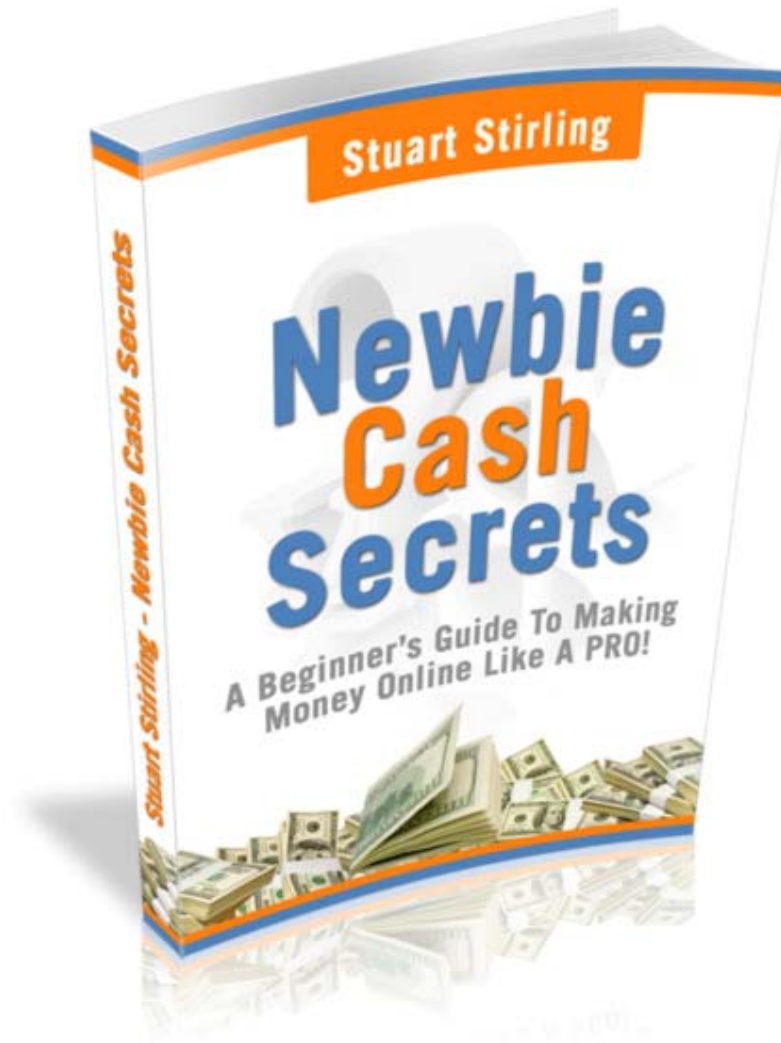


# Newbie Cash Secrets



**A Beginner's Guide To Making Money Online  
Like A PRO!**

By Stuart Stirling Copyright 2008

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This report is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

## About the Author

Hi my name is Stuart Stirling. I've been making money with internet marketing since early 2006. That's me and my wife, Keiko in the picture. We currently live in Japan.



First, thanks for your purchase of my newest report. Second, the best way for Newbies to start making money online is to learn as much as possible as quickly as possible and put that knowledge into action.

Online business is a huge topic which changes face often, so in fact, the learning process is an ongoing one. Use this guide at your leisure to increase your knowledge about the greatest basic tips on online marketing all professionals use.

Regards,

Stuart Stirling

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You can start making money this very minute by sending people to the sales letter, using your custom affiliate URL. Then, when somebody buys, 100% of the payment goes directly into your PayPal account.

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Don't miss out on this easy way to put some quick money into your PayPal account. It only takes a minute:

**Step 1** – Replace "[YourPayPal@EmailAddress.com](#)" in the following URL with your own actual PayPal e-mail address:

<http://newbiecashsecrets.com/?e=YourPayPal@EmailAddress.com>

**Step 2** – Send the link to your mailing list.

**Step 3** – Place the link on your blog or website.

You may want to **visit this page and bookmark it** so you can come back anytime to get affiliate info. <http://newbiecashsecrets.com/affiliates.html>

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# Part 1: Affiliate Marketing

Affiliate marketing is a sales and marketing strategy that is primarily used on the Internet that involves an affiliate (sales people) functioning as an agent to drive traffic to particular web sites of businesses. The agent in return receives compensation for his or her efforts (commission) on behalf of the business, most commonly in the form of revenue sharing.

Basically, **you are selling other people's products** as an affiliate and when you refer a sale, you get a cut. For example, if you are selling ABC's product for \$47 and the commission is 50%, then your payout is \$23.50.

Some affiliate programs offer as much as 100% commissions to their affiliates.

Selling products as an affiliate is very attractive as you don't need to worry about product creation or product delivery. You can get paid a very nice commission for simply referring sales.

Read on to learn more about how to get started in affiliate marketing the right way.

## How to Spot The Right Affiliate Marketing Program For You

There are online affiliate programs for just about any type of good or service that one can imagine. Finding the right program for you will mean taking stock of your own motives for entering affiliate marketing, and what skills and resources you can bring to the effort.

Let's choose a nice affiliate program for you.

**Step 1** - If the idea is to **create a second source of income** that you can work on in your spare time, chances are you will want to go with a program that will create steady revenue and only require a few hours a week of your time. This is actually an easy task, since many affiliate programs are based solely on making sure your site shows up high in consumer searches, and has a clear portal on your web site to your affiliate partner.

There will be some investment in time to design your site and make sure the link or ad to your partner is placed to best advantage, and that the keywords associated with your site will result in a lot of hits. But once the setup is complete, you will be in great shape.

**Step 2 - Take into consideration your skills and interests.** For example, if you have worked in telecommunications for years, draw on that experience and become an affiliate for a telecom service, such as audio conferencing. Maybe you have a background in retail; put that to use by finding affiliate programs that involve virtual malls. If your **hobby** is something that could be turned into a brick and mortar business, such as baseball card collecting, there is probably an affiliate marketing program that would be ideal for your expertise.

## How to Generate Sales through Your Affiliate Links

The vast majority of affiliate programs today pay based on actual sales, which is referred to as cost per sales, or CPS. Basically, you will receive payment based on the difference between a buy or wholesale cost and the actual retail cost.

As an example, if your link takes a customer to an online store and the visitor buys an item with a retail cost of \$100.00 USD and a wholesale price of \$50.00, you will earn \$50.00 from the transaction. In other cases, the revenue is based on fixed percentages of total sales, rather than price.

**Step 1** - Your primary job as an affiliate is to **drive traffic** to your affiliate links. First, you need to find out where those people who want your product



hang out online and then go after them. This is the very important process of "knowing your market".

If you find that the Many gurus will drum it in to you that search engines like Google and Adwords PPC (pay per click advertising) is the best and only way to go. This is not necessarily true as you'll find that there are various other resources you can tap into to drive traffic back to your websites and affiliate links.

People have been making a killing from all shaded of websites, not solely search engines. Realize now that Google is just a website. Whether it be Ebay, Craigslist, MySpace, YouTube or Articles from popular directories such as Ezinearticles.com, all people are doing is tapping into those resources and using them to direct traffic.

**Step 2** - Don't be shy about promoting your web site on as many message boards, forums, social websites, classified ad directories and other places people will look for your product or where people in your target market hang out on the web. The more attention you create the greater chance you have of earning a sale through the affiliate portal on your site.

**Step 3** - Use your product owner's (the one you are promoting) resources. Most popular affiliate programs offer tools such as graphics, recommended advertising resources and some guidelines that you will need to observe in publicizing your affiliate links successfully and properly. They obviously want you to succeed in promoting their product so they won't be steering you in the wrong direction.

Warning - Keep in mind that complaints about spam or other unethical methods to drive traffic to your site and through the links could lead the affiliate partner to drop you from the program. **Spam is never ok** and causes problems for all parties involved; the spam receiver, the product owner and you.

You should definitely be enthusiastic and use every means possible to create interest, but make sure you keep it honest and above board to keep everyone happy. The last thing you want to do when getting started online is to give your name a bad reputation as a spammer.

## How to Generate Residual Income through Affiliate Selling

Many affiliate programs are not just interested in making an initial sale, but in earning a new customer that will use a service on a continuing basis. When this happens, you as the agent or affiliate stand to earn commission

or residual income each time the customer uses the account or for as long as that person stays a paying member.

**Step 1 - Pick affiliate programs that are based on a continuing payment subscription.** These will set you up for residual income...the best kind, meaning you refer one customer once and you get paid over and over.

Using an "online telecommunication service" as an example, assume that a consumer signs up for a web conferencing account through the link on your web site. The account is set up under your referral or affiliate ID and you are paid each time the client holds a web conference session. If your customer has a web conference session with eight to ten locations once a week for an hour, you will soon find that you have consistent residual income each month.

**Step 2 - Figure out ways to create residual income where there is none.** Not all affiliate marketing programs are structured to allow for residual income. In fact, most of them are based on one transaction, and no more. However, if you can create a web site that keeps people coming back to you and using YOUR affiliate links rather than going straight to main website, you can generate some recurring income.

For example, you could be selling wine as an affiliate from your website. People are going to keep ordering and drinking wine so if you can **establish yourself as an expert and create a following**, people will like to read your reviews and articles before they go and order more wine.

The same type of idea can be applied to any sort of perishable item or where new and improved products are constantly being developed and released.

Warning - There is not always a clear cut way to create residual income from any program. Run some simulations before you commit. Or, if you want a program that truly offers residual income, check for programs that specifically claim to offer continuing revenue on recurring transactions by the same client.

## How to Become A Super Affiliate

A super affiliate is an individual who has become a true master of the art of affiliate marketing. He or she will have created a number of successful affiliate promotions that consistently generate revenue long after they are set up.

In many cases, the super affiliate will have developed a proven strategy they can use as a cookie cutter they can apply to just about any niche they pursue.

But then be flexible enough to alter some strategies which will add a new twist to an old procedure, uncover untapped markets of consumers, and found new and exciting ways to promote old and well known goods and services.

**Step 1** - Becoming a super affiliate involves commitment. Commitment to a niche , a product and their website(s). While it is possible to make money by devoting a few hours a week to affiliate programs, the super affiliate understands that huge payoffs mean some long hours and hard work.

The successful super affiliate understands that there is a considerable amount of time and effort involved in the first stages of the promotion, as well as the need for consistent effort to keep the momentum going.

**Step 2** - If you want to be a super affiliate, then commit to making yourself known as an expert. Increase your web presence to be as prominent and enticing as possible.

Use every resource at your disposal (as far as time and your budget will allow) to draw attention to your affiliate links. Include running ad campaigns including PPC, email, text links and banners. These days, video, podcasts, article and ad swaps are increasing in popularity. Optimize your website for the search engines using keyword optimization and getting back-links from other websites.

You can even employ marketing methods outside the realm of the Internet with some **offline marketing**. Direct mail, newspaper ads, magazine ads, flyers, free merchandise and so on. The only limitations are your imagination and your budget.

Warning - Bottom line, there is stiff competition out there in the world for affiliate marketers. If you want large profit in return for little effort, you are not likely to become the super affiliate of your dreams. **Don't give in though, because every little thing you do adds up.**

## How to Use Banner Ads to Sell Affiliate Products

Banner ads have replaced text links as the portal of choice for many internet marketers. Graphic banner ads have received a fair bit of flack for their ineffectiveness in the past but you know when big name corporations

are using them, they must still pack a punch. Just take a look at your hotmail or yahoo email account. There are several reasons for this, but the fact that the banner ad is much more **visually appealing** being chief among them.

**Step 1** - How you use banner ads will make a big difference is how successful you are in generating revenue from your programs. When placing banner ads on your web site, make sure they stand out and are easily found.

They **MUST** stand out enough from the rest of your content to catch the eye of anyone who stops by your site. The easier it is for your visitor to notice the banner ad, the better the chances that he or she will actually click on the ad and pay your partner's website a visit (through your affiliate link ;).

**Step 2** - There are also a number of classified and message boards today that have no problem with banner ads appearing as part of advertisements. Many of these sites generate huge numbers of hits per day. Finding web sites of this sort and posting banner ads that will drive traffic to you and your affiliate partner will greatly increase your chances of making money from your efforts. Depending on the way that the board is programmed, you may actually be able to get an idea of how many hits your ad receives, which can help you decide if that particular board is worth using on a recurring basis.

Warning - Placing banner ads in the wrong locations making them hard to find is a waste of time and valuable website space. Not to mention, bad positioning will kill sales. Banner concepts and design are also crucial. It is definitely worth paying a professional to design graphic banners for you.

## How to Find the Right Market For Your Affiliate Products

Most people would agree there is no value in selling dog food to a cat. If you want to make money with your affiliate products, you have to connect with the right consumers. Here are some tips to help you with that goal.

**Step 1 - Know your products.** While the old saying is that a good sales person can sell anything; that supposes that he already knows which customers can benefit from the products. Before you can define your target audience, you need to know what you are offering, how it is used, and why someone should choose your products over those of another supplier.

**Step 2 – Know your customer.** An easy way to do this is to create an imaginary customer profile. Imagine who would be interested in the product you are trying to sell. Make a simple outline of attributes that the ideal

consumer for your products will fit. You can define such factors as age, gender, economic level, educational background, and location.

**Step 3 - Identify Your Target Market or Markets.** In some cases, this will be somewhat clear cut. For example, if you are promoting “how to make home-made scented candles” through an affiliate program, you know that a residential market made up of housewives and family people is a better option than targeting businesses. Using your customer profile will help narrow the focus so you can concentrate efforts on at least a primary audience and one or two secondary audiences.

**Step 4 - Walk In Their Shoes.** Identify keywords that will have meaning to your audience. Use them to make connections, either through ads on message boards and through search engine searches. By attracting the attention of the right type of customers, you greatly enhance the chances of making a sale.

Warning - Don't write off a market simply because it is not huge. You may have come across a sector of the consumer market that gets little attention, and can build up a tidy amount of business by meeting their needs.

## How to Avoid Common Mistakes Affiliates Make

To a degree, affiliate marketing is a trial and error experience. However, there are some errors that new recruits can avoid, if they will do the following:

**Step 1 - Learn And Keep Learning All You Can About Affiliate Marketing.** There are some excellent resources online today that will point out common mistakes and teach the basics that have proven to be reliable even as affiliate marketing has evolved.

**Step 2 - Make use of all the resources offered by your partners.** In many cases, those resources were developed and refined based on their success and failure. Making good use of them keeps you from reinventing the wheel, and perhaps forgetting to screw on the lug nuts.

**Step 3 – Keep up to date with new resources and advertising methods.** What worked well ten years ago may not yield much success today as there are new technologies being introduced daily. Understanding which approaches have fallen out of favor with the buying public will allow you to concentrate your time and resources on currently effective means.

**Step 4 - Trust your instincts.** Not every approach is equally successful with every product, no matter what people tell you. Realize that using an approach that made your buddy plenty of money last month with his portals may not do quite as well with your different programs. If you think that may be the case, focus on something that you think will work for you first, *and then* try the other means after launching your first pick.

Warning - Not every resource on the Internet that claims to be an authoritative resource on affiliate marketing actually contains any useful or proven info. Remember, almost everything you need to learn about affiliate marketing can be learned for free.

## How to Maintain Focus as an Affiliate Marketer

Being successful means staying the course when you really would rather go do something else. Here are some tips to help you do just that.

**Step 1 - Set aside specific time each day** to work on your programs. While you may not be going to an office every day, you still need to create a structured work environment. This begins by scheduling your work time. It does not have to be the same hours each day, and not even the same amount of hours each day. But without designated work hours, it is much easier to lose your focus on the tasks at hand.

**Step 2 - Define reasonable action items for each work day.** Part of the problem with affiliate marketing is that it is so easy to look at all the things to do and become overwhelmed. Step back, identify action items that you can address and complete today. That will help you achieve a sense of accomplishment, and also provide motivation to get more accomplished tomorrow.

**Step 3 - Have a defined work space.** Setting aside a room in your home as your place of business helps to give a sense of your fun job as an affiliate being more "real". When it feels like you're working, you can really get down to business and be productive.

If you don't have a room, then create a nook in a corner that is for work only. Avoid distractions like the TV and video games. Those can be your reward for after a productive "day at the office". This will help motivate you to "go to work" and not slack off from the task of building your empire.

**Step 4 – Stick with it!** Getting disappointed and throwing in the towel is a common problem and it's the biggest reason so many newbie affiliate

marketers fail. Rome was not built in a day, and neither are any super affiliate marketing campaigns.

Warning - Keeping your focus is easy when things are going well, but is much more difficult when things are slow. Discouragement will derail an affiliate program in no time. **Remember that what you sow today, you can reap tomorrow.**

## How to Use PPC Advertising to Sell Affiliate Products

PPC, or pay per click advertising is one way to get the word out quickly about your program. PPC is a huge subject in itself, so here are just a few basics to remember if you are thinking of using PPC ads to promote a product.

**Step 1** – Use the little guys for your first time. PPC can cost you a lot of money with little to no return if you don't know what you're doing. At first, get used to the PPC system with cheaper, smaller and less known PPC providers than Google Adwords and Yahoo.

**Step 2** - Set a Budget and Stick to it. The nice thing about PPC is that they allow you to set a daily maximum budget. According to your budget, start with the lowest maximum bid and daily maximum you can afford. It's tempting to keep raising your daily budget, but it can easily get out of hand and you end up losing more than you ever thought.

**Step 3** – Write Your Ads Filled with Targeted Keywords. PPC is centered around keywords. The more keywords you have in your PPC ads, the more it will appeal to your searcher. It's because those matching keywords are the exact words they are looking for and they will be **bolded**.

Warning – When done correctly, advertising solely with PPC can make you a fortune. However, the high costs for competitive keywords can be very risky for the beginner marketer. Stick to cheaper and/or free advertising methods until you have some money to experiment with PPC.

## Conclusion

Affiliate Marketing offers many opportunities for the newbie to make money. Treating like real work with proper planning and commitment, giving it all you have, will make it possible to create steady streams of revenue through affiliate marketing.

# Part 2: Viral Marketing

Viral marketing is sometimes referred to as **word of mouth** advertising. This is because the foundation of viral marketing has to do with utilizing social and business connections that are already in place to grow your business.

It's all about creating that initial buzz and naturally it will take off and multiply. The idea is that, like a virus, the word about your business will continue to spread as your network shares the news with people in their networks, and so on.



## Viral Marketing 101

Fact 1 - The term itself was first used by Professor Jeffrey F. Rayport, in a 1996 article entitled "The Virus of Marketing".

Fact 2 - One of the best examples of the early success of viral marketing took place with Microsoft's free email service, **Hotmail**. Hotmail appended ads to each email that was sent out by their subscribers, thus making use of the Hotmail social network to advertise them to grow to the empire they are today.

Fact 3 - Viral marketing functions on the basis of **voluntary participation** in the process of advertising a business. This also adds a personal touch to many applications of viral marketing, as there is usually at least an implied endorsement when an individual passes along information about a good or service.

Fact 4 - Viral marketing takes place both online and offline. As such, it is possible to use traditional marketing tools as well as contemporary electronic tools as part of a viral marketing campaign.

Fact 5 - **Relationships** is the key to the success of any viral marketing approach. The relationship can take many forms. The basis for the connection may be family, community, friends, business contacts, or even email lists that are associated with a message board where the business owner participates and is well known.

Fact 5 - Viral marketing employs the basic understanding that satisfied clients are likely to tell three other persons about their positive experience. As these three engage the company and like what they see, the process continues to mushroom, creating an ever growing reputation for the business.

## How to Use Viral Marketing to Drive Traffic to Your Site

There are several factors involved in designing an effective marketing program using the viral marketing approach.

**Step 1** - Define the potential of a particular social network. This will mean understanding the nature of the social circle, and what is more likely to **appeal** to persons who belong to the network. Understanding the nature of each of your networks helps you to set realistic goals for returns on your marketing investment.

**Step 2 - Put Together Your Talking Points.** You need a direct and appealing approach to get the word out about your services or products. At the same time, the message needs to be easily passed on by your contacts to other people, with very little room for distorting the message. Talking points create a great platform for verbal communications, as well as drafting the text for an email campaign to direct at your social network.

**Step 3 - Make your site easy to find.** In email communications, this may be accomplished with a link, or with a banner ad. However, if you are also using verbal communications as a means to begin the process and your URL is complicated, consider purchasing a shorter and easy memorable domain name and pointing it toward your home page. A catchy product or domain name can make all the difference.

**Step 4 - Proactively ask your contacts to spread the word.** While some of your social contacts will do so as a matter of course, people often have to be reminded at the right time. Usually asking your contacts for help in spreading the word is enough to get the ball rolling.

## How to Make Your Product Viral

It is hard to think of any good or service that could not be marketed with the use of the viral approach. Of course, some products are more easily identifiable as marketable by word of mouth than others. Here are some ways to make information about your product easy to pass on from one person to the next.

**Step 1 - Approach the right social network crowd** to begin the viral marketing campaign. If you are attempting to create sales for a line of adult personal aids and materials, it is probably not a good idea to engage your community contacts in this venture. However, if you have friends or business contacts that you know would not be offended, start the ball rolling with them.

**Step 2 - Identify uses or applications for your product line.** Often, **providing some examples** of how to get the most out of a product will get people to thinking out of the box a little. This can lead the individual to remembering that someone of their acquaintance has a need or desire that would be met by one of your products.

**Step 3 - Provide enough information to make it easy to pass on details.** At the same time, keep it simple enough that your contacts do not feel as if they are selling for you. As long as they see the word of mouth as doing a

good turn for you, chances are they will remain open to passing on the word from time to time.

Warning - do not think that all products are fine for all your social networks. Approaching viral marketing with a one size fits all approach could damage your reputation and actually close a lot of doors.

## How to Avoid Viral Marketing Mistakes

Viral marketing has been around in concept longer than the actual term. As such, there is a lot of information that can help you avoid making the more common mistakes. Here are a few simple tips that will make the campaigns go smoothly.

**Step 1 – Learn from the best; get a mentor.** The best way for a new entrepreneur to learn the “tricks of the trade” is to find someone who has already been down the path and lived to tell about it. Once you find a mentor, listen and learn. There will be plenty of time to ask questions, but in the early stages, your role is to absorb the data that is coming your way.

**Step 2 – Ask for suggestions** and ideas from others that use viral marketing successfully. They may have some methods that will be good models for a campaign you have in mind.

**Step 3 - Respect your social networks.** People are often happy to help now and then, but don't think that everyone will be ready to spread the word about a new product or discount every few days. Your contacts should be employed with consideration for their time and the action items they already have on their plates. Respecting their space and expressing appreciation for what they do on their behalf, will go a long way toward keeping the relationships positive.

Warning - The worst mistake you can make is to treat your networks like statistics and not as people. Always keep a professional demeanor, and make sure each person knows how much you value his or her place in your life and work.

## Viral Marketing Secrets

While there are not much in the way of secrets about viral marketing, there are a few tips about running a successful marketing initiative that could be employed more often, and create more success.

**Step 1** - Viral promotions come in several mediums. Along with emails that can be forwarded, there is also hard copy documents, such as fliers, brochures, and business cards, that will also help provide some of your social networks the means to spread the word. Online, there is also text messaging, images, and even video clips that can be passed from person to person.

**Step 2 - Organize your social contacts into groups.** This does not necessarily translate into all business contacts in one group and friends in a different group. Organize the contacts based on their relationship to your product, such as the way that the contacts employ the good or service.

**Step 3 - Always say thank you.** People often are more than willing to pass on a good word about you or your product. That willingness will increase if you make it a point to let them know how much you appreciate the effort. Underscore the appreciation with some sort of small favor in return, such as recommending them to someone who could use *their* services in some manner.

Warning - Secrets can be a very loaded word. There is a sense that learning a secret will act as a magic potion that will make things happen overnight. Don't fall into the trap of thinking there is some magic bullet. Acquire knowledge and practice sound business etiquette and things will work out eventually.

## How to Use Blogs In Your Viral Marketing Campaign

Web logging, or **blogging**, has become a popular way of promoting a business. Here are a few of the ways to use a blog to build up your social network and in turn generate more word of mouth advertising.

**Step 1 - Write blog posts regularly.** A blog that has new content every couple of days will build-up a readership that will not only capture regular readers, but also entice those readers to recommend the blog to other people. Not to mention that search engines love blogs with fresh content and reward them with better search listings.

**Step 2** - Make it easy to share your blog's content. You can use a blog to create categories, lists and have in them articles and downloadable documents that readers can pass on to their friends and acquaintances, either by printing them out or emailing them as attachments.

**Step 3 - Allow comments to your blog writings.** This can help to establish rapport with each comment that you respond to. The more invested a person feels in the existence of your blog, the greater chance you will have of expanding the readership and your social network through personal referrals.

Warning - Always maintain strict control of your blog. If possible set up the site so that you have to review and approve comments before they are available for public viewing. This will prevent spam messages being posted as comments, and also allow you to prevent the use of verbiage that is inappropriate to the content of your blog. Keeping the comments on target will make the blog all the more entertaining and accessible to your audience.

## **Building Lists with Viral Marketing**

Viral marketing is an ideal way to build up email and regular mail listings that can be used to promote your business. Here are a few suggestions on how this will take place.

**Step 1 - Make it easy for people to subscribe to your list.** An opt-in form or sign up page on your web site is a must to capture your visitors name and email. The sign up page should be easily visible on your website or if you have it on another page, make it easily accessible from your home page, so visitors can find it with no problem.

**Step 2 - Use banner ads** in your initial contact to your social network. Banners are captivating and the files themselves are easy enough to share so when someone is interested, they can pass on your banner ad. Have your message and website url clearly displayed making it easy for interested parties to find you and sign up. Use the same banner ads on various message boards and classified sites that allow business advertising.

**Step 3 – Suggest to your contacts to pass on the word** about your website. Recommend they sign up for updates on sales and promotions on your products. That way, when the new contacts visit your web site, they will already be interested to find out how to sign up.

Warning - Make sure all your efforts to employ viral marketing to build up your lists are conducted in a style that leans toward invitation, and not coercion. Most people respond very well when there is a sense of choice, but will quickly back peddle if they sense that they must take a course of action.

## Conclusion

Viral marketing is definitely a strategy that makes the best use of one of the most important assets any business owner can have. By harnessing the power of the various social networks that most people have in their lives, you can spread the good news about your business economically, even as taking advantage of generating endorsements as part of the networking effort.

# Part 3: Email Marketing

Email marketing still is the most effective form of direct marketing on the internet. It represents the original style of the direct mail strategy to connect with potential customers that is much older than the Internet. As a means of accomplishing the task of direct marketing through the use of electronic mail, email marketing is inexpensive, quick, and has excellent chances of producing revenue.

## Email Marketing Basics

Just as with any type of marketing approach, email marketing employs a few basic understandings that help to give the strategy form and function. Here are some examples.

**Basic 1 - Email marketing is direct marketing.** The advertising goes from the seller to the consumer in one simple process with a call to take action. Your offer is either to make a purchase or sign up for a free trial. It's direct as in there is no requirement for a mediator to convey the promotion or pitch about the product or service, unless you choose to outsource the function.

**Basic 2** - Email marketing's main purpose is geared toward a quick introduction and sale of a good or service. There is no lengthy sales process to contend with. Email advertising should be simple and concise. You get the information to the consumer quickly, who either responds to your simple instructions or trashes the email.

**Basic 3** - All that is required to launch an email marketing campaign is a computer, an Internet connection, an email account, a qualified list of email addresses (either build your own, buy or rent a list – sometimes known as co-registration), and the prepared advertisement. In short, just about anyone can acquire the basic tools for an email campaign.

**Basic 4** - Solid email marketing involves crafting straight-forward advertising messages that tells enough to entice the consumer and urge them to go to the website with the intent of wanting to know more. As such, putting together an email advertisement means focusing on the right detail, presented in the most concise and provocative means possible.

Just about anyone can learn the basics of email marketing, but it takes some effort, common sense and time to learn to put the basics into effective operation.

## How to Boost Your Sales through Email Marketing

Using the concept of email marketing properly will result in getting a lot of attention, and greatly increase your chances of making sales. Here are some effective ways to structure your campaign so the chances for success are maximized.



**Step 1 - Define your audience.** This will involve knowing your product inside and out, and understanding how it can be used by different sectors of the residential and business consumer markets. Instead of trying a one size fits all campaign, identify the market sector you want to focus on, and design the text and graphics of your email so that the appeal is direct and to the point.

**Step 2 - Qualify your distribution list.** What you want is a set of email addresses where there is a reasonable expectation that the recipients will read the email and not just toss it into the trash. This means learning the difference between a qualified contact list and an unqualified one. A qualified list includes email addresses that to people who want to receive offers. This is what you must have in order to boost sales. Anything less is most likely a waste of time.

**Step 3 - The Subject Line of your Promo Email must be Attention Grabbing.** This is your first chance to make an impact and connect with a potential consumer. If the subject line is boring and sparks no interest, it will be trashed. If it's insulting to the intelligence of the recipient or looks like spam, it does not matter how good the content of the email is, your email will be deleted without ever being read.

## How to Build an Email List You Can Target

While it is possible to purchase an email contact list, building your own list will be much more fruitful in the long run. Try these simple but effective strategies below to obtain optimum results.

**Step 1 – Turn your current web site visitors into subscribers.** Placing a sign up page or opt-in form on your web site helps to ensure that those wanting to know more about what you have to offer, either free or paid, can choose to opt into your email list and receive a constant feed of info from you. You can also offer notifications of upcoming product offerings or specials on your product. Customize your appeal to your audience for the opt-in and always be building a relationship with your readers.

**Step 2 – Use Online Social Networking Site/Forums/Message Boards to build your list.** These type of websites not only allow you to share and learn info, but meet new people with similar interests and encourage them to take interest in you and your product. Some forums etc. will allow marketers to post short ads about their services in a special ad section or place a banner ad on the website.

**Step 3 - Employ offline advertising as well as online.** Make up and distribute business cards. These can generate not only a professional image but are tools to build your business. They can result in write-ups in local trade magazines and newspapers. In some cases, the cost to you is little or nothing. Always provide contact details and info on how to sign up for updates on product promotions and sales.

**Step 4 – Get readers and sign ups from your blog.** People love to read blogs on a regular basis. Use your blog to get the word out about all the things you or your affiliate programs have to offer in the form of reviews. Clearly advertise your sign up page so they can join your list to learn more. To keep getting readers coming back and attract new ones, add fresh content, at least once or twice a week. This will also motivate them to recommend their friends about your blog as being a source of the best and latest info in your market.

## How to Get People to Notice Your Email Signature

Your email signature can be a great advertising tool as you can display website links and a short message to create interest. Here are a few ways to make that signature stick out and motivate people to click.

**Step 1 – Spark interest with compelling wording.** Over all else, the way you write your message will determine whether your reader wants to click on your link read more. Write whatever you think will grab their attention without being offensive. A lot of times, controversy will get you a long way.

**Step 2 – Play with fonts and color.** An easy to read font is best. Choose a bold color to make your signature stand out from the body of the email. But don't go overboard with colors and the design as an ugly signature will detract clicks.

**Step 3 – Don't list dozens of URLs in your signatures.** One is ideal but no more than two or three. If you give your reader too many options, they will get confused and toss your email.

Warning - While you may be tempted to make your signature cute or include a lot of detail, resist the temptation. Your signature should be simple, focused on your business, your goals, and making it easy for the consumer to get to your site for more information. An email signature that creates the image of being unprofessional, or not serious about winning a client, will turn your email signature into a liability rather than an asset.

## How to Use an Auto-responder In Your Email Marketing

Auto-responder software has become an essential tool for all serious internet marketers who want to build and maintain a subscriber list of their own.

For those unfamiliar with an auto-responder, it's a mailing list management system usually web based or in some cases, on your own website. It lets you collect and store leads and you can program it to send out emails in set intervals and also allow you to broadcast instantly to the your entire database.

Here's how to set up an auto-responder to maximize your business by building trust and increase your chances of generating a sales on auto-pilot.

**Step 1** – Show them that you care with your first few emails in your auto-responder series. Like the famous saying goes, **“people don't care about how much you know until they know how much you care”**. This doesn't mean you can't start introducing and promoting your products to them early however. The most important thing is to provide them with what they are looking for or what they agreed to receive when they signed up to your list. In other words, you need to start building a happy writer/reader relationship.

**Step 2 – Take notes about your email campaigns.** Remember which type of email subject lines work best. Take note of the best time of the day to send out a promotional email. I have found that sending between 6-7am EST often produces the best results. I have also found that Sundays and Mondays are less effective for getting response to emails. Knowing this can help you improve your email campaigns. It's important to know when people will most likely to be online and reading email.

**Step 3 - Tact and personality in your emails goes a long way.**

Remember that those are real people you are reaching with your emails so treat them that way. Don't treat them like numbers. People want to know that it's a real person writing so try to let your personality shine through in your writing. Throwing in an odd line about a movie you saw lately is much more entertaining than reading a cold sales pitch.

**Step 4 – Structure your emails for easy reading.** You might notice that some emails you get from marketers or businesses are formatted like a newspaper article. They write in narrow columns and short paragraphs. This is proven to work best for response. And your emails do not need to be the length of a short novel. People these days have less and less time to spend reading emails. Don't write anymore than necessary and if you must share

more, those wanting to read more will visit a website or blog to post your long message there.

Warning – **TEXT or HTML?** Simple is often the best so go with plain text emails rather than HTML. For one, graphics and funny colored and sized words can be distracting and second, HTML emails are more likely to get caught in the spam filters.

## How to Improve Your Email List

Even the most finely crafted email contact list will need some maintenance and attention to keep it responsive. Here are a few tips to keep your list fresh.

**Step 1** - Remove obsolete email addresses from your list. People change email addresses from time to time, especially the free emails addresses provided by popular web sites and major search engines like hotmail and yahoo. Removing invalid email addresses will give you a better indication of your real list size, therefore letting you be able to predict your outcomes in future promotions.

Obsolete emails can clog up your auto-responder aswell. It's very rare that 100% of emails get delivered ([Aweber](#) has the highest delivery rate out of any online Auto-reponder) so you wouldn't want mail to get delivered to an email address that is no longer in use over a real valid address.

**Step 2** - Always allow your subscribers the option to opt out of your list. This is actually a requirement of the CAN-SPAM laws. So to protect yourself and help keep a good reputation, it will keep your list size to a more accurate number. Services like [Aweber](#) also let your reader update their details in the case of them changing their email address. Aweber also provides a message field so when someone unsubscribes, they can provide feedback about the reason for their desire to opt out. Keep an out for these messages as they teach you valuable lessons.

**Step 3** - Never add unqualified email addresses to your permanent email list. Unqualified leads would mean an email address for which there is no evidence of a request for receiving the type of emails you send out. While it will make your list size more impressive, it will do nothing to enhance your reputation or your results.

Warning - An email list that is not maintained properly will actually hurt your chances of generating sales with an email campaign. Making sure the

entries are current and qualified will easily yield a higher result of responses and translate to more sales. This will be of more importance for when you make deals with other marketers such as when you do an ed swap or affiliate promotion.

## How to Increase Your Subscribe Rate

A bigger list means bigger profit for you. There are several strategies you can utilize to create more opt-in subscribers for your email marketing list. Here are a few examples.

**Step 1 - Make it easy to subscribe.** No one wants to spend five minutes signing up for the privilege of receiving email offers. Make it a matter of filling in a couple of fields only (name and email). The easier the process, the more likely that visitors to your site will decide to sign up.

**Step 2 – Test and track.** You will never accomplish a 100% converting opt-in page, but you should be aiming for the highest rate possible. Try a couple of different headlines and change around your wording to find the best combination for attracting the most subscribers. If you see your opt in rate drop suddenly, then quickly change it.

**Step 3 – Advertise around the web.** There are plenty of message boards, blogs, social websites, and classified ad websites that allow marketers to write about or post ads about their services/products. Place some ads that are focused on signing up to your email list rather than go for the sale right away. Make sure your ad is compelling and include a link back to your signup page.

Warning - Make sure that people understand that they are signing up to receive periodic emails from you. This means being crystal clear in the text that you will be sending them advertisements. Confusion can lead to people being very upset about being on a list, and even if you did not create the situation, lead to some negative publicity.

## How to Make Your Subscribers Active and Happy

Keeping your subscribers receptive to email offers is essential, if you are going to make money from the connection. Here are a couple of tips to help keep the folks on your email contact list happy.

**Step 1 - Don't overdo the emails.** No one wants to get several emails a week from you unless you have stipulated that at your sign up page. If you hammer your list with promotions, you will quickly kill response. Some

people have a special gift for writing and if your readers encourage your emails, then you may be able to get away with sending more. However, it's best to set a company standard that involves a consistent schedule for email campaigns, and stick to it. Once or twice a week is likely going to be the most frequent you can get by with in most cases without angering your subscribers and losing your list.

**Step 2 - Don't send emails that take forever to open.** If you are promoting goods and services that are geared toward everyday Joes in the residential market, keep in mind that a lot of your subscribers are still using dial up internet connections. Emails that take a long time to load (HTML) are much less likely to be read.

**Step 3 - Make it quick and easy to read.** Your text should be direct and to the point. Include a short description of what you are offering, why you are offering it, list the benefits and where to go in order to learn more and/or place an order. If you are writing boring 1000 word short stories in your emails and your point is uncertain, then you are wasting both your time and theirs. Keep it simple, and your subscribers will continue to greet your emails with a positive attitude.

## How to Grow Your Email List

Growing your email list is not as difficult as it may first seem. It can be easy if you know what strategies to apply and then go out and do them! Here are a few basic but effective approaches.

**Step 1 - Advertise.** This means getting the word out about your website. The internet is huge and growing every day. The most important job for you is to find where your potential subscribers are spending their time online. Are they searching on the search engines? Are they reading their emails looking for special offers? Are they the type to hang out on message boards? Do they watch videos? Do they read blogs? Determine these places and target them. Don't forget offline sources either. Magazines, business cards, direct mail and free offers can help to spread the word virally too.

**Step 2 – Apply Viral Marketing.** Traditional sales techniques have long relied on the referral process to get the interest of new customers. You can employ the same process by offering people on your current list the chance to spread the word about your services. Provide a free download, membership upgrade or a discount on their next order if they can refer a set number of confirmed subscribers.

**Step 3 – Approach other Marketers in your Market.** Joint ventures are very effective for growing your email list size. The best way to do it is to approach other marketers with a list by emailing them and offer to do an ad swap with them. You will both agree to mail out to your lists, advertising each other's free offer to join their list.

**Step 4 – Continue to Optimize your website.** By this I mean optimizing it for both search engine rankings and for the reader to increase opt-in rate. Search engines still play an enormous part in traffic generation so you want to exploit that as much as possible.

Warning – Be aware that as you grow your list, people will still be unsubscribing. Try to decrease your unsubscribe rate as much as possible by watching their reactions to your emails. If you see many unsubscribe in a period of many emails, then you know it's time to slow down.

## Conclusion

While email marketing has been hurt by the backlash caused by unsolicited email advertisements (SPAM), there are still plenty of ways to use the strategy as part of an ethical and positive approach. By being responsible in creating, maintaining, and utilizing the email list, you will be able to increase both your income and your relationship with your clients. In other words, don't abuse the power of email or you may cause more damage than good.

# Part 4: Product Creation

Choosing to make your own products for sale can be both financially and emotionally rewarding. With full control over the look, feel, and purpose of the finished product, you can take a great deal of pride in what you offer to the world. Here are some tips to help you with the process.



## *Product Creation 101*

There are a few simple steps that apply to the creation process, no matter what type of product you have in mind.

**i. Envision your product.** Before you can give the product a physical presence, you have to see it in your mind's eye. This gives you a benchmark that will guide you all the way through the actual development of your product. While your vision may change a little during the process, starting out with a standard helps to keep you on track.

**ii. Do your homework.** The best of ideas can be refined with the aid of a little research. You want to get some background on other similar products out there. Even if you think your idea is totally unique, still do some looking around. Learning about what is already on the market may influence how you design your product, so that it will appeal to a particular market, or be able to distinguish itself from the competition in some manner.

**iii. Make good use of storyboards and prototypes along the way.** Putting together some physical samples of your product, even if you are still working out the particulars of the final look, can serve as a tangible way to manage your progress. It also gives you a chance to move on to the next phase of the basics, which is testing your product.

iv. Before you ever solicit the first bit of financial backing for your product, or market it to the first retail outlet, you have to **make sure your product will do what it is designed to do**. Set up a number of test scenarios, and use them to make any minor adjustments required to perfect the final version.

## How to Outsource Writing Projects

Chances are you will need some writing done for sales materials such as articles, blog posts, emails and other advertisements. While you can write the copy yourself, it may be more cost and time effective in the long run to engage the services of a professional writer. Here are some tips on how to outsource your writing needs.

**i. Go where the writers go.** There are a number of sites online today that provide easy access to a number of different writers. In some cases, this may be a writing job board, or a professional site that allows writers to post resumes and samples. Here are a few great places to outsource writing projects: [www.elance.com](http://www.elance.com), [www.scriptlance.com](http://www.scriptlance.com), [www.rentacoder.com](http://www.rentacoder.com), [www.need-an-article.com](http://www.need-an-article.com)

**ii. Craft your advertisement for the project very carefully.** You want to be very specific about what you need. This will help narrow the number of writers who respond to the ad to those who are qualified. Along with specifics of what you need, make sure to ask for a resume and some writing samples. Be realistic about the deadline; saying you need the work ASAP when two weeks from acceptance will do the trick is simply inviting people to hurry and submit inferior work. If you don't want to publish a rate for the project, make sure to ask respondents to include a bid or quote.

**iii. Review each of the responses carefully.** Look for indications via the resume or the quotes that the respondent has some experience or knowledge that relates to your product offering. Also check for the flow of the samples. If they appear choppy or are hard to follow, then you know that particular is not the best option for your project.

## How to Use Guru.com and Elance.com to Find Writers

Two great places to look for writers are the professional marketplaces [www.guru.com](http://www.guru.com) and [www.elance.com](http://www.elance.com) . You can use these sites in a couple of different ways.

**i. Search the database.** It is possible to use keywords to search through the posted resumes on the site. You may choose to combine the use of "writer" with other words that will narrow the search, such as "copywriter" or "retail sales." Generally, you will be able to find a number of hits and then make contacts with those writers about your project.

**ii. Post your job offering.** Create an account and post the offering on the sites. This will allow all the writers who regularly check the sites to respond, if they believe themselves to be a good fit for your project. Keep in mind that you will probably have a large number of responses, as some of the writers may feel qualified, when in fact they may or may not meet your basic needs.

**iii. Don't discard any of the contact information you gather.** While a particular writer may not be ideal for your current project, there is a chance that he or she would be a good fit for another project down the road. Keep the contact on a good note by responding to applicants you want to keep in contact with, and let them know you will keep him or her in mind for future projects.

## How to Outsource Your Graphic Design Work

Just as you may want to seek a professional to craft your writing copy, you might choose to outsource your graphic design work too. Presentation is essential for building a creditable online business. Fortunately, [www.guru.com](http://www.guru.com) and [www.elance.com](http://www.elance.com) also house plenty of freelance graphic designers for your project no matter what your budget.

**i. Always go with some specifics about your needs.** Simply saying "I need a graphic designer" will result in a lot of responses that contain a number of questions. If you have needs for both electronic and hard copy graphic design, then say so. Make sure to include some generalities, such as the type of products you market and the audiences you want to reach. This will make it possible for respondents to address those needs and make the selection process much easier for you.

**ii. Always get samples first.** While a resume may indicate the perfect candidate, samples will help you identify graphic designers that have both the vision and the skill set to come up with ideas that will make a positive impact.

**iii.** If the samples grab your attention, **move on to talking about specific terms and conditions for your application.** Confirm deadlines, and see if it is possible to set up a series of action items that allow you to see the work in progress. Generally, this is not a problem, as long as you are not asking for something every day. Together, you and your graphic designer can come up with a schedule that will work for both of you.

## How to Create Your First Product

The bottom line is that if you don't have a saleable product, all the great copy and all the wonderful graphics in the world will not earn you a penny. Along with the style, you need to deliver on the substance. Here are a few things to keep in mind about your first product.

**i. Keep it simple.** You want a product that can be demonstrated to be valuable for specific applications. Trying to design something that is a "one size fits" all product can be difficult, to say the least, and will most likely not even fulfill one application well. Design the product so that the application is clearly obvious, even before you begin to elaborate on the uses.

**ii. Pick a memorable name.** It may be cute, catchy or it may be informative. But make sure it is a name that will grab the attention of the

consumer, and will be very easy to remember. Complicated names are basically annoying, and will not gather much interest.

**iii. Know the product inside and out.** Create something that will effectively fulfill a common need that you have too. This will give you the chance to use it and compare it to other products and find all the little ways that your offering has an edge over the competition. Plus, you will be able to use that data to market the product later on, which will make all the difference as the publicity campaign gets underway.

## How to Find Willing Buyers for Your Product

Once your product is in production, you have to build a customer base. Here are a few tips to help with the process.

**i. Identify your target audience.** One quick and easy factor is to determine if your offering is more appropriate for a residential market or a business market. From there, you can take into such factors as gender, economic status, location, and a number of other characteristics that fit your ideal client.

**ii. Once you have a handle on your target audience, find the places they hang out.** This means looking for ways to advertise online and offline where people who meet the client profile are likely to be found. You may choose to use print ads in magazines and newspapers, banner ads online, emails, and classifieds in both print and online media. Getting the word to the right sources will make all the difference.

**iii. Improve your online search engine presence.** Work on SEO by including as many appropriate keywords and key phrases as possible in your online copy, without damaging the integrity of the text for onsite SEO. Offsite SEO includes getting one-way backlinks (links from other sites pointing to your website). The higher you rank in online searches, the better chance you have of making sales and building your customer database.

**iv. Avoid untargeted traffic sources.** Buying untargeted traffic or hits for your website is a big mistake that will waste your resources. Good targeted advertising may be more expensive but will return more profits for you over the long run than cheap untargeted traffic such as safe lists and bulk email lists.

## How to Avoid Common Product Creation Mistakes

It is easy to make mistakes in the process of creating a new or first product - but remember it's ok and you can learn from those mistakes. Fortunately, it can also be easy to avoid those mistakes. Here are some tips to follow when creating your product.

**i. Don't try to do everything at once.** Spreading yourself too thin by working on multiple product development, publicity, packaging and other factors all at once will simply make it harder to complete one phase. Establish an escalation schedule, addressing each phase of the product creation in a logical manner of progression, and don't try to jump around. Completing one product, one phase at a time, before moving on to the next will help keep the tasks from becoming a tangled mess.

**ii. Make no assumptions about the quality of your product.** Read it, use it, test it, then test it again. Get other people to test it for you – friends, family, other marketers. In the end, you will need confidence to stand behind the product you make in order to promote it effectively and with a clear conscience. Presenting it as being effective for certain applications will mean nothing unless you have verified that the product actually does address those specific needs.

**iii. Don't assume the outward appearance does not matter.** You may have a fantastic product, but if the physical presentation is not compelling to the eye of the consumer, sales will be few and far between. Use professional websites, graphics, color schemes, quality packaging (for physical goods) and other elements that will attract and satisfy customers, and also help them to begin connecting with the product even before it is used.

## How to Setup Joint Ventures with Other Business Owners to Market Your Product

One way of establishing yourself in the marketplace is to create a working relationship with other business owners. Here are some tips on what types of relationships to build, and how to promote the connection in the eyes of the buying public.

**i. Look for businesses which market products that are complimentary to your own.** As an example, if you have a great new carpet cleaning product, consider creating a joint campaign with a business that manufactures vacuum cleaners or other household cleaning appliances. Associating your product with other products that are in a common market will make it easier for both companies to increase sales.

**ii. Look for partners that are interested in multiple ways of promoting the connection.** Is it possible to include a short recommendation on the packaging for both products? Perhaps some online advertising that features the use of both products would work well. Committing resources that promote the product lines of both businesses will maximize the return on advertising for both partners.

**iii. Research potential partners carefully.** You want to make sure that the business you associate with will provide products that are of similar **quality** to yours. This will enhance your reputation as being serious about how consumers view your product, and whom you choose to link with in order to promote your business. The right partner will create a very positive image, but picking the wrong associate can damage your credibility in ways that could take years to overcome.

## How to Make Money with Your New Products

The whole point of developing a new product is to make some money from your promotion efforts. There are actually a number of ways to generate interest that lead to sales.

**i. Get your web site up and running to take orders automatically.** People are shopping online in greater numbers than ever and want to be able to order what they want when they want. If you have a digital product, make sure it can be delivered instantly with a download. If you have a physical product, be certain to make your order process smooth and assuring by collecting their name and shipping details automatically.

**ii. Consider online auctions.** Leveraging online auction sites like [www.ebay.com](http://www.ebay.com) is a great way to generate sales and leads. Also don't rule out your local online classified websites. [www.craigslist.org](http://www.craigslist.org) has a worldwide classified section to list your product or service.

**iii. Go to seminars/conventions.** Attending and/or setting up a booth at conferences and conventions will allow you to interact with interested persons immediately. Depending on the rules of exhibition that apply, you may be able to sell products on site. In any case, you certainly can collect contact information from interested parties that will result in sales and joint ventures later on.

**iv. Think local as well as global.** Don't overlook local publicity as a means of launching your product. Ads in local media, both electronic and

print, can help to jump start the sales and also provide the ideal testing grounds for a publicity campaign that targets a wider geographical area.

**v. Consider engaging the services of a professional advertising agency.** While there is cost involved, you will be able to draw on professional experience and make use of outlets that you may not realize exist. Spending some time to see what an advertising agency can do for you, will be well worth the investment.

## How to Get Started With the Product Creation Process Today

All great products have a beginning. In most cases, they are not spectacular in nature, but in fact start off with a few simple steps. Here are some things you can do today to get the ball rolling.

**i. Get out some index cards and a pencil.** Write down random thoughts and ideas about a product on each index card, with no more than one idea per card. Keep in mind that the process does not have to be organized from the first word of the notes. This first step is freeform and does not even have to appear to make any logic at all. Use this time to write down anything that comes to mind, and worry about making sense of it later.

**ii. Next, organize your notes.** You can do this physically, by spreading out all the index cards, and begin to set aside the ones that seem to have no connection to any of the other thoughts. Slowly, you will see a pattern emerge. This pattern will form the outline for your idea.

iii. As you move along, some of those stray thoughts that did not seem to fit earlier will suddenly make a lot of sense. As this happens, **edit** them and remove any that do not fit in the whole scheme of things. If you are dead set on an idea, try to **incorporate it back** into the main collection.

iv. Once you have the skeleton of your product idea, **begin to flesh it out.** Go back to each card and elaborate on how the detail on that card will progress to the idea on the new card. When you are done, the foundation will be in place and you can undertake the creation process directly.

## Conclusion

Product creation can be an exciting undertaking. Not only is the potential for financial rewards an attractive option, but there is also the factor of the personal level of satisfaction that is realized when a brainchild takes form and finds a place in the marketplace. If it's your first product, or a new type

you're pursuing, you will probably run into barriers along the way. Keep focused with the end product in mind. Setting a time limit will also help you to stay motivated. With proper planning, careful execution, and the right publicity, creating a new product will lead to fulfilling a lot of dreams.



# Part 5: Blogging

Blogs, or web logs, are a phenomenon that has emerged as part of the Internet experience. Providing a means for persons to articulate their thoughts on a number of topics, blogs can also be a great way to promote products or services. Between keyword optimization, content, and quality of the remarks posted on a blog, the tool can be very helpful in building a revenue stream.

When you have a chance, head over to my blog at [www.stuartstirling.com](http://www.stuartstirling.com) where you can learn some more marketing tips and see how I have mine set up. I get anywhere from 30 - 100 visitors a day to my blog but I don't advertise it heavily.

## Blogging 101

There are a few things to keep in mind if you want to have a successful blog.

**i. Keep it focused.** In order for a blog to build up a readership, there needs to be some central topic that impacts all the postings. The topic can be very broad, such as a particular religion, an industry type, or a physical location, such as a state or city. People interested in reading about the subject matter will bookmark the site and come back to read it on a regular basis.

**ii. Monetize with banner ads on your blog.** Make sure they are relevant to the general topic in some manner. If they are easily identified with the subject matter, chances are visitors to the site will be more interested in clicking on the ads and buying the products associated with them.

**iii. Update the blog regularly.** Three or more times a week is not too much. Fresh content will keep a person coming back for more, which provides more chances for them to click on an ad and generate some revenue for you. On top of that, search engines love regularly updated sites with relevant content.

**iv. Keep the content basic.** Unless you are attempting to cultivate an audience with a penchant for technical jargon, it is important to choose your words wisely. When technical terms are necessary to get across a point, make sure to include a short and concise explanation. This can be done without talking down to anyone, and will be appreciated by persons who are interested in the subject but are new to it.

## Blogging Guidelines For Internet Marketers

Putting together an effective blog is a lot like putting together any web site. You need form, function and purpose. Here are some tips that will help you achieve those three elements.

i. When it comes to form, you will want to choose a design that is visually appealing and related to your niche. You don't want to have a flower logo on a blog about trucks. Many online hosting companies provide templates that even a novice can customize slightly, and create attractive looking pages. You don't have to purchase special software, or know a lot about design. Pick and choose from the available options, and soon you will have a good looking site.

ii. Function is another important element. You want your blog to be **easy to navigate**. The easier it is for readers to find what they want, the better chances you have of holding their attention long enough to either sell one of your products or generate some revenue from them choosing to click on an ad.

iii. Purpose is a third basic guideline to observe. **Blogs that try to cover too much ground are often dull and lack interest**. While you may have a broad subject for your blog, give the detail a spin that provides a focus to the subject. This will allow you to target readers who want to narrow their focus a little.

## How To Use Your Blog To Promote Your Products

One of the great things about a blog is it your own space to make in any way you like. Here are some ideas of how to make good use of the blog to sell your product line.

### **i. Incorporate applications of your products into your blog entries.**

For example, if you have a cleaning product, work into some remarks how the product works well to clean floors, walls, etc. Perhaps couch the remarks in a short blog entry about getting the house ready for a party.

**ii. Display links to get people to go where you want them to go.** If you have a product, either yours or another person's you are selling as an affiliate, link to it from your blog. **The sidebar is a great place to put these links**. You can make a specific section titled recommended Products to put your links into.

### **iii. Advertise discounts and specials for your products on your blog.**

Someone may not be interested in paying full price for a first time try, but if you offer a discount over a short period, there will be those who will decide to give your product a try. If it lives up to the expectations, the consumer is likely to be willing to pay full price next time.

## How To Set Up An RSS Feed For Your Blog

RSS feeds can be used to get the word out about specific articles or entries on a blog. RSS feeds let people access the latest content on your blog. You can use this tool to your advantage in several ways.

I recommend and have set up my RSS feeds at <http://www.feedburner.com>

**i. Feedburner is free and lets you create your own unique RSS url.**

You can benefit from Feedburner in a few ways. For one, Google favors blogs with Feedburner feeds in their Google blogsearch. Another way is that people can subscribe to your RSS feeds by email so they get email alerts when you update your blog.

**ii. Syndicate your RSS feed by submitting it to RSS directories.** There are plenty of RSS directories you can submit your blog to, to help increase your audience and overall traffic. When you submit your Feedburner RSS url, you will get favored over your regular one.

iii. Once you are part of some RSS networks, you can rest assured that your content is getting out to a larger number of people. All you need to do now is **continue to add content** that readers will want to read and continue improving the **monetization** avenues on your blog.

## How to Quickly Turn Blog Posts into Profits

Blogging can be a great way to generate revenue in a short period of time. Here are some tips that will help the process.

**i. Keep the content focused at all times.** Straying away from your core subject can make the site less meaningful to the people who are likely to buy your products. Promote yourself, but be sure to do it in a way that holds the interest of the readers.

**ii. Make it easy to buy something.** The ads on your blog should be easily viewed and accessed. Whether you are trying to sell your own products or are generating revenue with ad hosting, you want to make it simple to click on the ads.

**iii. Promote your affiliate products with pre-selling.** If you are selling products as an affiliate, make it a point to pre-sell your readers before sending them to the order page. You can do this by writing a review post or writing about some great results you had from using the product. This will increase the chances that readers will want to buy before they visit the site increasing your chances of closing a sale.

**iv. Avoid getting too long winded with any one post.** Many of your readers probably are stopping by for a quick read, not settling in for an hour or two. Long posts tend to discourage people from reading, and that in turn means the loss of an opportunity for you. Keep it to a few paragraphs, and

make the content direct, and the chances of keeping the attention long enough to make a sale.

## **Conclusion**

Blogging can be a great way to express your thoughts, build a reader base and also make some money at the same time. With some marketing plans and forming an idea of what you want to accomplish with the blog, you can come up with a design and concept that will help you achieve your goals.

# Part 6: Resell Rights

Products with Resell rights gives you the proper authorization to purchase a given good or service, and be able to resell it at a profit. Resell rights can extend to a number of different types of products, ranging from ebooks to software. There are actually several different categories of resell rights, with each of them having certain defining characteristics.

I recommend [www.resellrightstycoon.com](http://www.resellrightstycoon.com) for quality resell rights products. You can sign up for a free account there with the option to upgrade for more products to download every month.

## Resell Rights 101

There are a few basic things to understand about the different types of resell rights, and how they work. Basically, resell rights gives you the right to sell it and keep all the profit. Digital products usually come with a "resellers website" which you can modify such as adding your name and deciding your price (according to the level of rights).

**i. Regular Resell Rights** with a product means you are able to sell it for 100% profit to anyone of your clients. But that is where the line of sales ends. There are usually restrictions on how you can brand the product, as well as a ceiling and minimum limit on the amount you can charge for the product.

**ii. Master Resell Rights** encompass all the privileges of basic resell rights, but also the right to pass on "resell rights" to your customers to the product. You can even choose to extend master resell rights to your customers, or keep more it more exclusive by granting basic rights only. If you are the creator of the product, selling master resell rights will help it spread virally, giving you more exposure, but it can lower the value as many people will be competing for the sales of it and lowering prices.

**iii. PLR** - Private label rights basically means that you have the private ownership to that product. However, even with PLR, there are still some restrictions in some instances. A private labeling arrangement allows you to customize the product and brand it in your name to suit your specific audience.

**iv. Rebranding rights** can differ from each product but the basic right allows you to rebrand a software or ebook with your name, website or company name and often to insert link to your own products or affiliate links. Usually, the product creator's name and resources are still involved with the product, but allows you to profit in part too.

## Getting Started With Resell Rights Products

If you have decided that marketing resell rights products that are developed and manufactured by another business is for you, there are a few steps to take in order to find the right opportunity for you.

**i. Draw on your past experience.** In general, it is easier to market products when you have some personal knowledge of how to use the good or service. This approach allows you to get a jump on understanding the assets and the liabilities that are associated with the product, which will

make the process of evaluating your chances of being successful much better.

**ii. Check out the condition of the market.** Even if you know a product well, the market may already be saturated with marketers who are promoting very similar goods or services. Look for something that you know well, but that is not currently being sold by everyone under the sun.

On the other hand, go one better and improve on what is already being sold. Usually, if there are many types of the same product in a market, means it's a profitable one.

**iii. Look into opportunities** that involve the type of resell rights that you want. There is no point in wasting time on product lines where rebranding is not possible, when that is really what you want to do. At the same time, if you want to keep it simple with basic resell rights, stay away from deals where the emphasis is on private labeling or rebranding. Know how you want to market a product and that will help narrow your search.

## How to Find Resell Rights Products

While there are many people that think a good salesperson can sell anything, the fact is that there usually has to be some degree of connection between the seller and the product in order for the process to work at optimum efficiency. This means you will need to find the right products to market if you want customers to come and buy from you.

**i. Only get what you need and what is related to your resell rights business.** This may sound like common sense but have your focus set before you go out and buy dozens of products to try and resell and stick to it. Stick to your niche and what the customer wants.

**ii. Always be on the lookout for new products.** If you see a product you think will be great for your resell rights business, approach the creator by email and ask if he sells resell rights to it and for how much. You'll then have to weigh up the potential for return on investment (ROI), but remember, with digital products, you can sell as many copies without any extra cost.

**iii. Search in online forums for special offers.** For internet marketers marketing to the "make money" niche, the warrior forum [www.warriorforum.com](http://www.warriorforum.com) offers reduced prices on exclusive resell rights products all the time. Another great spot is ebay.com or other classified or



auction websites. Ebay no longer allows digital downloads so marketers will often sell you a huge package of resell rights products on CD.

**iv. Go to your favorite search engine** and type in “your topic” + “resell rights”. Here’s an example – “dog training” “resell rights”. Yes, use the quote marks when you search – this will give you the results for that exact term. You’ll quickly find products or sites selling rights to products related to your subject.

## The Top Five Resell Rights Selling Strategies

Reselling products combines the best of two different worlds. You have the chance to draw on the strengths associated with a developed product, and still add your own special touch. Here are some suggestions on how to make the most of the situation.

**i. Look at the marketing strategy used by the manufacturer.** This will provide you with some valuable tips to use in your advertising and promotion schemes. Even if you are rebranding the product, you will find the guidelines to be very helpful.

**ii. Look for ways to present the product to a new market sector.** If the product is normally touted as great for a business, look into applications that make it ideal for use around the home as well. This will help you to find your own corner of the market, and capture it before someone else has the same idea.

**iii. Use a variety of advertising mediums.** If the product is primarily promoted in more traditional methods, take your campaign to online magazines, create some ebooks, and put together a streaming video or two. The added elements will help your campaign to stand out from that of other resellers.

**iv. Give the product a “makeover”.** Consider creating new advertising copy on the sales letter and new graphics. This will make the product seem fresh and new. This is especially important if you plan on reselling a product under its own name. Bringing a new approach to an old favorite will make all the difference in your level of success.

**v. Last, test-drive your market schemes before launching them.** Making sure that the campaign has the right impact at small level will greatly enhance the chances of making sales on a bigger scale.

## How to Create Your Own Resell Rights Products

There is no rule that says you have to start out with someone else's products. You may be able to create your own product and then engage a number of resellers to handle the marketing and sales efforts for you. Here are a few things to keep in mind if you want to develop your own resell rights product.

**i. Keep it simple.** Products that are pretty straightforward are easy to sell, which means you will attract plenty of people interested in reselling your product. The more focused the product, the better your chances of success.

**ii. Make the resell strategy as simple as the product itself.** Spell out the terms of the right to resell in terms that are clear and will not be subject to a broad interpretation. Making sure that all parties understand the terms and conditions will mean you do not have to spend time dealing with miscommunications later on.

**iii. Consider digital products as the core of your product line.** Software, even something as simple as games, is always a great seller. Ebooks are also a great example of a product that can easily be resold. These types of products are easy to generate, and the cost involved in production is relatively low. For someone who wants to get into the resell business with very low cost, these types of products are ideal.

**iv. Include the necessary materials for your resellers to be able to resell your product.** This includes things like the salesletter, graphics, product, terms of rights etc. Not including these will not motivate resellers to sell them for you, no matter how good your core product may be.

## How To Use PLR Resell Rights Products

Private Label Rights are associated with taking an existing product and obtaining permission to adapt or alter the product so that you become the author of the item that will be resold. To this end, there are a few things to keep in mind about PLR and your responsibilities as a reseller.

**i. Always go through the content of the product and make it yours.** This is especially true with ebooks with PLR. Read through and edit, update and revise wherever needed before you put it on the market. Treat it like you are the original creator of it.

**ii. Know the level of PLR you have.** There may be some limits on what you can and cannot change within the product. Usually, this is spelled out in detail in the terms and conditions associated with the plr agreement. To this end, make sure you read the terms and conditions carefully, as well as reviewing them when you begin to make the modifications.

**iii. Research how the changes will impact the finished product.** You are generally free to edit PLR content at will but you want to be sure you know what has been done and what the overall purpose of it has become. Be careful not to edit it so much that it becomes a totally new product way off the mark you had at the beginning of your idea. This will help you make the best possible alterations to the product, and not accidentally decrease the appeal.

## How to Make Money with Private Label Rights Articles

Private label rights articles are a great way to create an ongoing revenue stream when used properly. Here are a few tips to help you make the most of the articles.

**i. Re-write the articles.** PLR articles get thrashed around the internet so much, they quickly lose their effectiveness when spewed out into the internet. There is still a little concern about duplicate content and the negative affects it can have on search engine rank.

**ii. Submit them to article directories.** This is known as article marketing. You are permitted to submit articles for free and include a link in the bio or resource box at the end of it. This lets readers of your article visit your website to learn more. It may be your website or a blog or an affiliate link you send them to.

Some popular article directories are [www.Ezinearticles.com](http://www.Ezinearticles.com) and [www.goarticles.com](http://www.goarticles.com) . Be sure to read the terms of use before because some directories won't let you include a direct affiliate link like with [www.Ezinearticles.com](http://www.Ezinearticles.com)

**iii. Post them on your blog.** If you have re-written some articles, you now have original content which is what you want to be posting to your blog. You can post articles you have already submitted to directories but wait for them to be approved and listed on the search engines first.

**iv. Write your own articles and sell them with PLR.** People are always in need of fresh PLR content such as articles. You can re-write any article or

create 100% original ones, package them up and sell them in a PLR article pack.

**v. Compile your articles into an ebook.** Collect all the articles you can on one particular subject and put them into one document. Again, you will want to make sure you have gone through and made sure the content is sufficient and flows well.

## Conclusion

Learning about the various types of resell rights, and how to apply them to your business model can be a lucrative enterprise. By researching the opportunities, checking with the current status of the consumer market, and choosing products that appeal to you and them, the chances for launching your own successful resell business are very good indeed.

Don't forget to sign up for your free membership at [www.resellrightstycoon.com](http://www.resellrightstycoon.com) for all your resell rights products needs.

# Part 7: Advertising and Promoting

Advertising and promoting is an attempt to drive traffic to your website using various channels--free and paid. While there are many ways in which you can promote your website through this channel, you should focus on those which are likely to generate the largest return for the smallest costs (including both time and money as costs). This chapter details some of those methods.

## How to Get Started With Pop-up Ads

Pop-ads are one form of advertising that many people hate, but just as many people love them as well. They have been around for a long time and are still in use because they work.

Getting started with pop-up ads isn't really very tough at all. After a quick search online, you will find many software programs are available that you can add to your web site to get pop-up ads to appear when people visit your web site. Pop-up ads are one good way to offer certain things to your visitors that will catch their eyes right away.

**Marketers love pop-up ads as they can drive people to another web site you may have or an affiliate product.** They also work well getting people to subscribe to a newsletter that you may be offering. Free gifts are another thing that works well with pop-up ads. The biggest mistake that people make with pop-up ads is having too many on your web site or not being able to close or block them. If pop-ads are used properly and without malicious software, they are extremely effective.

Getting your pop-up advertising right takes some time and proper thinking. Don't rush into it without thinking what you want to accomplish. Look at it from the customer-side; and you may find a whole new perspective on pop-up ads and the best way to use them. Pop-up ads can be your friend or your enemy; it's all about how you use them and what you get out of them.

There are numerous software and scripts you can buy to generate pop up ads. I use and have had great results with [Floating Action Button](#). There are also some free alternatives you can find by using your favorite search engine to search for "pop up script". However, free ones are usually very basic and have limitations.

## How Effective Is Link-Sharing?

Link-sharing is when you and someone else decide to exchange links to each other's websites. Does it really help you? Or does it hurt you? Many people have various opinions on link-sharing and we will try and bust the myths for you and give you the truth amount link-sharing.

**First link-sharing does work,** but there are some hard fast rules you must remember before you get involved into link-sharing. One of the biggest mistakes that people make when it comes to link-sharing is taking links from everyone. People sometimes think a million links will help their rankings in the search engines, and that just isn't true at all.

**Relevant links are most important.** A relevant link is a link to another web site that usually has the same subject matter as you. Search engines give more weight to that than just a bunch of links from any old website.

Another part of relevant link-sharing is who you're linking with. Even if it's in your subject area, it can't be a web site that just has a million links on it.

As people start to realize that fewer links that are more relevant will work better, they generally start to use link-sharing a lot more. There are many companies out there that offer link-sharing where you share links with web sites in your subject area. Most of the time, going through these companies works better than trying to go on your own with link-sharing.

## What You Need To Know About Banner Advertising?

Banner advertising has seen its ups and downs in the online industry, but still is one of the more popular forms of advertising.

Banner advertising is where you take a banner in various sizes and put them on your web site to advertise an offer – free or paid. Many times, these banners (when clicked) will take you to another web site. Banner advertising, when it was first introduced, was very popular, but like anything, it goes through cycles. Right now, banner advertising is making a comeback.

**Banner exchanges** are another great idea that works well with banner advertising. By joining a banner exchange, you agree to show banners on your site in exchange for people showing your banner on their web sites. This means more traffic to your site and in the end it could be more dollars in your pocket.

Banner advertising many times is over-used. If used properly, though, banner advertising is a great vehicle to use for your business or your cause. Just remember don't have banner advertising to be your only advertising. Use it with other forms to give you the best possible chance for success and grow your business or cause. Don't forget to track how much traffic your banners get too!

## How to Advertise Your Web site

Advertising your web site isn't as tough as many people may lead you to believe. Everyone needs to advertise if they want to see their business grow; and thanks to the Internet, it can cost you a lot less than you can imagine.

Many people will tell you that free advertising doesn't work and that is not true. Free advertising is all over the Internet and some of it works exceeding well. Most classified ad sites have free ads and a number of them get more than six million visitors a month. You can divide your ads into different cities and almost any subject.

Other very popular ways to advertise your web sites include traffic exchanges. Traffic exchanges are where you sit in front of your computer and look at other people's web sites. In return, others will look at your web site. This is free advertising at its best – but usually only works well with the “make money” or opportunity niche.

Other options you have are safe lists, which come in free and paid versions. These are lists you sign up for and that give you the opportunity to send your ad to everyone on the list. The amount of times you can send per day varies depending on if you're a free or paid member.

Now, besides the free methods, there are also many paid ways to advertise your web site. These range from pay to click ads, where people are paid to click on your ads and see what you have to offer. Other options are solo email ads, which are sent to a list of people who want to see ads like yours.

## How to Use Article Marketing Effectively

Are you using article marketing? If not, you should be as it's being proven as the best form of free advertising the web has to offer.

Article marketing is defined as writing an article and submitting it primarily to article directories. Other ways to use articles are to add to blogs and free content pages such as [www.Squidoo.com](http://www.Squidoo.com) and [www.Hubpages.com](http://www.Hubpages.com) .

Marketing with articles is really very straight forward and relatively quick to do. Many article directories will let you submit your articles with a link to your web site at the bottom of the article. As these articles are put up on these directories, people search out articles on subjects they want to learn



about. As they read these articles, they find your link and head to your web site. It's a great traffic builder.

The key to effective article marketing is consistency. To really dominate your niche, you should be submitting articles a couple of times a week. The more fresh articles that you have out there, the more traffic it will bring you.

You will be surprised at how many people visit these article directories and the kind of traffic you will receive from your articles. As more people read your articles, they will seek you out and some will even buy your products. This is why using articles is becoming something that you can do as it costs you nothing but time. The rewards can be great as long as you are consistent in your submitting your articles.

## How to Use Podcasts to Drive Traffic to Your Site

Podcasting has been growing every year; and more and more people are using it to drive traffic to their web sites. A podcast is an audio file that people can download off the Internet from either your website or a **Podcast directory** to their computers or mp3 players. Podcasts can drive traffic to your web sites in a number of different ways.

One of the most popular ones is to adding your web site web name and URL address during the podcast. This will drive traffic to your web site from the people who download it from a podcast directory.

Another way that podcasts drive traffic to your web sites is by creating a buzz. People love new, interesting and even controversial information; and will share it with others. If you can keep up a buzz, you will quickly grow yourself a following.

Podcasts can be on almost any subject and uploaded to podcast directories in the category it fits. This means you will get a stream of traffic every day from these directories from people searching for information you have to share.

As you do more podcasts with catchy titles and great content, people will come to your web site even more. Podcasts can be interactive, which means you can offer them a free gift by stopping by your web site. This will do only one real thing; and that is drive more traffic to your site.

Podcasts are being used more and more today and that trend won't stop anytime soon.

## How to Use Newsletters to Drive Traffic to Your Site

Email newsletters are excellent ways to drive traffic to any web site you choose because people who get your newsletter are already receptive to your offerings to begin with. Basically, with a list of subscribers, you can control the traffic.

**Remember, having a list of loyal readers is a privilege not to take for granted** and milk them for every penny they have several times a week.

Send high quality content articles to your newsletter subscribers once a week with a link or two to your web site or offer. As they want to learn more from the article, they will click on the links.

Make your links in your newsletter clearly visible for your readers. If you blend them in too much, they won't be able to tell they are links and look over them.

## Conclusions

As you can see, you have dozens of different channels through which you can drive free and paid traffic to your site; however, some of these are more cost-effective than others.

You should focus on the ones which will generate the greatest returns per dollar spent--regardless of how expensive they are. As long as they generate large and positive returns, you are better off using them than other, less effective methods.

# Part 8: Traffic Generation

All Internet-based businesses should have the goal to be constantly generating more web site traffic. The fact is that the more traffic you can get to see an offer, the more sales you will make. Whether they have no traffic at all or some (but not enough), all webmasters know that they can radically increase their sales volume if they can only find a reliable way to generate more traffic. In this chapter, I will outline some of your best options for traffic generation.

## How to Generate Traffic for Your Blog

For many, writing a blog is something they do in order to share their knowledge on a special topic of interest (niche), have their voice on affairs of the world, comment on current events, or simply do the thing they love most: write.

For others, a blog is a marketing tool to generate traffic and sell a product, whether directly or indirectly. For others, it is a combination of both. Whatever the case may be, however, no one wants to write a blog that no one reads. So here are some simple methods to get the traffic flowing to your blog.

### *Fresh Content*

It turns readers off to see your last blog post was a month ago. People like to feel like what they are reading—particularly in blog form—is up to date. Plus, the more frequently your blog is updated, the more frequently the search engines will crawl you.

### *Blog Linking*

This is a great way to glom traffic from others, and, of course, do them the favor in return. As long as you have a blog worth reading and are willing to reciprocate, there's no reason why you can't get other bloggers to link to you, thus making their traffic your traffic.

### *Stir the Pot*

People don't want to read timid blogs. Everyone has an opinion, including you. Controversy creates readers. If you have strong opinions about something, don't be afraid to let it all hang out in your blog. Those you offend will be the most likely to return.

## How to Generate Traffic for Your Site

One difficult task for any new webmaster is finding out how to bring visitors to their exciting new site. Perhaps you have a product to sell, or ads you want people to click on. Perhaps you just have a fun site you want people to come and enjoy. Nothing can kill your enthusiasm faster than creating new content that no one ever looks at. Here are two easy ways to change all that and bring some much needed traffic to your website.

### *Go to where the traffic is*

For many pro level marketers, they have traffic coming from everywhere from search engines to forums to Youtube to other people's mailing lists. The most important thing for you in the beginning of your traffic generation is to know where people interested in your niche hang out. It could be forums, video sharing sites like Youtube or if it's a very visual type of niche like cars or animals, they could be searching for images. After you have decided where the best place to find your traffic is, go after it. Once you have got that resource nailed, go after the next one. You want to try to get it from as many resources as possible to escalate your traffic.

### *Keywords, Keywords, Keywords*

Still a lot of traffic will come from the search engines so SEO should remain on the top of your list. Keywords in your website's text and meta tags are extremely important to help you get a high search engine rank. Search engines have complicated algorithms, but they aren't intelligent. If your website is about movies, but you always call them "films" on your site, a person searching for "movies" on Google will never find you. To find which keywords are getting traffic, visit [www.freekeywords.wordtracker.com](http://www.freekeywords.wordtracker.com) and use them for your website.

### *Backlinks*

One of the easiest ways to increase your search engine rankings, and thus increase your traffic, is to secure backlinks. Backlinks are links on other people's websites that are pointing back to your website, making your website look important. The best kind of backlinks are one way which will help search engines see your site as an even bigger "authority". Be careful though, don't bother with backlinks from so-called link farms or links from totally unrelated websites. Search engines favor those with links from websites with a similar theme or content. Just getting a lot of link for the sake of it will do you no good, and may even hurt you in the rankings.

## **How to Optimize Your Site For Natural Search Engine Traffic**

Search engine traffic is the most powerful source of free traffic you can tap into on the internet. By now, everyone who is surfing the internet knows how to use the major search engines to find what they are looking for.

Studies have shown that visitors who find sites through natural search are up to ten times more likely to stay and even buy from the website. This gives the website owner plenty of incentive to optimize their site to increase their search engine ranking and bring in that sweet traffic. Here are a couple of ways to do that.

### *Make Your Site Keyword Rich*

It has been stated dozens of times before, but this is the most important aspect of ranking well with the search engines. Your pages and if you write a blog, your tags must contain the keywords your visitors are searching for. Now, this doesn't mean filling your site with a bunch of gobbledegook with keywords sprinkled within. The content doesn't have to be award winning if your primary goal is just to generate traffic, but it should be readable. If the search engines believe you're practicing keyword-stuffing, they may penalize you.

### *Avoid Duplicate Content*

To really get the edge over the competition, original content will prevail over duplicate content. There has been an endless debate whether duplicate content is good or bad. I know for a fact that using content from another website has gotten me traffic because at that time that that search term was on fire. But just to be safe, always use unique content. Like anything else, building a successful website takes hard work, so be prepared to put in some hours or you can hire a freelance writer from any freelance website like [www.guru.com](http://www.guru.com) or [www.elance.com](http://www.elance.com) .

## **How to Use Pay Per Click Advertising**

It is one of the most powerful forms of internet promotion: the pay per click (PPC) programs offered by the major search engines. Each one has its own system, but there are some standards that apply to all three of the major engines, they being Google Adwords, Yahoo Search, and MSN. Here are some ways of using pay per click advertising to bring traffic to your website.

### *Finding a Balance*

When starting out in pay per click, it's hard to strike the right balance between bidding too much for a particular keyword and bidding too little. If you bid too much, you may rank highly for the keyword, but it might not pay off, particularly if your profit margins are low to begin with. On the other hand, if your bids are too low, you may find yourself unable to

generate any traffic. The key is to find that happy medium, and this can only be done through trial and error.

### *Improve the Ad, Improve the Traffic*

A common mistake many people make when venturing into the pay per click world is ignoring the quality of their ad in favor of keyword attacks. Make your ads relevant and helpful, and you will soon find that the cost of your favorite keywords will go down. A general rule to follow is the "1 keyword, 1 ad" rule with your primary keyword. You can get a feeling of how much traffic you can expect and how much you will pay for other keywords from monitoring results from your "1,1" tests.

### *Follow Through*

The best keywords and the best ads won't do anything for you if your landing page is not optimized to keep the traffic you get. Keep the ad and landing page relevant. Make sure when people click on an ad promoting a Forex trading, they don't wind up on a page about dog grooming. You can have your landing page a squeeze page to collect names and emails but it's not favored by the big PPC outfits so you will be paying a lot for that traffic. Instead it should be a content rich page with your optin form in the corner of your website.

## **How to Retain Traffic (i.e. How to Get Visitors to Return)**

You've got a website people are interested in, you've found a way to increase your natural rankings in the search engines, and your traffic reports are looking better and better every day. But you've still got one problem. When you look at those traffic reports, a troubling statistic stands out to you. Almost all of your traffic is coming from first time visitors. What about yesterday's visitors? Why aren't they coming back? Here are two ways to turn your unique visitors into returners.

### *Bookmark Encouragement*

This is an old trick in the website world, but it is surprisingly successful in bringing return traffic. Of course, most people who use the internet know how to bookmark a site, but it doesn't hurt to remind them, does it? Put a little comment at the top of your website that encourages people to bookmark your site. Give a little instruction on how to do it for all of the popular browsers. After all, people are much more likely to return to your site if it can be found in their bookmark list.

### *Offer a free Newsletter*

This is one of the most reliable ways to secure repeat traffic. Add a form on your website that allows people to subscribe to your newsletter. Send a newsletter out every couple of weeks or so (even more, if you and your readers feel up to it). Put things in the newsletter that will encourage people to return to your website (sales, promotions, you get the idea). Before long, those one time visitors will be lifelong fans of your site.

## **How to Select Keywords for Your Site**

Keywords help you to rank highly with the search engines, and search engines are the driving force behind most of the internet usage. Being a newcomer, however, you may have little idea of how to choose the right keywords to optimize your site. Here are a couple of ways to select the ones that will help you the most. Populate your site with them, and you'll be on your way to success.

### *High Search – Low Competition*

This is the style of marketing that BUM marketing is based on. Let's say your website is about weight loss. You are selling a diet book on this website and you want to find the right keywords to bring in the traffic. Well, you could start with the obvious ones. "Lose weight", "weight loss", "diet book", and by all means, these key words should be present in your website. But consider the competition for weight loss sites. It is enormous, and they have all been established longer than you, and have higher rankings with those keywords.

The trick, then, is to find niche keywords that are still targeted and searched for, but not as competitive. For this example, consider the terms "Beyonce diet" or "Celebrity Fit Club." This utilizes buzzwords in the weight loss community—things people looking for a diet book might search for. At the same time, you're avoiding the worst of the competition and giving yourself a chance at the front page of the rankings.

### *Relevancy is Everything*

Make sure, above all, that the keywords you choose are relevant to the content you are posting and, ultimately, to the products you are trying to sell. Going back to the diet website example...just because Britney Spears is a hot search topic doesn't mean you should pollute your site with Britney



content and keywords just to bring in the traffic. The traffic might come, but they won't buy your diet book. Keep it relevant, and your sell through will improve tremendously.

## How to Generate Traffic By Posting on Forums

Forum postings are one of the easiest and most successful ways to bring qualified traffic to your website or blog. People like to learn more about people who they respect, admire, or simply appreciate. By joining a forum that is relevant to the content of your website, you are joining a community of potential customers. Now whether you are selling a product, making money from ads, or only out to enrich the lives of internet users with your compelling content, forum posting is a great way to get the traffic flowing.

The first thing you'll want to do when signing up for a relevant forum is to place a link to your website in your sig or signature. Unless directly asked about it, this may be the only mention you will get to make about your website on the forum. Posting a deliberate ad about your website is considered spam by most message boards and it will cause your stay in any one particular place to be brief and unprofitable.

A much better way is to stick around, make several posts each day, make friends, be helpful, and let people discover your website on their own. By learning to trust you through the site, they will be that much more likely to appreciate your website and whatever it may have to offer.

Another benefit of posting on forums with a signature is the creation of backlinks. Think about it....each of those posts is another link to your website. Theories vary on whether each of these links would count as one or count individually, but they certainly can't hurt. If you belong to more than one forum, they will certainly count for more. And more backlinks are always good for your traffic and search engine rank.

## How to Use Link Exchanges to Generate Traffic

If you have a quality website, with information people would like to read, you should have no problems increasing your traffic by participating in link exchange. There are two ways to go about it: a good way, and a great way. Here they are, in that order.

*Link Exchange Directories*

There are directories on the internet where you can sign up (for free) and have your website placed in a category along with hundreds of other websites. All of them joined the directory with the same goal in mind: exchange links with the other websites in the directory. Most of these directories have an almost automated process with which websites can exchange links.

The only problem with this method will be seen when you actually visit these websites to see where your link will be. They may have website lists—so called “friend’s lists”—that stretch into the high hundreds. At this point, the website is little more than a link farm and will do little for your traffic. Still, it probably can’t hurt to get your name out there. There is, of course, a better way.

### *Direct Contact*

This method requires a little more personality and a little more work, but the results should be much more pleasant. Simply find websites that are similar to yours. Ask yourself if you think your website would be of interest to readers of the other site, and vice versa. Then write up a proposal for link exchange and send it in an email to the webmaster. To find the webmasters name and email if it isn’t visible on the website, is to search in a website like [www.allwhois.com](http://www.allwhois.com) .

Worst case scenario: you don’t hear back or get a refusal. Best case scenario: the webmaster consents and you get to be linked with an already established site, and your traffic improves.

## **How to Generate Traffic Inexpensively**

Using banner advertisements, pay per click ads, and offline promotion can be costly for the startup webmaster. If you got into the internet game to sell a product, chances are you hoped to make a little money before you had to spend all you had. There is good news, however. Using these three techniques can net you some traffic and you won’t have to spend a dime to get it.

### *Article Marketing*

Articles are the number one choice for marketers looking for free traffic. The idea is to write articles filled with those BUM keywords (high search – low competition) and submit them to article directories which are popular with the search engines. Because you can add a link at the end of your article

back to your website, your traffic potential is high. Take some time to research your keywords and then optimize your website to convert the traffic once they visit it.

### *Press Releases*

Submitting press releases is similar to article submitting. If you have something newsworthy to share, write up a nice press release and let the world know about it. There are a few free press release websites on the internet where you can send in your pre-written press release and they will post it on the web for free. To find where you can submit press releases, type in "submit press releases" in the search engine of your choice. Even if the release itself doesn't bring the traffic flowing in, it will provide you with another link back, which will improve your search engine ranking.

### *Traffic Exchange*

Traffic exchanges have been around for a long time and provide free traffic – although it is not totally targeted. The basic idea with traffic exchanges is that you sit and surf, looking at other websites which builds credits and then you can use those credits to get hits to your website. The quality of traffic exchange traffic is not so great because people are only there to get traffic to their site and not really interested in other websites. However, if you have something attention grabbing, you'll get good results. Try [www.startmytraffic.com](http://www.startmytraffic.com) for an easy to use traffic exchange.

## **How to Generate 100 Visitors Per Day**

There are some tricks to getting a constant flow of traffic.....ones you might not read about in your average website marketing article. These tricks work, however, and if you put them to consistent use, you can be guaranteed at least a hundred visitors to your site each day.

### *Digg and the Social Networking Sites*

Write a page or blog post that will entice readers to your website. Now go to [www.digg.com](http://www.digg.com) and "Digg" the page. Several "Diggs" on an article can bring hundreds of visitors to your website in a matter of an hour. The problem is, it's difficult to pinpoint just what type of article might become popular on the social networking sites. To discover this, you'll need to do your own research, which includes simply watching what types of articles get "dugg" the most and copying that style.

Also, you want to “digg” other articles besides just yours. This way, people will be able to find you and eventually view your pages that you submitted leading them to your website.

Another website similar to Digg is [www.Stumbleupon.com](http://www.Stumbleupon.com) – the main difference is that they have a toolbar you can download and install. You can add your favorite pages and vote on others etc.

### *Yahoo Answers*

The terms of service state very clearly that spam of any kind is not appreciated. That doesn't put this technique firmly into the black hat category, but it might tend to fall into the gray. Because Yahoo Answers will sometimes delete accounts that misuse their service, it's recommended that you create a new account separate from the one you might use for your personal email before embarking on an answering spree. To increase your longevity, answer only questions that are relevant to your website, and place a link to your site in the “Know Your Source?” box below.

## **Conclusion**

Right now, you may be eager to rush off and try out all of these different methods for traffic generation; and that's actually a good idea. But keep this in mind: through experimentation and practice, you will slowly start to gravitate towards the methods which generate the best quality traffic for the cheapest price. Once you find them, stick with them and maximize your gains from those particular sources, rather than spreading your efforts thin.

## **The End!**

After reading this ebook you will have more knowledge of the top 90% of the marketers on the web today. All you need to do now is put this knowledge into action and keep learning as you try. There is so much to learn and it takes time and experience to really excel, however, this guide hopefully has provided a great basis for you to go ahead with confidence to grow your business in any market you choose to pursue.

Good luck and best wishes,

Stuart Stirling

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