people should be given special offers you don't give to your normal list, or they should get priority to new information you might have. You have to treat these people like gold as they will become your whole business.

## **Chapter 6 - Writing Your Own Ad Copy**

**Why some ads fail miserably while others succeed wonderfully.**

**by David Garfinkel**

The voice on the other end of the phone was tense and impatient. It was a prospective client calling. After we introduced ourselves, he got right to the point: "Our advertising isn't working and we need some

help." Who I was talking to doesn't matter very much because it could have been almost any of my prospects before they start working with me.

That's because, statistically, most advertising doesn't work - if by "work" you mean, bring in new business. Think about your own ads. Even if they already generate leads or create sales for you, don't you have the sneakin' suspicion they could be working a lot better?

Here are two reasons why most ads don't work at all - or if they work, why they deliver far less business than they could:

1. Most ads don't get the attention of your prospects. This is pretty basic. It is physically impossible for prospects to contact you unless they know about you, and if you're counting on them to find out about you from your advertising, then step one is for your ad to get your prospects' attention.

Unfortunately, some ads actually do get attention, but...

2. These ads get the attention of your prospect in the wrong way.

For an ad to generate a qualified lead or create an immediate sale, it must start off on the right foot. That "right foot" sets

the right tone and invites a qualified prospect to call you. I just saw an ad in Newsweek that still has me wondering what it's about and why someone spent tens of thousands of dollars on it. (Bet it wasn't their own money.)

The ad shows a boy on a bicycle flying through the air, out in the wilderness. The headline, in a semicircle, says, "They will always fall before they fly." Since I'm not a kid and I'm not a parent, it doesn't do much for me.

But wait - even if I were a parent or a kid, I still don't think this ad would sell me on anything that would make the advertiser any money. If I were a kid, the only thing this ad could sell me on is taking these kinds of risks to annoy my parents.

And if I were a parent, the only thing I can imagine this ad would sell me on is making sure my kid never rides his mountain bike in hilly terrain - since, obviously, the kid in the picture is on a collision course with certain death. I've got to hand it to this ad in one department - it's interesting.

It got my attention. But that's as far as it got. The Headline's the Thing Let's get off this negative track and look at some ads that I am certain are making money. These are not from a glossy national magazine, but are small ads from today's local newspaper.

(By the way, small ads that run in the newspaper are usually paid for by the person who wrote them, and these ads get to the point and are likely to be profitable. Hmm... I wonder if I'm noticing a trend here...)

All I'm going to show you are the headlines of these ads. But I promise you, the headlines are all you need to see. Tell me if you can guess what each ad is about and who its target market is:

1. Lose 3-5 Pounds Per Week With the System Proven By Over 90,000 Successful Patients
2. Up to 40% Savings on Heating and Cooling Costs With a (Brand Name) Foam Roof
3. Men and Women - Remove Unwanted Hair Today! Now, I know what you're thinking.

Not very clever. Not very hip. In fact, those headlines are downright boring!

Hmmm... I have two things to say about that. First, if you have tried everything under the sun to lose 40 pounds and you are frustrated to the point of tears, then headline number 1 isn't that boring to you. (And I would say the same regarding people in the target market for headlines 2 and 3.)

The second thing I want to say is, yes, and it's also pretty boring to stand in line at

the bank waiting to make a large deposit into your business checking account. But you know what? Once you've gotten past that boredom barrier, it's actually sort of nice. You know?

And here's some interesting news: A good headline on your ad will get you 90% of the way from the agony of defeat to the ecstasy of advertising success, so you can deal with weighty issues like the boredom barrier and what to do with all that money.

***David Garfinkel has been described as "the world's greatest copywriting coach." He's a results oriented copywriter and the author of "Advertising Headlines That Make You Rich," which shows you exactly how to adapt proven money-making headlines to your business.***

David Garfinkel is one of the better copywriters on the net today and this article really tells you what is important to look for in a good ad.

The problem with most affiliates is that they use the ad copy given to them from the affiliate program manager. While there is nothing wrong with the ads, it's just that they are used over and over again by thousands of people, all advertising in the same spots.

To be honest, you shouldn't even be



advertising the affiliate program directly. Only ever advertise your autoresponder link, or even just your web site, but never the affiliate program directly, because it's a one off shot.

You won't get the customers email address so you won't be able to contact them again, so your only getting the one off sale.

The ad copy we will be focusing on is ezine ads. These are advertisements that go into online newsletters.

There are three distinct types of ezine ads. They are:

Solo Ads. These ads are ads that are sent out to the whole ezine mailing list by themselves. These are no doubt the most effective type of ads you can buy, but are also the most expensive, but you want to use them.

They are usually an email length long and you have the whole message to yourself to say what ever you want.

A solo ad look something like this.

Subject: Start Your Own Pay Per Click Search Engine

\*\*\* NEVER BEFORE REVEALED SECRETS \*\*\*

Earn \$2000 a week with your own profitable specialty Pay Per Click

Search Engine.

You can start with as little as \$100 and the sky is the limit.

If your sick of not making any money on the Internet with get rich quick schemes, this is for you!

Here is what you will learn!

- \* How to start your own PPCSE for under \$100.

- \* How to buy PPCSE's on ebay for pennies and sell them for thousands!

- \* How to promote your own PPCSE on a tight budget, even for free.

- \* How to choose the right topic for your PPCSE, Otherwise you will fail!

You don't need to be a genius or have lots of money. You don't even need to know a thing about marketing or computer programming!

If you want to start making an automated fortune online....

Click below to find out more:  
<http://www.paymemonthly.com>

The next type of ad is called a top sponsorship ad. These ads are at the top of the actual newsletter they send out. Unlike the solo ads, top sponsorship ads are sent out with the whole newsletter and usually are not the only advertisement in the email.

Top sponsorship ads are like classified ads as they are usually 5 or 6 lines long, but there is usually only one top sponsorship ad per newsletter and it's right up the top of the newsletter.

These ads work OK, but no where near as well as solo ads.

Last but not least, are classified ads. Everyone knows what classified ads are. You see them everytime you open a newspaper and they are all bunched together. That goes for online newsletters as well.

Classified ads are usually no bigger than 3 or 4 lines and are usually next to another 10 or 20 other classified ads.

To be honest, I've never had any success with classified advertising and I tend to stick only to solo ads.

I do suggest however you go get a book called Ezine Ad Profits by Jimmy Brown. He talks about using classified ads and ezine advertising to promote his free course. The cost of the book is negligible at something

like \$9.95.

You should be able to find a copy by putting the phrase with out the commas "Ezine Ad Profits" into google.com

## **Chapter 7 - Advertising Your Web Site**

Now here comes the fun part or I should say fun part(s). In this section we are going to focus on advertising the web site you set up and in the next section, we will focus on advertising your free course.

The main focus of this section will be on reciprocal linking, IE swapping links with other sites in your market.

Reciprocal linking is an important tool for web promotion. Reciprocal Linking increases the link popularity of the web sites. Sites dealing with same business can join hands to have reciprocal linkages.

Reciprocal linking is an "I'll scratch your back if you'll scratch mine" activity. Effectiveness of reciprocal linking is growing and is sought after as the new medium of advertising on the Internet. You can set up a Links Page with link access from your homepage, and promote your URL address for the specific Reciprocal Links Page in all the major search engines.

What I didn't mention in the other sections is that you will need to create a links page on your site as well. This is where you will list all the sites that link to your site.

Here is an example. Go to:

<http://www.linkingstrategies.com> (by the way, that site is on getting reciprocal links)

And,

Then go to the top of the page and you will see a link called Link Directory. This is a good example of a reciprocal linking page.

Don't panic though! He didn't create that himself, he used a software program called Zeus to create it and yes it even contacted people to swap links with, for him.

Zeus is a great program (whilst on the costly side) to get thousands of reciprocal links with doing little work. Without this program, you could spend weeks getting your links together and still not do it right.

You can get a free trial copy of zeus at <http://www.cyber-robotics.com>

If you can't afford this piece of software, don't worry! You will just need a little extra time and you will have to follow my

plan to the T.

Let's get started.

Your web site has 3 things going for it when considering reciprocal linking.

1. Your giving away a quality free course
2. Your giving away quality articles on your site
3. Your giving links back to sites that do the same.

So how do you get other people to link to your site?

First, you will have to set up your links page for people who come to your site and want a link from you. This is the page where your prospective linking partners will go to get more information about linking to your site.

This is really just for ease of use for you, as it automates 90% of the process so you don't have to answer 100 emails a day about getting linked on your site.

What you will need to write are the following:

You will need to ask them for the title of their site, the web site address and a description of the site. You will also need to ask them where you link is on their web

site, so you can then link back. You will then have to supply them with an email address to contact you with.

Reciprocal linking is one of the best methods to getting free traffic and most search engines seem to give preference to sites with a lot of other sites linking to them.

But what about when your just getting started and you want people to link to your site? Well then you need to go out prospecting for link partners.

This can take a couple of days, or it can be a never ending search. You should always be looking out for quality link partners when ever you can.

The best way to find link partners, with out using the Zeus software is to search through search engines looking for sites on your topic.

For instance, if your site is about Elvis memorabilia, then go into google.com and type in Elvis memorabilia.

You will then find plenty of sites that would be glad to link to you. Plus through them you will find other Elvis memorabilia web sites and the cycle continues.

The best way to contact these web sites is

via email or phone or even fax.

If they have a fax or phone number I suggest using them first, especially if it's a big site with lots of traffic, which brings me to my next point. How do you know how much traffic a site gets?

One word, Alexa!

Alexa is a free tool that rates web sites traffic by star symbols and numbers. The ratings go from 1 to 5 stars. 5 being the busiest sites on the net and one being the least busiest.

You can get it from <http://www.alexa.com>. It's very easy to install and use.

When searching for link partners, you can avoid the sites with only 1 star as they will more then likely have very little traffic and will be of very little use to you. Concentrate on 2 stars or above.

With some of the larger sites, 3+ stars, try faxing or calling them about swapping links. You will find that this will boost your acceptance through the roof. Why? Because these people probably get hundreds of emails a day, and by ringing them or faxing them this will make you stand out.

It's very important when contacting these people that you show them enough benefits of



linking to your site as possible. Since your site isn't at the start going to get a lot of traffic, your going to have to focus the email, fax or phone call on the fact you have a lot of quality free information that their readers might be interested in.

## **Chapter 8 - Advertising Your Free Course**

I have one word to describe the best way to advertise your free course.

Ezines!

That's right, ezine advertising is the best way I know of to advertise your free course, cheaply and effectively.

But how do you go about finding the right ezines to advertise in. Well, before we start, to all those people who have decided to promote Internet Marketing related products, I will give you a quick list of the best ezines to advertise. I will also give you the best piece of advice possible. Go to <http://www.netbreakthroughs.com> and join up now!

Here are a list of places you should advertise your free course. (You should buy solo ads only if possible)

### **1. Xtreme Marketing Tips**

<http://www.ezinehits.com/ad-rates.htm>

## **2. The Guru Marketer**

<http://www.thegurumarketer.com/newsletters/order.html>

## **3. The Marketer's Resource Weekly**

<http://www.goldbar.net/advert.html>

## **4. Getmassivehits**

<http://www.gmhnewsletter.com>

## **5. Associate Programs**

<http://www.associateprograms.com/search/newsletter.shtml>

## **6. WorkAtHomeNews**

<http://www.workathomenews.com/advertising.html>

## **7. Bizweb E-Gazette**

<http://www.bizweb2000.com/ads.htm>

## **8. Active Internet Marketing**

<http://www.inetexchange.com/inet-mailer.html>

## **9. Super Pro**

<http://www.superpromo.com/optadorder.html>

## **10. E-Power Marketing**

<http://themoneymakingaffiliates.com/advertise/>  
<http://www.netincomesite.com/Ezineadrates/ezineadrates.htm>

## **11. NetIncomeSite**

<http://www.netincomesite.com/Ezineadrates/ezineadrates.htm>

## **12. Rim Digest**

<http://www.rimdigest.com/ads.html>

## **13. Avenues 2 Success**

<http://topliving.com/marketing/fmailing.htm>

## **14. Web Stars 2000**

<http://www.webstars2000.com/ads.html>

## **15. Netpreneur's Notebook**

<http://www.buildyourhomebiz.com/adrates.html>

Ok, for people who have chosen other topics to promote, the best way to find ezines to advertise in, is to go through ezine directories.

Ezine advertising is advertising in other people's online newsletters. You can do this for the purpose of not only getting advertisers, but also affiliates and searchers.

First off, to find ezines to advertise in, I use the following sources.

<http://www.topezineads.com>

<http://www.lifestylespub.com>

<http://www.Diysearch.com>

<http://www.palm.net>

<http://www.meer.net/john1/e-zine-list/>

(If you don't know what ezines are, they are online newsletters, delivered to your inbox, most of the time for free. This is not Spam as people actually give these people their email address for them to contact them. It's called an opt-in mailing list, and can be very valuable.)

Like I've said before, only use solo ads when you are using ezine advertising. Solo ads pull 100 times better than any other type of ezine advertising.

Make sure if your going to advertise in any type of ezine that you join up for their newsletter first so you can get an idea of how the ezine is published.

For instance, if you find the ezine boring

with no original content, then a lot of other people on the newsletter list will feel the same way and won't probably even open it.

Ezines that state they have over 50,000 subscribers also suffer from a poorer response rate. I once advertised in an ezine with over 300,000 subscribers, and they did have that many and only made 3 sales, then advertising the same product in a newsletter that had a circulation of 6000 I made over 20 sales.

Not only do smaller ezines have a better response, they also cost a heck of a lot less! So it's a win win situation for you there.

If you are planning on running a few solo ads, then I suggest you also talk to the ezine publisher about getting a discount on the price of the ad. You can usually work them down to quite a lot lower price if you ask them.

Another good method of free advertising is to give your already written articles to these ezine publishers for them to run in their newsletter.

Ezine publishers are always looking for good content for their readers.

Another method of getting subscribers for

your free course is to get your free course on other peoples web sites.

If you can convince them that the free course offers good value to their readers, they will more then likely say yes. As long as your free course isn't a plug-a-thon disguised as good information, web site owners and ezine publishers would love to give good content to their readers.

## **Chapter 9 - Back End Them!**

After all the advertising is coming to an end and everyone of your leads has gotten through your free course, brought something or even just stayed on your list, what is the next step?

Keep offering them more products!

Just because the free course is over, it doesn't mean you can't keep contacting them with new offers, articles and so forth.

So what's the secret to back end marketing?

1. Keep In Contact
2. Create A Money Funnel
3. Get Your Subscribers To Recommend You

1. Keep In Contact

You never want to go without mailing to your

list at least once a fortnight, or at the latest once a month. If you keep giving them extremely good information constantly, it will make Step 2 and Step 3 a heck of a lot easier on you.

The Internet was built on word of mouth advertising, and forever will be the main form of advertising on the Internet. Why? Because it's free and highly targeted.

If you don't know what word of mouth advertising is, here is a great article on the subject.

#### Why Word-of-Mouth Works Wonders

Viral marketing is the process of implementing means through which the knowledge of your existence self-propagates. Like a virus, your visibility spreads throughout a network of people who refer you to each other. Unlike unsolicited advertisements or "spam," which usually stops once it reaches its destination (and the reason spammers must keep spamming in order to remain successful), viral marketing continues to spread almost effortlessly since the people who refer you to others know each other. Also, those who get to know you (or to know about you) through third party referrals grant you a higher level of confidence, credibility and loyalty.

Word-of-mouth advertising is crucial in the

offline world. Online, referral or network marketing (as they are commonly known) is vital. Why? The key to marketing success in the offline world is "location, location, location." The Internet is no different. In other words, your marketing success depends highly on the number of locations you appear -- places on which your site, link, company or product name exist. In essence, it is to be in as many places as possible, talked about by as many people as possible and seen by as many eyeballs as possible. Success online is all about "location" too!

Remember a dictum a mentor of mine once told me, which is: "Implication is far more powerful than specification." In other words, if you tell people you're the best, that you're the leader in your field, or that your product is the best solution to their needs, your self-serving promotional bias makes it all suspect. Your statement is rarely believable at face value. And if you do make such claims, you will have your work cut out for you in order to prove them.

However, if someone other than you says to another that you are indeed the best or that you do have the best solution to their problems, how much more believable will that person's statement be? How much more credible? The answer is "definitely more." Accordingly, referrals and networking systems are not only important because they create an awareness of your business (or



because they create traffic in the online world), but also they are important to the degree to which third party marketing indirectly communicates greater credibility, superiority and value of the products or services you offer.

In his new book (which I highly recommend) "The 22 Immutable Laws of Branding ," Al Ries stresses the importance of leadership and how that leadership is communicated. According to Ries, people never buy the best -- they only think they do. They usually buy the leader (or what they perceive as being the best). And that perception is often molded by what they are told and by what others do, not by what is fact or by what is being advertised.

Coke, for example, outsells Pepsi. But according to Ries, taste tests reveal that Pepsi is the better tasting brand. So, why does Coke still beat Pepsi in sales? It is not because it is the leader in the marketplace or promoted itself as such but because it is known as the leader.

Coke was the first cola "in the mind" of the marketplace and thus the one most talked about, even to this day. When a person is introduced to cola for the first time, he or she is often told to try Coke. People in restaurants still refer to the word "coke" as the generic name for colas, even when only Pepsi is served. Why is that? While

other colas are bombarding them with marketing messages, people have heard of Coke first and most likely from other people.

Consequently, if your business or website is unique, focuses on a niche or is the first in some category, the knowledge of your existence will spread quite naturally, almost like wildfire. But creating systems and using specific tools that will leverage the spreading of that message helps to multiply your marketing punch exponentially. Such tools stimulate word-of-mouth advertising, which is more effective than general advertising. For along with communicating your existence to the world, word-of-mouth advertising helps to cast that aura of leadership and superiority.

Networking systems, for example, include strategic marketing alliances, joint ventures, and affiliate programs. Online, they are often called referral traffic generators. And unlike the more traditional traffic generators such as banners and search engines, these specific tools are much more effective since they are used by third parties and not by the original advertiser.

In fact, referral traffic generators are key ingredients of online success. A great example is a referral service like the one recently launched by my associates at

"Internet Marketing Challenge" (the publishers of the "Chronicles" ezine of which I am the editor). This service is based on this viral marketing concept (visit <http://SuccessDoctor.com/referral.htm> ).

Nevertheless, if you received a call, letter or email from someone you know (and especially trust) referring you to a particular company, how much more credible will that referral be when compared to a blatant advertisement coming from the company itself? You got it... More. Much more.

About the Author

Michel Fortin is a master copywriter and consultant dedicated to turning businesses into powerful magnets. Get a FREE copy of his book, "The 10 Commandments of Power Positioning," and subscribe to his FREE monthly ezine, "The Profit Pill," by visiting now!

## 2. Create A Money Funnel

Once you've promoted your first affiliate program to your list, and you've found the people who will buy from you, (IE, your existing customers) you can then work them up the money funnel.

This is the simple process of getting your customers to buy higher priced products from you. For example lets say your list is

around 10,000 members strong, and out of that, 1000 people purchased the first affiliate program you offered to them at \$19.95. This could be a members site, or a small ebook.

Then you mail them again with a product for \$49.95 and you get 250 customers who purchase that product. This could be an ebook or digital audio series, but it's still more than likely a digital product.

Then you mail them again with a product for \$97 and 50 of your existing customers buy that product. This could be another ebook, or reprint rights to a product or a product that is sent via regular mail.

Then, you mail them again with a product for \$495 and 10 people buy this from you. This product could be a seminar, master reprint rights, or a complete package on a certain topic. IE, it gives you everything you need to get started within that business or hobby, etc....

Then you mail them again with a product for \$4995 and 2 customers buy that from that. This product could be a seminar, a complete online business, master reprint rights to a digital or off line product, but it has to be something big, and it basically should be all they need to get started.

So you can see that's how a funnel works.

You start with 1000 customers (you can start with any number of customers) and end up with 2 customers that make you big money!

### 3. Get Your Subscribers To Recommend You

Again, here is the word of mouth advertising at play. If you can get your subscribers to recommend your free course to their friends, that's free advertising at it's best. Who would they trust more then their friends who are telling them that you free report is great.

So what's the best way to go about getting this to happen?

Just ask!!!!

Send out an email to your subscriber base and ask them nicely if they liked your free course and would they please tell as many people about it as possible. Ofcourse, to get them in the mood to do this, tell them you will give each and everyone a free gift of some sort, no matter how many people they recommend.

This could simply be just a free ebook or more free information, or it could be something substantial like a discount to a product or service your an affiliate for.

Most affiliate program managers will have no problem giving a small discount if you tell

them what you are doing.

## **Chapter 10 - Do It All Over Again!**

Ugh, you wouldn't dare make us do it all over again would you?

You bet!

More money in your pocket and more freedom from the job your wanting to get away from.

But before you go an start over, let me give you a sample marketing plan for promoting a specific Internet Marketing product.

Before I tell you what one, I'm going to tell you why I chose this affiliate program.

1. It targets a very new, but very popular market. (Buying business on the Internet, and more to the point, Ebay!
2. It hasn't been promoted everywhere.
3. The owner knows what he's talking about, IE, it's a good product
4. It pays me monthly.

The product I'm talking about is Kirt Christensens

<http://www.buyingwebbusinesses.com> and I'm going to give you the exact plan to use to promote this product successfully.

**Sample Marketing Plan**

This method isn't for the light hearted and will set you back some money, but it's a guaranteed winner in the long run.

1. I would register the domain name BUYEBAYBUSINESSES.com from <http://www.orderyourdomains.com>

2. I would join Kirt's web site for one month so you know what you are talking about

3. I would then create a 5 day course on the subject on how not to get ripped off buying businesses online and where to look to find profitable businesses really cheap. (All of which you will learn from Kirt)

4. I would then take 2 sections from that 5 day course and create them into 500 word articles

5. I would now create my web site quickly using templates from <http://www.freesitetemplates.com>

6. I would join <http://www.lifestylepubs.com> and send my two articles to every publication that accepts article submissions listed in that directory, in the home business and Internet Marketing fields.

7. I would then go to <http://www.drnunely.com> and get his people to send out my articles to all his contacts.

(Around 2000 ezine publishers)

8. I would then advertise in every ezine I listed in the above chapters twice using solo ads. I would also make sure I tracked my results by using an ad tracker like <http://www.adminder.com>. If your looking for more advice on ad tracking, I suggest you go have a look at <http://www.ad-tracking.com>. It reviews and talks in depth about ad tracking and it's a free site!

9. I would then buy 1,000,000 ad impressions from <http://www.getresponse.com>. This will really get you alot of subscribers quickly.

10. I would then just keep on backending my current list and start another free course all over again.

## **Chapter 11 - Recommended Resources**

**Terry Deans Netbreakthroughs at**  
**<http://www.netbreakthroughs.com>**

This site would have to be the main reason I've made any money online. For \$19.95 a month, this is the site to start your marketing education. I would almost be confident to say, this is the only site you need when you're just starting out. Of course if you want to master the art of marketing, which no one has mind you, you



will need to learn more, but for \$19.95, just do it!

**Get free web site templates at**  
**<http://www.freesitetemplates.com>**

The best thing about this site is the word free, and the quality of the templates isn't too bad either. Sure there are some shockers, but overall if you can't find a template for your site, then you might be being a little too picky.

**Get the best and most inexpensive graphics**  
**at <http://www.ebookwow.com>**

Brian Terry does a very good job with any graphics you might want done. If you want to do them yourself however, have a look at <http://www.headergenerator.com> and <http://www.ebookcovergenerator.com>

**Visit any one of Allan Gardynes web sites**  
**and sign up for his newsletters**

Allan runs 4 sites that I know of and they are the best free sites around. His first site is <http://www.associateprograms.com>, which talks about affiliate programs and has one of the best free newsletters on the net.

His other main site is <http://www.payperclicksearchengines.com> which I've mentioned a few times already in this guide. If you haven't been there yet, go

now. Grasping the concept of PPC advertising is also very important so you can tell what the advertiser wants and needs. There is also a free newsletter to join here as well.

His two other sites revolve around affiliate programs again and they are <http://www.payperclicksearchengines.com> and <http://www.lifetimecustomers.com>

**If selling high profit digital products on Ebay is your bag...**

Go to <http://www.ispyprofits.com> run by David Valleries. I have just recently signed up with it actually and it's brilliant. It's a set of digital videos (he's made them more compressed now and download really quick) that shows you how to sell quick turn key businesses on Ebay, this is for you.

I myself love it and it really has helped me!

## **Chapter 12 - More Free Ways To Drive Traffic To Your Website!**

**How To Write Your Articles To Get Thousands  
Of FREE Qualified Visitors To Your Site In A  
Matter Of Days**

Now we get down the root of your article. In this section, this is what we are going to cover:

- 1) Determine the purpose of your article
- 2) Creating a compelling article heading
- 3) How to make your article interesting enough so they click on your resource link
- 4) How to write your article quickly and make it a viral marketing machine
- 5) How to spit and polish your article so it looks like you're a professional writer

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

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

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

It doesn't apply to article writing on the Internet. The purpose of writing articles is to get a response and that sometimes means using unconventional methods of writing. If you can't handle that your writing may look like it was written in the dark in some sports (maybe a bit harsh) and you're neurotic about it, forget writing on the Internet altogether. This is meatball

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

Now back to determining the purpose of your article.

Here are the usual options that the reader has.

1) Visit your website link in the resource box

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

Tell me something, how many strangers on the Internet have you brought something from because they just told you a great story? None right?

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

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

If you were selling them something, the best bet would be to send them straight to your

newsletter signup link in your resource box, or even better yet, a free 5 day course via email, which I will talk about in a minute.

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

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

## 2) Visit an affiliate link

This one is quite tricky.

For starters, some publishers don't allow you to put affiliate program links in your article at all, and if you do, they have to be completely in context and it must be one brilliant article, but that's not a problem.

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

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

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

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

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

Don't make them go to a website and subscribe, this will cut your lead percentage nearly in half. All your readers should have to do is send a blank email to your autoresponder/ mailing list email address and subscribe from there.

- 4) Subscribe to your free course

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

Here's why!

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

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

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

Just like with the mailing list, put your free course link (not a website address) in your resource box.

- 5) Refer your article to others

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

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

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

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

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

You see how many possibilities there are.

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

#### 6) Contact you personally

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

#### 7) Do nothing

Don't be disheartened if a lot of people don't visit your website or take an action from your article, they could just be



freebie seekers looking for free information and are not willing to take an action no matter how good your information is or would be.

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

#### 8) Flame you

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

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

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

### **Creating a compelling article heading**

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

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

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

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

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

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

This section will give you the KNOWLEDGE you need to write killer headlines, but the WORK is up to you. I have NEVER heard of anyone

coming up with the BEST headline on the first try. It takes Brainstorming dozens of headline ideas until you are coming up with the WINNER!

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

I don't think that I could emphasize the importance of writing WINNING headlines enough. Without a headline, your sales letter is doomed to failure even before it starts...If you are not willing to put forth the effort of doing an effective one, then you might as well quit your business now and go work at McDonald's. You will never make more than minimum wage anyhow without good headlines!

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

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

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

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

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

It is the leader for your entire ad and it will set the tone and direction for your ad. You could easily say that it is 50% of your

ad all by itself. Let's talk about each of those aspects in detail:

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

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

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

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

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

"Attention All Frustrated and Worn Out

Parents..."

Or

"PARENTS..."

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

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

If you are selling computers, you might start with:

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

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

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

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

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

When you made your list of benefits, which one stands out to your prospects the most by your research? This should become a part of your headline along with your USP (Unique Selling Position) if possible. Using this type of headline is the beginning of a KILLER ad copy. You want to overwhelm your prospects with benefits. There is no better place to start than in the headlines.

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

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

The headline's main purpose is to SELL the prospect on the idea of reading the entire

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

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

<http://www.netbreakthroughs.com>

### **3) How to make your article interesting enough so they click on your resource link**

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

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

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



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

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

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

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

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

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

You should try and make your article at least 500 words, and no more than 1000. To do this, outlining the topics you are going to cover and writing 100 or 200 words on each topic, makes the article flow well, and easier to write.

For example.

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

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

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

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

Here is a great article on this very subject.

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

Everyone likes to buy from an expert. Shopping for a computer? A sales person who knows computers inside and out makes us feel confident about her recommendations.

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

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

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

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

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

**START WITH THIS FORMULA**

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

**1. Start by pointing out a problem your reader has.**

I could have started this article: "Spending lots of money on advertising and still not getting the results you want?"

**2. Then make your reader's problem seem worse.**

Point out the ways this problem can impact their business, life, and happiness. "Your ads bring in only temporary response. Without an effective and affordable way to get the word out on your business, you may be closing your doors before the year is over."

**3. Next suggest one to five ways the reader can solve the problem**

or make the situation better. "One simple way to get lots of new prospects and customers is to write articles for trade publications in your industry." I could go on to explain how to write an article (as I'm doing now).

**4. End your article with a paragraph or two that reviews your most important points.**

Wrap up with a positive spin that paints a bright picture for your reader.

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

**5. Finally, include your contact info in a final paragraph at the end.**

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

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

Keep your sentences and paragraphs short. Avoid sentences that require lots of commas. The idea is to write in a style that is clear and easy-to-understand for a reader that is in a hurry. I think writing simply

is also easier. How-to articles don't have to be fancy.

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

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

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

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

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

Also approach English teachers, journalists, do a search for writers on the Internet, and

ask people who write articles you like. Give the writer the general idea for your article and some information to draw from. Then let them use their creativity and taste to write the article.

### **SUBMIT YOUR ARTICLE TO EDITORS.**

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

Gary Christensen has compiled a big list of editors looking for articles at:

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

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

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

Now here comes the enthusiastic wrap-up:

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

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

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

1) Creating a compelling resource box

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

In your resource box, you should put the following:

- \* Your full name
- \* A bit about yourself
- \* Your website url
- \* Your subscribe link to your autoresponder
- \* And a little bit about why they should



take action by either visiting your site, or subscribing to your autoresponder

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

## 2) Taking your article viral

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

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

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

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

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

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

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

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

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

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

<http://www.spellcheck.net/>  
<http://www.jspell.com/jspell.html>

If you are having trouble with one or two words, why not try  
<http://www.dictionary.com>.

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

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

This is also a good time to see if you've

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

### **How To Approach Ezine Editors And Article Announcement Sites**

Before you send out any articles to anyone, you must read their guidelines fully! Failure to follow the set guidelines for posting/submitting your article usually ends with straight out rejection.

Most people will want the following.

1) Article 500 to 700 words in length -

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

2) No spelling errors

This is as simple as doing a spell check

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

What this means is that when you send an

email to say an ezine editor, you include a brief introduction about yourself, your contact information if needed and a short run down of your article. Anyone else but the ezine publisher or article announcement owner doesn't see this.

#### 4) Word wrap

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

There is a free tool that will do this for you, that I love.

It will also help you with your article writing as well. You can get it from <http://www.ezineassistant.com>

#### 5) Article in the body of your email

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

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

**So what should my email look like to any**

## **publisher?**

Here are a few examples.

"Please consider this article for your website or ezine.

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

TITLE: Kenna, David and Julie are Moving!

AUTHOR: Susan Dunn, The EQ Coach

WORD COUNT: 727

WRAP: 65

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

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

"Article Title: Make Your Web Site User-Friendly

Author Name: Dejan Bizinger

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

Word Count: 1216

Category: Web Site Design

Copyright Date: 2002

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

**Send Your Articles Out To Thousands**

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

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

<http://www.goarticles.com>  
<http://www.published.com>  
<http://www.ezine-dir.com>  
<http://www.writerswrite.com/epublishing/mldirectory.htm>  
<http://www.zinos.com>  
<http://www.topezineads.com>  
<http://www.directoryofezines.com> - The best, but it's not free  
<http://www.ezinesplus.com>  
<http://paml.net>  
<http://www.ezinesearch.com>  
<http://www.marketing-seek.com>  
<http://www.ezinelinks.com>  
<http://ezine-universe.com>  
<http://www.ezinesseek.com>  
<http://www.freezineweb.com>  
<http://www.newsletter-directory.com>  
<http://www.ezinedirectory.com>  
<http://www.list-city.com>  
<http://www.articlecity.com>  
[http://groups.yahoo.com/group/article\\_announcement](http://groups.yahoo.com/group/article_announcement)  
[http://groups.yahoo.com/group/article\\_announcement\\_list/](http://groups.yahoo.com/group/article_announcement_list/)

Now not everyone of the mailing lists you find will accept articles, and not every ezine directory will tell you who does and who doesn't accept articles, so it will be a bit of a process in finding out which ones do and don't.

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

Here is a list of article announcement sites

<http://www.websource.net/articlesub.htm> -

The best of the best

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

<http://www.ideamarketers.com>

<http://www.authorconnection.com>

<http://www.ezinearticles.com>

<http://www.makingprofit.com>

<http://www.clickz.com>

<http://www.bpub.com>

## **Getting Thousands Of Sites To Link To Your Website**

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

To do this we are going to target websites

that are on the same topic as your website and search engine ranking. The two really go hand in hand.

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

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

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

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

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

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

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

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

He also has over 500 people linking to his website! That's not counting the amount of



people who use his article on their websites and in their ezines.

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

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

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

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

Do you think this is helpful?

You better believe it.

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

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

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

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

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

## **Bonus Chapter 1 - The Easiest Way To Come Up With Backend/Affiliate Product Ideas**

I can usually come up with 150 to 200 product/web site ideas a day with this trick and I can tell you now, hardly anyone is using it. People know bits and pieces of the whole idea, but not to the extent I'm about to show you.

For instance, I was looking to create a product in the skiing field and I had the front end product idea, but I also wanted some backend product ideas, so this is what I found out.

I put a few skiing related phrases into google looking for sites who might like to joint venture with me and sell my first product, and I found <http://www.ifyouski.com>. I then went to alexa to find out how much traffic they were getting and I did a search on the Alexa site. You can see the results here....

[http://www.alexa.com/data/details/related links?q=&p=Det W t 40 M1&url=http://www.ifyouski.com](http://www.alexa.com/data/details/related_links?q=&p=Det W t 40 M1&url=http://www.ifyouski.com)

Then if you go down the page, you will see what other people who went to ifyouski.com purchased on the topic of skiing AND other information about what sites are linking back to the original site. It also showed me a list of sites that people visited after visiting ifyouski.com. How accurate all this info is, I dont really know but it's been useful.

All of this is extremely helpful. I now have 3 backend product ideas AND a list of sites to check out for potential joint ventures.

## **Bonus Chapter 2 - A Pay Per Click Strategy That Can't Lose**

Before I get started, if you are not familiar with Pay Per Click Search Engines,

I suggest you visit

<http://www.payperclicksearchengines.com>

Here is how I look at Pay Per Click Search Engine advertising.

How can you lose with Pay Per Click Search Engines if ONE in every HUNDRED people who come to your site buys something from your affiliate link? I've been achieving that for many months now and while ONE in a HUNDRED is only a 1% sales conversion, I still make \$35 to every \$5 I spend.

I'm making \$700 for every \$100 I spend and to me that's money well spent. However, so many people are struggling and this is usually what I hear back.

"I've been getting TWO sales out of every HUNDRED people to my website and I'm still losing money".

It's not hard to lose money with this type of advertising, especially when you don't know exactly what to do. For starters, if you have found an affiliate program that you love and want to promote via Pay Per Click Search Engines these are the 2 things you MUST know first before promoting it.

- 1) They must pay you at least \$30 per sale OR if you promote a residual income affiliate program, they must pay YOU at least \$10 a month for each customer. You

will not make any money otherwise.

2) You must be able to find keywords in the pay per click search engines for no more than 6 (SIX) cents per click. That means every time someone clicks on your link, it will cost you 6 cents or less. If you pay anymore, it will likely end up with you losing money.

The reason why people are not making any money even though they might be getting more sales than me is because of those 2 reasons.

Now if you do those 2 things and you are still getting 2 sales per 100 visitors, you are set!

The biggest problem most people have is finding enough keywords on their affiliate program to bid on, and to them I say, and always will say WORDTRACKER.

<http://www.wordtracker.com>

What this tool does is allow you to come up with thousands of keywords and phrases for your affiliate program topic. For instance if your affiliate program is about sports betting, well you better believe word tracker will come up with hundreds, even thousands of keywords you can bid on if you can get them at the right price.

My two favorite Pay Per Click Search Engines would have to be,

1) Overture.com

and

2) Google.com AD Words.

While both are different, and Overture.com is far by the best SO far, these are the only two Pay Per Click Search Engines you should focus on for now. Most others will just eat up your time and give very few hits back to your affiliate site.

With permission from Willie Crawford, I will show you one of his articles about Pay Per Click Advertising. He is advertising a cook book for under \$20 and still making good money, because A) He has a good web site, B) A good product and C) Very targeted keywords for 5 or 6 cents.

However, that product is his, he created it, so that \$20 is all his money, no need to split it.

**Overture - A Can't Lose Pay-Per-Click Strategy**  
**Copyright 2003 by Willie Crawford**

The absolute quickest surefire way that I know of to get instant website traffic is using pay-per-click search engines. You bid on the search terms of your choice and as soon as your account is set up they start

sending traffic your way. I use a variety of pay-per-clicks but Overture is my favorite. Today I'd like to show you how and why I use them.

With regular search engines, you can't really "tell" them what terms you want to be listed under. With pay-per-clicks, you get to specify exactly what terms you'd like to be listed under. At Overture and some of the others, the staff does review your listing to confirm it is appropriate. If your listing is appropriate, you get listed under the term you want to attract targeted traffic with, and you get to specify how you would like your listing to read.

There *are* less expensive ways of getting traffic to your site. However, it is not as tightly controlled. Overture's minimum bid is 5 cents per click. With many terms, that's all you need to bid to appear in the top listings (even at number 1). Controlling exactly how your listing appears ensures you spend your money attracting only the traffic you want. It also ensure that you discourage the type of traffic that you don't want.

I'll give you an example for illustration. I have a site that sells a "soul food cookbook." I want the traffic I attract to this site to be interested in obtaining a soul food cookbook.... especially if I am paying for this traffic. So I use that phrase or a related phrase in my Overture

listing. I also use it in my title and the description. I tell them exactly what they will find on my website in my listing. Traffic attracted through these listings are seeking "soul food cookbooks" so they buy my product!

In deciding how much to bid on a pay-per-click term you must know your conversion rate. You need to know how many sales each dollar generates. For example, I spend an average of \$1 on Overture traffic for each sale that I make from this traffic. I sell a \$20 cookbook and my profit margin is sufficient to make this campaign smart business. The traffic from Overture also generates 4 signups to my website recipe exchange mailing list for each dollar I spend. It could be much higher but I land the traffic on a webpage focused on making the sale rather than getting new subscribers. A very high percentage of these subscribers will eventually purchase either my cookbook or a related product.

A spill over effect of this pay-per-click campaign is that my Overture listing gets me a top listing on many other search engines. Overture's paid listing feed the search results at Yahoo!, MSN, InfoSpace, Lycos, Alta Vista and Netscape. This spillover drives incredible traffic to my sites. For example, my traffic from MSN nearly doubled with one of my Overture campaigns. Microsoft is the default homepage for a lot of



internet users (since it is the default browser pre-installed on a lot of computers), and having a top listing with them is well worth the expense.

When setting up an account at Overture, the most important thing you can do is to make sure you are targeting the right keyword phrases and that you really finesse your listing. You want customers to arrive at your site ready to buy your product or join your list. You don't want curiosity seekers when you are paying for traffic. You don't want to get "cute" with your listings since attracting the wrong visitors really does no one any good. It might even generate a lot of complaints.

Overture has a tool you can use to investigate what keywords were searched on the most - recently. I use this tool but I also subscribe to a service that emails me the top 500 most searched terms every week. They send me weekly reports and I build mini sites around these terms. I sometimes funnel traffic from these mini sites to other topical sites. Some mini sites I also design as direct sales sites. Both strategies will work well for you if properly employed.

A properly designed pay-per-click campaign is a can't loose proposition. You know that for every \$100 spent exactly how much you can expect to earn. The only variable in the formula for me is how fast Overture can send

me this traffic. You do want to bid the minimum bid possible to get the listing you want. You don't need to be number 1 since it is the words in your listing that really generates the click. I do consider being one of the top 3 bidders very important.

I also keep my mini sites' costs down by hosting my keyword rich domain names on quality, low-costs hosts. I use a web host that allows you to host additional domains for only \$5 per domain. You do have to have at least one domain hosted on their regular \$25 per month plan (500 meg of space and full-featured). Then you can host as many additional domains as you want for only an extra \$5 each. This makes building a series of mini sites related to the theme of your product or main site so affordable you really should use this business strategy. Check out this host at:

<http://williecrawford.com/cgi-bin/tk.cgi?fivedollarhost>

To get the full details on starting an Overture account, just visit:

<http://williecrawford.com/cgi-bin/tk.cgi?overture>

I've just given you a very brief overview of one of my pay-per-click strategies. Using this strategy, I routinely turn every thousand dollars invested into over \$10,000. With the right product or service, you can too. If you'd like to learn more about the

strategies and techniques I use to generate hundreds of thousands of dollars a year, grab the recordings from the Internet Marketing Power Workshop. All of the instructors not only show you how we run our very successful businesses, we will also helped attendees troubleshoot unique problems in their own businesses. Grab your copies now at bargain pricing!

<http://williecrawford.com/workshop-videos.html>

Willie Crawford has taught thousands the secrets of operating a successful on-line business through his free Internet Business Success Course. It's more extensive than many \$197 courses. Sign up today and start building your \*successful\* online business: [www.williecrawford.com](http://www.williecrawford.com)

## **Bonus Chapter 3 - How To Create Your Own Viral Marketing Ebook**

I can hear you all saying now, "Why do we want to create our own product when you are teaching us to be Super Affiliates?"

It's a good question and I have what I think is a good answer. This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you visit 2 sites.

My favorite site is Terry Dean's exclusive membersite at <http://www.netbreakthroughs.com>. It's full of the best information on marketing and it's only \$19.95 a month.

The next product solely focuses on creating your own Ebook in less than 7 days and that is written by Jim Edwards. You can find it at <http://www.7dayebook.com>. It's a one off fee for \$27 and it comes in Ebook format ironically enough.

Now, back to my explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more than a weeks work part time if done correctly and IF you do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet

quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

**1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.**

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting  
How to bet with other peoples money

A good way to come up with ideas is to look at what others are already selling and mimic that. You dont need to recreate the wheel here, so PLEASE don't make things harder then they have to be.

**2) Get the tools you need to succeed**

You are going to need a few tools here.

A) A domain name

I register all my domain names with <http://www.namecheap.com> for under \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

Here's an example for you people promoting sport betting affiliate programs.

<http://www.sportsbettingaffiliates.com>

<http://www.sportsoddbetting.com>

<http://www.101waystobeattheodds.com>

<http://www.betforfree.com>

etc....

## B) Webhosting

Let me say first, you get what you pay for. This has never been more true then with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

I recommed you use

<http://www.thirdspherehosting.com> for the simple fact they offer all you need, plus a lot more for a reasonable price.

## C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

## D) Credit card processor

Just use <http://www.clickbank.com>. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper than getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

#### E) Ebook Software

You will more than likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your book with <http://www.createpdf.com> for a fairly cheap price.

#### F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I use <http://www.ecovergenerator.com> and <http://www.headergenerator.com> for all my graphics. They are great pieces of software that you can use instead of hiring graphic designers.

I do however recommend one graphic designer



by the name of Brian Terry. You can view his work at <http://www.ebookwow.com>.

### **3) Outline your book chapters into articles**

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less than a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

### **4) Write your content**

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. Actually, Terry Dean from <http://www.netbreakthroughs.com> taught me this trick.

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

## **5) Create your sales letter**

This is where you will be selling your book from and is critically crucial to your

success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

I recommend you have a look at the following sales letters selling Ebooks.

<http://www.turnwordsintotraffic.com>  
<http://www.masterinternetmarketing.com>  
<http://www.linkingstrategies.com>  
<http://www.the-whole-truth.com>  
<http://www.instantinternetprofits.com>

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter

Software is great and there a 2 options out there. The first one is

<http://www.instantsalesletters.com> by Yanik Silver and

<http://www.saleslettergenerator.com> by Armand Morin. They are just as good as each other.

However, if you want to hire a professional

copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that your selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

## **6) Plug in your free 5 day autoresponder series**

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

## **7) Advertise!**

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your book for the sole

purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the Internet Marketing crowd. I really am begging you to check out Terry Deans <http://www.netbreakthroughs.com> as it will give you all the knowledge you need and if you want you can stay for 1 month and still get more than you will ever need, information and personal help wise.

## **Bonus Chapter 4 - How To Write Articles So Quickly And Easily You Could Churn Out 50 To 100 In A Day**

What most people don't realise is that the work is already done for them, they don't need to come up with unique content from the top of their heads, they just need to look for what is already out there and improve on it.

Every possible topic has been covered and covered well by someone, but most of the

time these people don't even want to profit from their work, they do it for the fun of it, which is great for you.

While you can't steal these people's hardwork, (we wouldnt want to anyway, we want to profit from our work) you can use their ideas and learn from their content to write your own. Anyone can become an expert enough in a subject to write a 750 word article on it in minutes if you have the write content in front of you.

I'm skipping ahead of myself here, but I'm going to tell you where to find this content now, then tell you how to come up with article ideas afterwards.

When I come up with an article idea I go directly to the source of the Internet's content. Online bulletin boards, FAQ pages and Article directories!

Everytime I need to learn about something to write about it or just for the heck of it, I go to these places.....

<http://www.faq.org>  
<http://www.goarticles.com>  
<http://www.groups.google.com>

Everything I could ever want to know about nearly every subject known to man I can find for free there, if you're willing to dig for it.

All I then do is dissect all the information out of the articles, re write them into my words and add a snazzy article title.

So say you wanted to write an article or articles on fly fishing to promote a fly fishing ebook thru clickbank.com, here's what I would do.

I would go to [Groups.google.com](http://Groups.google.com) and type in fly fishing and see what questions people were asking. I would also go to [Goarticles.com](http://Goarticles.com) and type in fly fishing and see what articles are already written and how many people have viewed them so you can tell which article topics are the most popular.

Then when I wanted to start writing my article I'd go to [FAQ.org](http://FAQ.org) and look there for fly fishing Frequently Asked Questions and rewrite that content in my own words for my own articles.

Your articles don't have to be masterpieces that are 5000 words in length, infact it will help your sales if you keep them short 500 to 750 words and you give your readers information they can instantly use and implement.

The most important part to your article is your article title, it will make or break your article.

When people read articles they want information that they can use straight away. Say for you instance you're writing about how to get your baby to sleep better at night, then you'd want a title something like this.

"6 Easy Steps For A Better Nights Sleep For You And Your Baby That You Can Implement Tonight!"

Ok, that's not perfect but you get the idea.

I've found if you're targeting the Internet Marketing niche you'll find your articles will get a better response and you will make more sales if you give people a plan they can use to make money straight away from your article.

For instance, let's say your promoting the "Google Cash" ebook that shows people how to make money with Google Adwords, you could write articles on the following....

How you made money following the formula in the ebook.

Give them a well thought out business plan they can steal and use as their own.

Or even....



Tell them how you failed using the Google Cash method but another method worked for you.

People love a story, success story or even a failure.

## **Bonus Chapter 5 - How To Write Articles To Profit From Adsense**

Adsense is all the rage now, and there are so many different ways to make money from Adsense, but here is a method you've probably not tried and most people probably won't as it does take effort and time.

Most people seem to want to keep switching from automatic software generators to bombs to portal sites to directory listing sites, which is fine, but I have and always will stick to creating unique content that's informative and of high quality.

My method is not the only way to make money with Adsense, but I feel this is the best method for long term success, simply because it's been working well for me in different ways since I began Internet marketing back in 1998.

This is a business idea that I'm doing right now and I believe it will make me a fortune in the long run.

What I've been doing is creating a site like Ehow.com. It's a free site that shows people how to do a lot of different things. The best way to explain the site is just for you to go have a quick look now.

They have thousands and thousands of pages of content on all sorts of subjects and the way they get traffic to their site is through the search engines, which is all well and good if you want to wait awhile, but this guide is all about making money quickly.

Every page on their site has an adsense box on it and that's how they make their money. They also have a Alexa traffic ranking of around 2000 which is great.

Trying to write that much content before making any money would be difficult, you'd lose interest quickly and trying to write that much content or even buy that much content in one hit would be lunacy.

I've always preferred to make money constantly even if the project is only half done or in progress. I find it gives me incentive to keep going.

So this is what I'm doing, and no I'm not going to show you my site because I don't want everyone copying it.

I registered a catchy domain name, something like [fiveminuteguides.com](http://fiveminuteguides.com) or [learnitnow.com](http://learnitnow.com) and I started writing little 500 to 750 word action plans on all sorts of topics and one happens to be on a favorite subject of mine, fly fishing.

So my fly fishing page looks something like <http://www.fiveminuteguides.com/fly-fishing.html> and it's a small 750 check list on all things to do with fly fishing with 2 AdSense boxes, one in the middle and one of the right hand side.

When it comes to AdSense, you have to think like your website visitor. What is it they are looking to buy? There is no use putting something on my website about how to make money with your fly fishing passion because the advertisers with AdSense are selling fly fishing equipment not how to make money with fly fishing.

You need to make your content fit into the AdSense ad's and I think that's where a lot of people go wrong with AdSense.

Back to the business plan. Ok, so you've got your site up, you have a page up on a certain topic that had a fairly high search

rate and AdSense payout rate, now what? How do you make money with this page.

Write articles! For every one fly fishing type checklist write 10 to 20 articles on all sorts of subjects to do with your topic. I wrote close to 40 for mine and I haven't become rich from it but if I can put up 500 similar checklists in the next year I will be earning a very nice income.

But how do you get people from reading your article to going to your website?

Well, not only would you mention your site within your article, (slip it in subtly) you also have your article byline you can use for that purpose.

For example

"For a complete checklist for your first fly fishing trip visit blah.com"

or

"For a complete step by step checklist for catching large Trout visit blah.com"

So not only will you make money instantly from your website, you will also build tons of quality content over time and you will have hundreds maybe even thousands of articles all over the Internet working for you around the clock and your site will do a

heck of a lot better in the search engines due to all the incoming links!

This is a very rough outline, but you smart people out there will be able to run with it and add new ideas I havn't even thought of. This is one of those money machines that will make you money on demand pretty much for the life of the Internet.